

CHAPTER V

CONCLUSION AND IMPLICATIONS

A. Conclusion

1. Health Consciousness terhadap Attitude

Health Consciousness has a positive and significant effect on consumer attitudes. The higher the health consciousness, the more positive the consumer attitude towards organic rice.

2. Knowledge terhadap Attitude

Knowledge has a positive and significant effect on Attitude. Good knowledge about the benefits of organic rice encourages the formation of positive consumer attitudes.

3. Attitude terhadap Purchase Intention

Attitude has a positive and significant effect on Purchase Intention. Consumers with a positive attitude towards organic rice have higher buying interest.

4. Health Consciousness terhadap Purchase Intention

Health Consciousness has a positive and significant influence on Purchase Intention. Health consciousness encourages consumers to choose organic rice as a healthier option.

5. Knowledge terhadap Purchase Intention

Knowledge has a positive and significant effect on Purchase Intention. The higher the consumer's understanding of the benefits of organic rice, the greater their purchase intention.

6. Mediation of Attitude antara Health Consciousness dan Purchase Intention

Attitude is proven to mediate the influence of Health Consciousness on Purchase Intention. Health consciousness forms a positive attitude first, which then increases the intention to buy organic rice.

7. Mediation of Attitude antara Knowledge dan Purchase Intention

Attitude mediates the influence of Knowledge on Purchase Intention. Consumer knowledge that forms a positive attitude is able to strengthen the intention to buy organic rice.

B. Implications:

1. Managerial Implications

- a. Organic rice manufacturer can raise public consciousness about health by creating content on social media that emphasizes that food choices are one of the important factors in maintaining a healthy body, one of which is by choosing organic foods.
- b. To increase public knowledge about organic rice, organic rice manufacturer can create educational content in the form of short videos about the benefits of organic rice compared to regular rice. In addition, organic rice manufacturer can collaborate with nutritionists or influencers to educate the public that organic rice is safer for long-term consumption. To further convince the public, producers can also include clear nutritional labels on their product packaging.
- c. Organic rice manufacturer can improve the public's positive attitude towards organic rice by collaborating with supermarkets to educate consumers about the health benefits of organic rice. In addition, producers can also innovate with attractive packaging.
- d. Some things that organic rice manufacturer can do to increase consumer purchase intentions are to provide small sizes at affordable prices, organic rice manufacturer can also follow e-commerce trends to market organic rice online. Organic rice manufacturer can also communicate value for money, where buyers will get benefits equivalent to the higher price.
- e. The government, as the policy maker, can increase consumer intent to purchase organic rice by providing clear regulations regarding organic

product certification standards and supporting public education programs on the importance of healthy food consumption. In addition, the government can facilitate cooperation between organic farmers, distributors, and modern retailers, as well as provide incentives for producers who consistently maintain the quality and safety of organic products. Thus, government intervention can expand the market for organic rice while increasing consumer confidence.

2. Theoretical Implications

- a. This study provides a theoretical contribution by reinforcing the application of the Theory of Planned Behavior (TPB), in which the variables of Health Consciousness and Knowledge can influence Attitude, which then has implications for Purchase Intention. This shows that TPB is relevant for explaining consumer behavior in the context of healthy food, particularly organic rice.
- b. It is necessary to test the model on other organic products (vegetables, fruits, or organic meats) to test the consistency of the findings.
- c. It is recommended to use the longitudinal method in order to observe changes in consumer attitudes and purchasing intentions over time. It can be further done by comparing respondents from different regions to see the influence of cultural factors and social environment

C. Research Limitations

This study has several limitations that need to be considered:

- a. The research focused only on a single type of organic product (rice) ; thus, the findings may not be generalizable to other organic products.
- b. The research design employed cross-sectional data, which does not capture the dynamics of changes in Health Consciousness, Knowledge, Attitude, and Purchase Intention over time.

- c. This study has limitations because it failed to use SEM-AMOS due to invalid data normality tests, so the analysis was conducted using an alternative approach.
- d. In addition, there were several respondents who did not fully understand the research variables, which may have affected the consistency of their answers on the questionnaire.

