

BAB V

PENUTUP

5.1 Kesimpulan

Berdasarkan hasil analisa penelitian yang telah dijelaskan dalam bab sebelumnya, Maka dapat disimpulkan hasil dari penelitian ini sebagai berikut:

- 1) Kesadaran Halal secara signifikan berpengaruh positif terhadap Sikap akan Vaksin COVID-19 AstraZeneca. Semakin tinggi Kesadaran Halal maka semakin kuat Sikap.
- 2) Kesadaran Halal tidak berpengaruh signifikan terhadap Niat untuk Menggunakan Vaksin COVID-19 AstraZeneca, karena P value menunjukkan nilai diatas 0,05 sehingga sampel penelitian tidak dapat membuktikan teori tersebut.
- 3) Sikap tidak berpengaruh signifikan terhadap Niat untuk Menggunakan Vaksin COVID-19 AstraZeneca, karena P value menunjukkan nilai diatas 0,05 sehingga sampel penelitian tidak dapat membuktikan teori tersebut.
- 4) Norma Subjektif secara signifikan berpengaruh positif terhadap Niat untuk Menggunakan Vaksin COVID-19 AstraZeneca. Semakin tinggi Norma Subjektif maka semakin kuat Niat untuk Menggunakan.
- 5) Kontrol Perilaku yang Dipersepsikan secara signifikan berpengaruh positif terhadap Niat untuk Menggunakan Vaksin COVID-19 AstraZeneca. Semakin tinggi Kontrol Perilaku yang Dipersepsikan maka semakin kuat Niat untuk Menggunakan.

5.2 Keterbatasan Penelitian

Berdasarkan penelitian yang telah dilakukan, terdapat beberapa keterbatasan dalam penelitian ini, adapun keterbatasan dalam penelitian ini yaitu:

- 1) Pada saat pengambilan sampel peneliti merasa kesulitan mencari responden yang beragama islam dan belum pernah memakai Vaksin COVID-19.
- 2) Terdapat beberapa responden yang tidak bersedia mengisi kuesioner penelitian karena tidak berminat untuk Vaksin.
- 3) Beberapa responden ada yang tidak memiliki akun *Google*
- 4) Peneliti merasa sulit mencari responden dikarenakan pandemi, sehingga pada akhirnya peneliti menggunakan data dari responden yang diambil secara *online* melalui *google forms* yang disebarakan melalui *whatsapp* dan *platform social media* lainnya.
- 5) Peneliti tidak dapat mendampingi responden ketika mengisi kuesioner sehingga responden tidak dapat bertanya apabila terdapat pernyataan yang kurang dimengerti dan mengakibatkan jawaban yang tidak sesuai.

5.3 Saran

Berdasarkan penelitian dan analisis yang telah dilakukan, peneliti memberi masukan saran yang diharapkan dapat dipakai sebagai pertimbangan untuk masyarakat dan peneliti selanjutnya. Adapun saran-saran yang dapat peneliti berikan adalah sebagai berikut:

1. Bagi Peneliti Selanjutnya

Peneliti lain bisa menambahkan variabel bebas yang lain seperti keterlibatan agama dan kualitas yang dirasakan yang memiliki pengaruh terhadap niat untuk menggunakan. Peneliti berikutnya juga bisa meneliti pada obyek yang berbeda dari penelitian ini.

Bagi peneliti selanjutnya sebaiknya melakukan wawancara dan apabila menggunakan kuesioner lebih baik penyebaran kuesioner secara langsung kepada responden dan mendampingi responden dalam pengisian kuesioner agar hasil atau tanggapan responden sesuai dengan pernyataan.

2. Bagi Masyarakat dan Pihak Lain

Penelitian ini diharapkan dapat menambah wawasan masyarakat akan kehalalan Vaksin kemudian membantu masyarakat dalam memilih dan menggunakan Vaksin Covid-19 .

