

CHAPTER V

CONCLUSION

5.1 Conclusion

1. Health consciousness has a negative effect on branded meat purchase intention. The higher the health awareness, the lower the intention to buy Fiesta frozen chicken product. Subjective norms have no significant effect toward branded meat purchase intentions.
2. Attitude toward branded meat, perceived behavioral control, and brand trust have a positive and significant effect on Fiesta chicken product purchase intentions. The higher the attitude toward branded meat, the higher the intention to buy Fiesta frozen chicken product. The higher the perceived behavioral control, the higher the intention to buy Fiesta frozen chicken product. The higher the brand trust, the higher the intention to buy Fiesta frozen chicken product.
3. Brand trust mediates attitude toward branded meat to branded meat purchase intentions significantly. Brand trust mediates perceived behavioral control to branded meat purchase intentions significantly. In both mediation tests indicate the complimentary mediation.
4. Brand trust do not mediates subjective norms to branded meat purchase intentions, therefore it indicate direct-only mediation.

5.2 Managerial Implications

1. Attitude toward branded meat has a positive effect so marketers and manufacturers will be able to develop better marketing strategies by focusing on this attitude factors as to ensure and attract consumers to buy the genuine products. They have to give more attention on how to effectively find a good mechanism to improve their consumer's attitude and awareness.
2. Perceived behavioral control dan subjective norms has positive effects on purchase intention of Fiesta chicken product. What's more, Fiesta can create attractive advertisements like family centered ads and product info to convince consumers to be

confident in purchasing Fiesta products.

3. It is suggested that Fiesta can continue to increase brand trust from consumers by continuing to improve product quality and provide positive value to consumers so that it is hoped that consumers will feel safe when they want to buy Fiesta frozen chicken products.

5.3 Research Limitations

There are 2 indicators of attitude toward branded meat variables which are not valid so it must be dropped or eliminated. It probably due to the lack of building the proper sentences.

5.4 Future Research Suggestion

Researcher needs to design better sentences in the questionnaire because the sentences in the questionnaire must not have an ambiguous meaning so that respondents can understand the sentences in the questionnaire better.

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APPENDIX

Questionnaire

Filtering: People who have consumed and or purchased Fiesta branded frozen chicken products at least once

Profilling:

