

CHAPTER V

CLOSING

5.1. Conclusion

Based on the results of the research regarding the influence of knowledge of food ingredients and knowledge of the production process on consumer purchasing decisions, that following conclusions can be summary from the problem formulation by research hypothesis:

- a. The results indicate that the knowledge of food ingredients does not positively influence students' purchasing decisions at the University of Darussalam Gontor when buying food products. This is supported by the T-Test analysis of the knowledge of food ingredients variable (X1), which shows a significance value of 0.119 and a calculated t-value of 1.574. Since the significance value of 0.119 is greater than 0.05 ($0.119 > 0.05$) and the calculated t value of 1.574 is less than the critical t value of 1.662 ($t_{cal} < t_{table}$ / $1.574 < 1.662$), it can be concluded that H_0 is accepted and H_1 is rejected. This means that knowledge of food ingredients does not affect by the purchasing decisions, as these values do not meet the criteria for a partial T-test. This may be due to many students at Universitas Darussalam Gontor not paying attention on the ingredient composition listed on food products, possibly encountering foreign terms that are not well understood, that the influence of a positive perception of products sold within the Pondok environment, as well as the selection of products by the Pondok management.
- b. The findings also indicate that knowledge of the production process positively influences the purchasing decisions of students at the University of Darussalam Gontor regarding food products. This is evidenced by the T-test results for the production process variable, which show a significance value of 0.000 and a calculated t-value

of 5.469. Since the significance value of 0.000 is less than 0.05 ($0.000 < 0.05$) and the calculated t value of 5.469 is greater than the critical t value of 1.662 ($t_{table} > t_{cal} / 5.469 > 1.662$), it can be concluded that H1 is accepted and H0 is rejected. This indicates that knowledge of the production process partially affects purchasing decisions, as these values qualify for the T-test.

- c. Additionally, the results show that knowledge of food ingredients and knowledge of the production process, when tested simultaneously, significantly influence the purchasing decisions of students at Universitas Darussalam Gontor. This is confirmed by the results of the simultaneous F test, where the calculated f value of 165.214 exceeds the critical f value of 3.10 ($165.214 > 3.10$), with a significance value of 0.000 ($0.000 < 0.05$). Therefore, it can be concluded that H1 is accepted and H0 is rejected, indicating that both independent variables (knowledge of food ingredients and knowledge of the production process) simultaneously affect the dependent variable (purchasing decisions). These results suggest that students at the University of Darussalam Gontor often consider food products' ingredients and production processes before purchasing.

5.2. Suggestion

Based on the conclusions of the above research, the researcher offers the following suggestions:

- a. The government, particularly the Food and Drug Supervisory Agency (BPOM), is encouraged to enhance this oversight of food products available in the market, especially on halal compliance and safety. It is also recommended that BPOM intensify regulations and outreach efforts regarding Law Number 33 of 2014 on Halal Product Assurance. Effective communication is expected to help the public understand the significance of being informed about the products they purchase.

- b. The Indonesian Ulema Council (MUI) should proactively promote fatwas related to halal products, such as MUI Fatwa Number 11 of 2019 concerning Product Halal Assurance. This outreach could include workshops on seminars to increase public awareness of halal food by MUI's halal fatwa.
- c. A literacy campaign focused on the ingredients used in food production should be initiated for students, particularly those at the University of Darussalam Gontor. This initiative should educate them about food consumption's benefits and potential risks. Additionally, other educational institutions, businesses, and government agencies should also provide education on the knowledge of food production materials.
- d. The La-Tansa Darussalam Distributor Center is advised to be more discerning when selecting Pondok Modern Darussalam Gontor products. This selection process should prioritize the halal status and quality of the items for students consume, ensuring access to safe and halal food options.
- e. Future researchers are suggested to use this study as a reference for related topics while incorporating additional variables that were not included in this research, which may further influence consumer purchasing decisions. The researcher recommends considering variables such as company ownership in future studies and conducting research in various locations and demographic groups to obtain a more comprehensive understanding.