DAFTAR RUJUKAN

- Agnoli, L., Capitello, R. and Begalli, D. (2016) 'Behind intention and behaviour: factors influencing wine consumption in a novice market', *British Food Journal*, 118(3), pp. 660–678. doi: 10.1108/BFJ-05-2015-0181.
- Ajzen (2012) 'The theory of planned behavior', in *Handbook of Theories of Social Psychology: Volume 1*. SAGE Publications Inc., pp. 438–459. doi: 10.4135/9781446249215.n22.
- Ambali, A. R. and Naqiyuddin Bakar, A. (2013) 'The American Evangelical Christians and the U.S. Middle East policy: A case study of the Christians United for Israel (CUFI)', *Citeseer*, 21, pp. 7–32. Available at: <http://citeseerx.ist.psu.edu/viewdoc/download?doi=10.1.1.827.7137&rep=rep1&type=pdf> (Accessed: 4 April 2021).
- Asnawi, N., Sukoco, B. M. and Fanani, M. A. (2018) 'Halal products consumption in international chain restaurants among global Moslem consumers', *International Journal of Emerging Markets*, 13(5), pp. 1273–1290. doi: 10.1108/IJoEM-11-2017-0495.
- Awan, H. M., Siddiquei, A. N. and Haider, Z. (2015) 'Factors affecting Halal purchase intention – evidence from Pakistan's Halal food sector', *Management Research Review*, 38(6), pp. 640–660. doi: 10.1108/mrr-01-2014-0022.
- Azam, A. (2016) 'An empirical study on non-Muslim's packaged halal food manufacturers: Saudi Arabian consumers' purchase intention', *Journal of Islamic Marketing*, 7(4), pp. 441–460. doi: 10.1108/JIMA-12-2014-0084.
- Aziz, Y. A. and Chok, N. V. (2013) 'The Role of Halal Awareness, Halal Certification, and Marketing Components in Determining Halal Purchase Intention Among Non-Muslims in Malaysia: A Structural Equation Modeling Approach', *Journal of International Food and Agribusiness Marketing*, 25(1), pp. 1–23. doi: 10.1080/08974438.2013.723997.
- Bao, Y., Hoque, R. and Wang, S. (2017) 'Investigating the determinants of Chinese adult children's intention to use online health information for their aged parents', *International Journal of Medical Informatics*, 102, pp. 12–20. doi: 10.1016/j.ijmedinf.2017.01.003.
- Bhatti, T. (2007) 'Exploring Factors Influencing the Adoption of Mobile Commerce', *undefined*.
- Bonne, K. and Verbeke, W. (2008) 'Religious values informing halal meat production and the control and delivery of halal credence quality',

Agriculture and Human Values, 25(1), pp. 35–47. doi: 10.1007/s10460-007-9076-y.

BPOM Terbitkan EUA, Komisi Fatwa MUI: Vaksin Sinovac Halal dan Boleh Digunakan Muslim – Majelis Ulama Indonesia (no date). Available at: <https://mui.or.id/berita/29419/bpom-terbitkan-eua-komisi-fatwa-mui-vaksin-sinovac-halal-dan-boleh-digunakan-muslim/> (Accessed: 5 May 2021).

BUTT, M. M and AFTAB, M, 2013. *Incorporating attitude towards Halal banking in an integrated service quality, satisfaction, trust and loyalty model of online Islamic Banking International Journal of Bank Marketing | Request PDF* (no date). Available at: https://www.researchgate.net/publication/236231434_BUTT_M_M_and_AFTAB_M_2013_Incorporating_attitude_towards_Halal_banking_in_an_integrated_service_quality_satisfaction_trust_and_loyalty_model_of_online_Islamic_Banking_International_Journal_of_Bank_Mar (Accessed: 4 April 2021).

Dünnebeil, S. *et al.* (2012) ‘Determinants of physicians’ technology acceptance for e-health in ambulatory care’, *International Journal of Medical Informatics*, 81(11), pp. 746–760. doi: 10.1016/j.ijmedinf.2012.02.002.

Fatwa MUI: Penggunaan Vaksin COVID-19 AstraZeneca Pada Saat Ini Dibolehkan (Mubah) - Masyarakat Umum | Covid19.go.id (no date). Available at: <https://covid19.go.id/edukasi/masyarakat-umum/fatwa-mui-penggunaan-vaksin-covid-19-astrazeneca-pada-saat-ini-dibolehkan-mubah> (Accessed: 19 May 2021).

Fink, A. (2003) *The Survey Handbook, The Survey Handbook*. SAGE Publications, Inc. doi: 10.4135/9781412986328.

Fishbein, M. and Ajzen, I. (2011) *Predicting and changing behavior: The reasoned action approach, Predicting and Changing Behavior: The Reasoned Action Approach*. Taylor and Francis. doi: 10.4324/9780203838020.

Ghozali, I. (2013) ‘Aplikasi Analisis Multivariate dengan Program IBM SPSS 21 Update PLS Regresi’. Available at: http://mikroskil.ac.id/pustaka/index.php?p=show_detail&id=7026&keywords= (Accessed: 6 April 2021).