1. Pernah membeli produk ayam beku bermerek Fiesta?

- Ya
- Tidak

2. Berapa kali Anda membeli produk ayam beku bermerk Fiesta dalam 6 bulan terakhir?

- 1
- Lebih dari 1 kali

3. Produk ayam beku apa yang sering Anda beli selain merk Fiesta?

- SoGood
- Champ
- Belfoods
- Kanzler
- Merk Lainnya

Table. Questionnaire

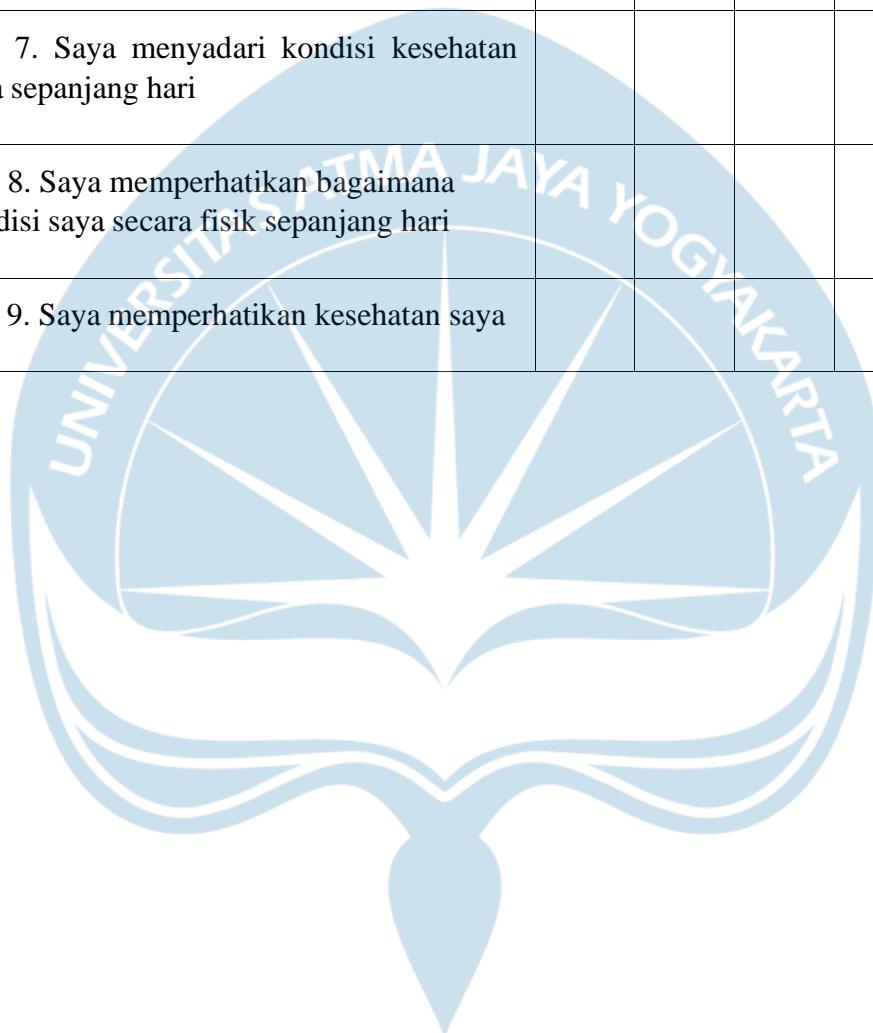
Measure Factors	STS	TS	N	S	SS
Niat Membeli					
PI 1. Saya berniat untuk membeli produk daging ayam bermerek Fiesta dalam waktu dekat					
PI 2. Saya akan tetap membeli produk daging ayam beku bermerek Fiesta					
PI 3. Lain kali, saya akan membeli lebih banyak produk daging ayam beku bermerek Fiesta seperti yang saya beli sekarang					
Sikap terhadap Daging Bermerek Keyakinan Kognitif					
A1. Produk daging ayam beku bermerk Fiesta higenis/tidak menyebabkan penyakit					
A2. Produk daging ayam beku bermerek Fiesta lebih bergizi					
A3. Produk daging ayam beku bermerek Fiesta adalah produk makanan yang dapat dipercaya					
A4. Produk daging ayam beku bermerek Fiesta adalah makanan yang aman					
A5. Saya mempertimbangkan faktor “Kesehatan” saat membeli produk daging ayam beku bermerek Fiesta					

A6. Saya mempertimbangkan faktor "Nilai Gizi" saat membeli produk daging ayam beku bermerek Fiesta					
A7. Saya mempertimbangkan faktor "Kepercayaan" saat membeli Produk daging ayam beku bermerek Fiesta					
A8. Saya mempertimbangkan faktor "Keamanan makanan" saat membeli produk daging ayam beku bermerek Fiesta					
A9. Produk daging ayam beku bermerek Fiesta memiliki rasa yang enak					
A10. Makanan tanpa produk daging ayam beku bermerek Fiesta tidak menarik					
A11. Produk daging ayam beku bermerek Fiesta menyediakan lebih banyak variasi makanan					
A12. Saya mempertimbangkan "Rasa" saat membeli produk daging ayam beku bermerek Fiesta					
A13. Saya mempertimbangkan "Variasi Jenis" saat membeli produk daging ayam beku bermerek Fiesta					
A14. Saya mempertimbangkan "Rasa Puas" saat membeli produk daging ayam beku bermerek Fiesta					
Norma Subyektif					

