

CHAPTER V

CONCLUSIONS, LIMITATIONS, AND SUGGESTIONS

5.1 Conclusions

In this study, it can be concluded that the findings and analyses carried out provide a deep understanding of the variables of halal brand image, halal brand loyalty, halal brand trust and purchase intention. The conclusions and suggestions that will be conveyed by researchers, especially the results of hypothesis testing, can be detailed as follows:

1. Halal brand image has a significant Influence on halal brand loyalty. It is important for marketers to build halal brand loyalty through halal brand image in consumers. Halal brand image can be obtained when consumers feel satisfied when getting the product, they want. It is important for marketers to know the desires and satisfy the desires of every consumer they have. This can form loyalty from consumers to a product. This is what marketers must understand about the needs that must be met in creating loyalty in consumers. When consumers feel confident in the image formed from marketers, it will increase consumer loyalty to the product.
2. Halal brand image has a significant Influence on halal brand trust. Marketers need to improve halal brand image to encourage halal brand trust in consumers. Marketers can be more attractive to the consumers they have. Marketers should also make more of an effort to be open to consumers, besides that it is important to listen to complaints from consumers to improve what is missing from the product. Marketers can also do testimonials from

some of the consumers they have, doing so to increase consumer confidence in the products they buy. This can happen on an ongoing basis when marketers always improve brand image and are able to convince consumers of halal products.

3. Halal brand image has a significant Influence on purchase intention. Marketers can use halal brand image as a driver of purchase intention in consumers. Purchase intention can occur when consumers have a good image of a brand. This can be done when marketers consistently maintain the good image they create for consumers. Consistently maintaining a good image can have an impact on consumer purchase intention on the brand.
4. Halal brand loyalty has a significant Influence on purchase intention. Marketers can use halal brand loyalty in encouraging consumer purchase intention. Consumer purchase intention can occur when consumers feel loyal to the brands, they already believe in. Marketers can build relationships with their consumers well to increase consumer purchase intentions. Purchase intention can occur when consumers are clear about the product they want. This will make consumers choose these products compared to other competitors.
5. Halal brand trust has no significant Influence on purchase intention. Marketers cannot use halal brand trust in encouraging consumer purchase intention. Brand trust cannot be a factor in purchasing intention for halal products. Marketers must be able to find other ways to generate consumer

purchase intention for products. This will make consumers moved to have a purchase intention for the product.

6. Halal brand image has no significant Influence on purchase intention through halal brand loyalty. Marketers need to use halal brand image to encourage consumer purchase intention on products through halal brand loyalty. Marketers can make improvements to the quality of the products they have to maintain the loyalty of their consumers. Marketers are also required to be able to meet the expectations of consumers. Marketers can also provide good customer solutions to encourage consumers to have purchase intentions on products. This will make brand image can affect brand loyalty and encourage purchase intentions on halal products.
7. Halal brand image has no significant Influence on purchase intention through mediation of halal brand trust. Marketers cannot use halal brand image to generate consumer purchase intention on products through halal brand trust. Halal brand image is not an important thing to pay attention to in marketing products. This is because it cannot affect brand confidence in halal products. Marketers must be able to find other reasons besides trust that can increase consumer purchase intentions for brands.

5.2 Limitations

This study has a number of weaknesses that must be considered. These limitations need to be considered by future researchers, as this study is certainly not a perfect study and still has many flaws that need to be corrected. Overall, these

weaknesses indicate the potential for further research and expansion within this research domain. Some of the weaknesses of this study involve:

1. Respondents in this study involved consumers who buy Mixue products in Indonesia. In addition, consumers are also Muslim because the variable studied in this research is halal products.
2. The focus of this research centers on the role of halal brand loyalty and halal brand trust as mediators in connecting halal brand image and purchase intention. Future research has the opportunity to investigate additional mediating factors to broaden insights into the dynamics of the relationship.
3. This study uses a quantitative research approach to analyses the relationship between each variable. In order to increase broader understanding, future research can consider applying mixed methods. The application of such methods is expected to provide a more comprehensive description and interpretation of the data collected.

5.3 Suggestions

Researchers refer to the research limitations above as a basis for providing recommendations to future research in order to improve the quality and accuracy of further research, while providing greater benefits for researchers in the future, here are some suggestions that can be given by researchers:

1. For future researchers

The researcher proposes that future research can extrapolate and deepen variables that may have a significant influence on the phenomenon under study. The researcher also recommends that future research can expand the sample

coverage and involve respondents from more varied groups. Researchers also suggest conducting further research that can evaluate the practical impact of research findings on business policies in the field.

2. For the community

It is expected to actively raise awareness of the Mixue brand image and the detailed product characteristics presented by Mixue. Encourage community participation in providing feedback and sharing opinions about Mixue products. This involvement can be a valuable contribution in the improvement and customization of the product according to consumer needs and expectations. In addition to providing feedback, the community can also play an active role in supporting Mixue through participation in promotional events, collaborations, and activities that support the development of local brands.

3. For Mixue

The suggestion for Mixue is to maintain halal brand image. Mixue can improve its reputation by always maintaining the quality of its products and also always making interesting innovations to reach a wider market segmentation. Mixue can maintain consumer confidence by providing transparency by always providing clear information about the ingredients used and also by strictly maintaining the quality of products produced for consumers.

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