Hair, J. F., Ringle, C. M. and Sarstedt, M. (2011) ‘PLS-SEM: Indeed a silver bullet’, *Journal of Marketing Theory and Practice*, 19(2), pp. 139–152. doi: 10.2753/MTP1069-6679190202.

Hair Jr, J. *et al.* (2017) *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM) - Joseph F. Hair, Jr., G. Tomas M. Hult, Christian Ringle, Marko Sarstedt, Sage*.

- Hair and Solimun (2017) *Structural Equation Modelling (SEM) Lisrel dan Amos*. FMIPA Univ. Malang.
- HALE, J. L., HOUSEHOLDER, B. J. and GREENE, K. L. (2002) 'The Theory of Reasoned Action', in *The Persuasion Handbook: Developments in Theory and Practice*. SAGE Publications, Inc., pp. 259–286. doi: 10.4135/9781412976046.n14.
- Hansen, T., Jensen, J. M. and Solgaard, H. S. (2004) 'Predicting online grocery buying intention: A comparison of the theory of reasoned action and the theory of planned behavior', in *International Journal of Information Management*. Elsevier Ltd, pp. 539–550. doi: 10.1016/j.ijinfomgt.2004.08.004.
- Hung, S. Y., Ku, Y. C. and Chien, J. C. (2012) 'Understanding physicians' acceptance of the Medline system for practicing evidence-based medicine: A decomposed TPB model', *International Journal of Medical Informatics*, 81(2), pp. 130–142. doi: 10.1016/j.ijmedinf.2011.09.009.
- Hussaini (1993) *Hussaini: Islamic Dietary Concepts & Practices. The... - Google Scholar*. Available at: https://scholar.google.com/scholar?cluster=17539255074620304097&hl=en&as_sdt=2005&scioldt=0,5 (Accessed: 6 April 2021).
- Kline, R. B. (2016) *Principles and Practice of Structural Equation Modeling*, The Guilford Press. Available at: <https://id1lib.org/book/5456530/fe03fa> (Accessed: 5 May 2021).
- Lada, S., Harvey Tanakinjal, G. and Amin, H. (2009) 'Predicting intention to choose halal products using theory of reasoned action', *International Journal of Islamic and Middle Eastern Finance and Management*, 2(1), pp. 66–76. doi: 10.1108/17538390910946276.
- Lanseng, E. J. and Andreassen, T. W. (2007) *Electronic Healthcare: A Study of People's Readiness and Attitude toward Performing Self Diagnosis*, *International Journal of Service Industry Management*.
- Lee, M. C. (2009) 'Factors influencing the adoption of internet banking: An integration of TAM and TPB with perceived risk and perceived benefit', *Electronic Commerce Research and Applications*, 8(3), pp. 130–141. doi: 10.1016/j.elerap.2008.11.006.
- Lee, M. C. (2010) 'Explaining and predicting users' continuance intention toward e-learning: An extension of the expectation-confirmation model', *Computers and Education*, 54(2), pp. 506–516. doi: 10.1016/j.compedu.2009.09.002.
- Limbu, Y. B., Wolf, M. and Lunsford, D. (2012) 'Perceived ethics of online retailers and consumer behavioral intentions: The mediating roles of trust