SN 1. Anggota keluarga dekat saya akan menghargai jika saya membeli produk daging ayam beku bermerek Fiesta					
SN 2. Teman-teman saya berpikir bahwa saya harus membeli produk daging ayam beku bermerek Fiesta					
SN 3. Dokter dan ahli gizi berpikir bahwa saya harus membeli produk daging ayam beku bermerek Fiesta					
SN 4. Iklan mendorong saya untuk membeli produk daging ayam beku bermerek Fiesta					
SN 5. Industri makanan mendorong saya untuk membeli produk daging ayam beku bermerek Fiesta					
SN 6. Untuk memberi keluarga saya makanan yang sehat, saya membeli produk daging ayam beku bermerek Fiesta					
SN 7. Untuk memberi keluarga saya makanan bergizi, saya membeli produk daging ayam beku bermerek Fiesta					
SN 8. Untuk memberi keluarga saya makanan yang bervariasi, saya membeli produk daging ayam beku bermerek Fiesta					
Kepercayaan Merek					
BT 1. Saya percaya produk daging ayam beku bermerek Fiesta pilihan saya					

BT 2. Saya mengandalkan pilihan produk daging ayam beku bermerek Fiesta					
BT 3. Produk daging ayam beku bermerek Fiesta itu jujur					
BT 4. Produk daging ayam beku bermerek Fiesta aman					
Kontrol Perilaku yang Dirasakan					
PBC 1. Untuk membeli atau tidak membeli produk daging ayam beku bermerek Fiesta sepenuhnya terserah saya					
PBC 2. Saya yakin jika saya mau, saya bisa membeli produk daging ayam beku bermerek Fiesta					
PBC 3. Saya tidak memiliki sumber daya dan waktu untuk membeli produk daging ayam beku bermerek Fiesta					
Kesadaran Kesehatan					
HC 1. Saya banyak memikirkan kesehatan saya					
HC 2. Saya sadar mengenai kesehatan saya					
HC 3. Saya biasanya mengikuti perasaan saya mengenai kesehatan saya					
HC 4. Saya terus memeriksa kesehatan saya					

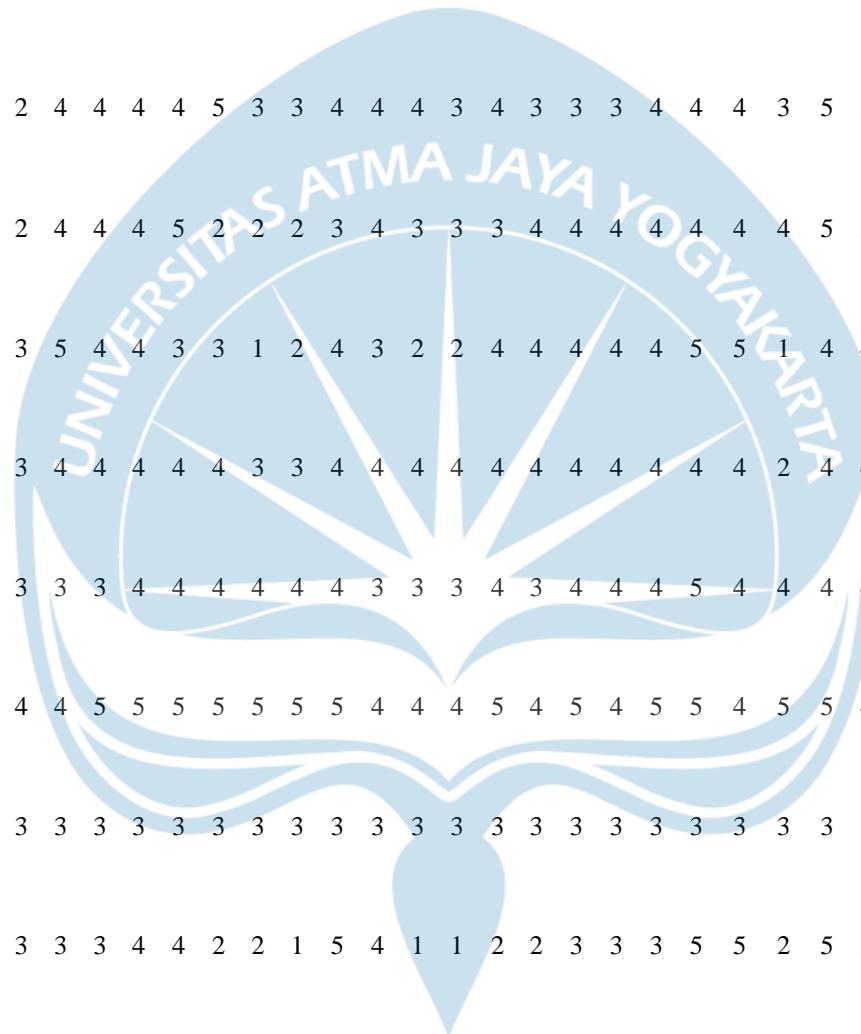
HC 5. Saya waspada terhadap perubahan kesehatan tubuh saya					
HC 6. Saya biasanya sadar akan kesehatan saya					
HC 7. Saya menyadari kondisi kesehatan saya sepanjang hari					
HC 8. Saya memperhatikan bagaimana kondisi saya secara fisik sepanjang hari					
HC 9. Saya memperhatikan kesehatan saya					

