

CHAPTER V

CONCLUSIONS AND RECOMMENDATIONS

5.1 Conclusion

Based on the results of the analysis and discussion that has been stated previously, the following conclusions can be drawn:

1. Halal labels, halal label awareness and purchase decisions are included in the medium or sufficient category.
2. Halal labels and halal awareness have a positive and significant effect on purchasing decisions. This means that the better the halal label and halal awareness, the higher or higher the purchase decision.

5.2 Implication and Suggestions

The explanation of the theoretical implications in this research can be outlined as follows:

5.2.1 Theoretical Implications

1) Implications for Halal Label

This research proves that halal labels have a positive and significant influence on purchasing decisions. This result is in line with the study conducted by Didik Gunawan, Aiga Dwi Pertiwi (2022), which concludes that halal labels significantly influence purchasing decisions.

The halal label serves as a guarantee of trust that the product

meets the religious and hygiene standards set by Islam. Consumers, especially Muslims, are more likely to purchase products with a halal label because they feel confident about the halalness, safety, and cleanliness of those products.

2) Implications for Halal Awareness

This study proves that halal awareness has a positive and significant impact on purchasing decisions. The results of this study are in accordance with the research conducted by Nur Fitri Mardiyanti (2019), which concluded that there is an influence between halal awareness and lifestyle on the purchasing decisions of consumers buying chicken satay from Mr. Hari in Ponorogo. Before making a purchase, Muslim consumers will certainly be aware of the importance of halal labels on the products they intend to buy. The importance of paying attention to the halalness of purchased products cannot be separated from the awareness of halal labels within each consumer. The decision-making process undertaken by consumers to purchase products begins with an awareness of meeting needs as well as the awareness of the halalness of the products being bought.

5.2.2 Managerial Implications

In order to improve purchasing decisions, it is necessary to increase awareness of halal labels by paying attention to halal labels on purchased

products; paying attention to the packaging of halal products from abroad, and continuing to increase understanding and belief that consuming halal food is a religious obligation.

5.2.3 Suggestions

Based on the results of the data processing and analysis that has been carried out, the researcher hereby proposes some suggestions as follows:

- 1) Because this study is limited to the variables of awareness of halal labels that affect the decision to return, it is expected for the next researcher to research about the decision to return from other factors such as revenue, *brand trust*, *digital marketing* and soon.
- 2) The sample in this study consisted of 100 respondents; for future research, it can be conducted with different research objects and a larger sample so that the results of the subsequent research can be varied.