- and attitude', *Journal of Research in Interactive Marketing*, 6(2), pp. 133–154. doi: 10.1108/17505931211265435.
- Nasri, W. and Charfeddine, L. (2012) 'Factors affecting the adoption of Internet banking in Tunisia: An integration theory of acceptance model and theory of planned behavior', *Journal of High Technology Management Research*, 23(1), pp. 1–14. doi: 10.1016/j.hitech.2012.03.001.
- NASUTION, M. D. T. P., ROSSANTY, Y. and GIO, P. U. (2016) 'Does Religious Commitment Matter in the Relationship Between Brand Personality and Purchase Intention on Halal Brand? Evidence from Consumers in Indonesia', *Expert Journal of Marketing*, 4(2), pp. 31–38. Available at: <https://ideas.repec.org/a/exp/mkting/v4y2016i2p31-38.html> (Accessed: 6 April 2021).
- Pradana, M., Huertas-García, R. and Marimon, F. (2020) 'Spanish Muslims' halal food purchase intention International Food and Agribusiness Management Review 190', *International Food and Agribusiness Management Review*, 23(2), pp. 189–201. doi: 10.22434/IFAMR2019.0200.
- Rahim, N. @ F. binti, Shafii, Z. and Shahwan, S. (2015) 'Awareness and Perception of Muslim Consumers on Halal Cosmetics and Personal Care Products', *International Journal of Business, Economics and Management*, 2(1), pp. 1–14. doi: 10.18488/journal.62/2015.2.1/62.1.1.14.
- Rana, M. W. *et al.* (2017) 'How Determinants of Customer Satisfaction are Affecting the Brand Image and Behavioral Intention in Fast Food Industry of Pakistan?', *J Tourism Hospit*, 6(6), p. 316. doi: 10.4172/2167-0269.1000316.
- Sekaran, U. and Bougie, R. (2016) *Research Methods for Business A Skill-Building Approach*. Seventh, Sekaran Uma, Bougie Roger. Seventh. West Sussex: John Wiley. doi: 10.1007/978-94-007-0753-5_102084.
- Shaari, J. A. N. and Arifin, N. (2009) 'Dimension of Halal Purchase Intention: A Preliminary Study', *undefined*.
- Shin, Y. H. and Hancer, M. (2016) 'The role of attitude, subjective norm, perceived behavioral control, and moral norm in the intention to purchase local food products', *Journal of Foodservice Business Research*, 19(4), pp. 338–351. doi: 10.1080/15378020.2016.1181506.
- Solimun, Fernandes, A. A. R. and Nurjannah (2017) *Metode Statistika Multivariat: Pemodelan Persamaan Struktural (SEM)-Pendekatan WarpPLS*. 1st edn. Malang: UB Press.
- Sugiyono (2012) *Metode Penelitian Kuantitatif, Kualitatif, dan Tindakan*.
- Sugiyono and Nuryanto, A. (2019) 'Metode penelitian pendidikan (kuantitatif, kualitatif, kombinasi R&D dan penelitian tindakan)'. Available at: //slims-

terpadu.unri.ac.id/index.php?p=show_detail&id=60780 (Accessed: 12 April 2021).

Sumaedi, S. *et al.* (2020) 'A model of intention to use official COVID-19 websites', *Health Education*, 120(4), pp. 249–261. doi: 10.1108/HE-07-2020-0048.

Suryani, T. (2008) 'Perilaku Konsumen', *PERILAKU KONSUMEN; Implikasi pada Strategi Pemasaran*, 1, p. 356. doi: 10.31227/osf.io/pfjhz.

Teo, T. and Noyes, J. (2011) 'An assessment of the influence of perceived enjoyment and attitude on the intention to use technology among pre-service teachers: A structural equation modeling approach', *Computers and Education*, 57(2), pp. 1645–1653. doi: 10.1016/j.compedu.2011.03.002.

Venkatesh, V. *et al.* (2003) 'User acceptance of information technology: Toward a unified view', *MIS Quarterly: Management Information Systems*, 27(3), pp. 425–478. doi: 10.2307/30036540.

Venkatesh, V. and Davis, F. D. (2000) 'Theoretical extension of the Technology Acceptance Model: Four longitudinal field studies', *Management Science*, 46(2), pp. 186–204. doi: 10.1287/mnsc.46.2.186.11926.

Wilson, J. A. J. and Liu, J. (2010) 'Shaping the Halal into a brand?', *Journal of Islamic Marketing*, pp. 107–123. doi: 10.1108/17590831011055851.

Wu, I. L. and Chen, J. L. (2005) 'An extension of Trust and TAM model with TPB in the initial adoption of on-line tax: An empirical study', *International Journal of Human Computer Studies*, 62(6), pp. 784–808. doi: 10.1016/j.ijhcs.2005.03.003.

Xia, Y. *et al.* (2021) 'Impact of the COVID-19 pandemic on intention to use traditional Chinese medicine: A cross-sectional study based on the theory of planned behavior', *Journal of Integrative Medicine*. doi: 10.1016/j.joim.2021.01.013.

Xie, Q. *et al.* (2017) 'Predictors for e-government adoption: Integrating TAM, TPB, trust and perceived risk', *Electronic Library*, 35(1), pp. 2–20. doi: 10.1108/EL-08-2015-0141.

Zhang, A. Y. *et al.* (1997) 'Family and cultural correlates of depression among Chinese elderly', *International Journal of Social Psychiatry*, 43(3), pp. 199–212. doi: 10.1177/002076409704300306.