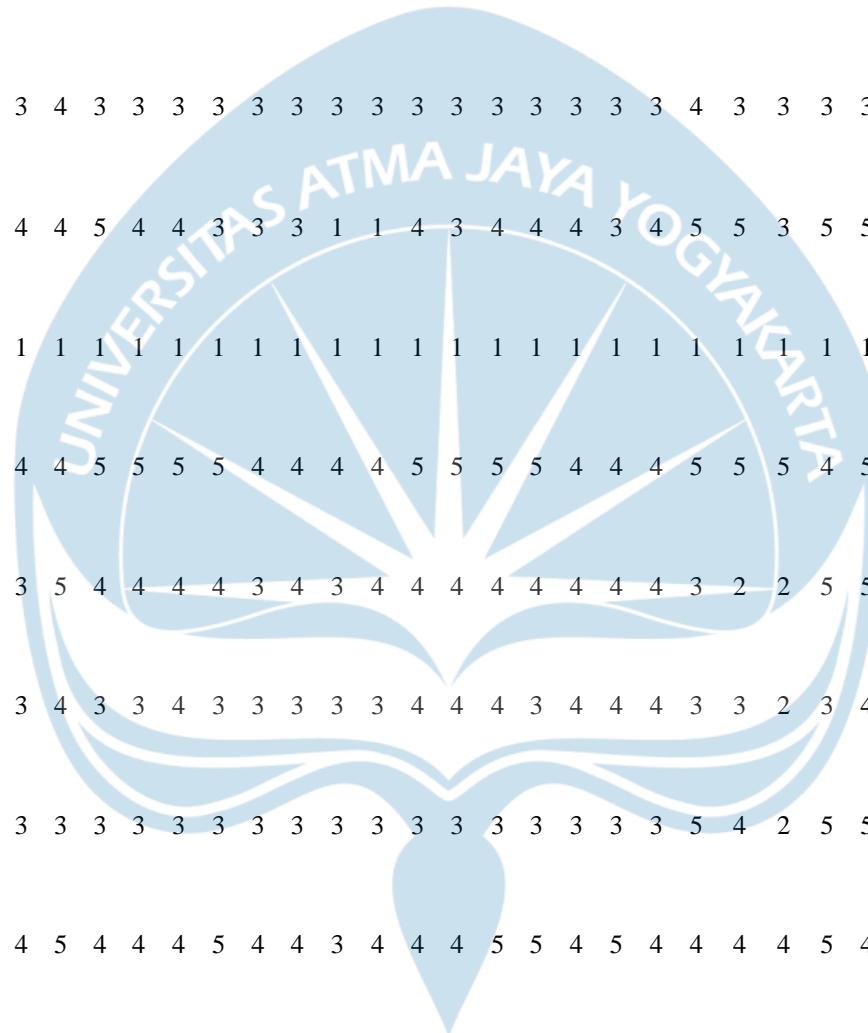


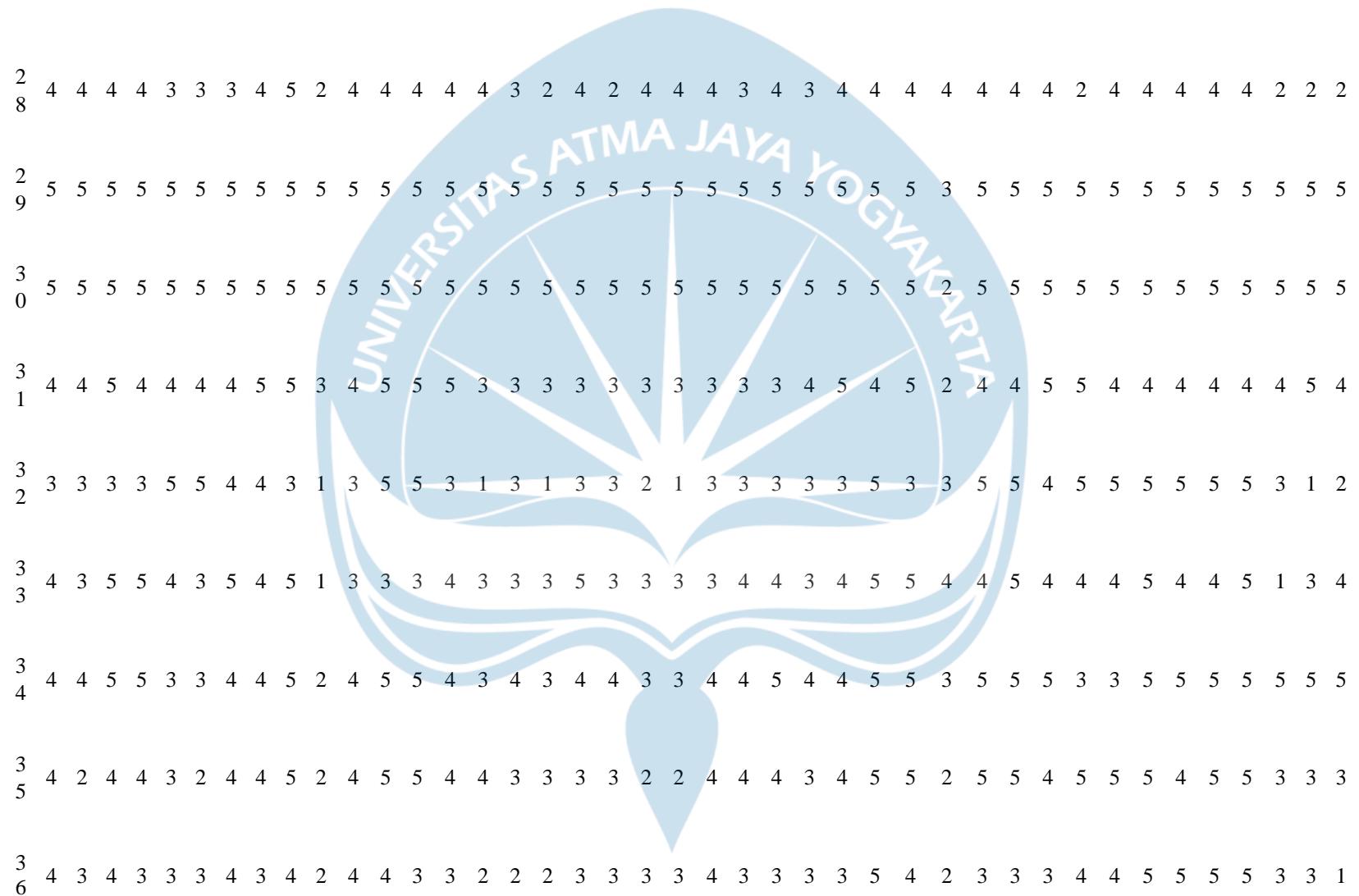
APPENDIX II

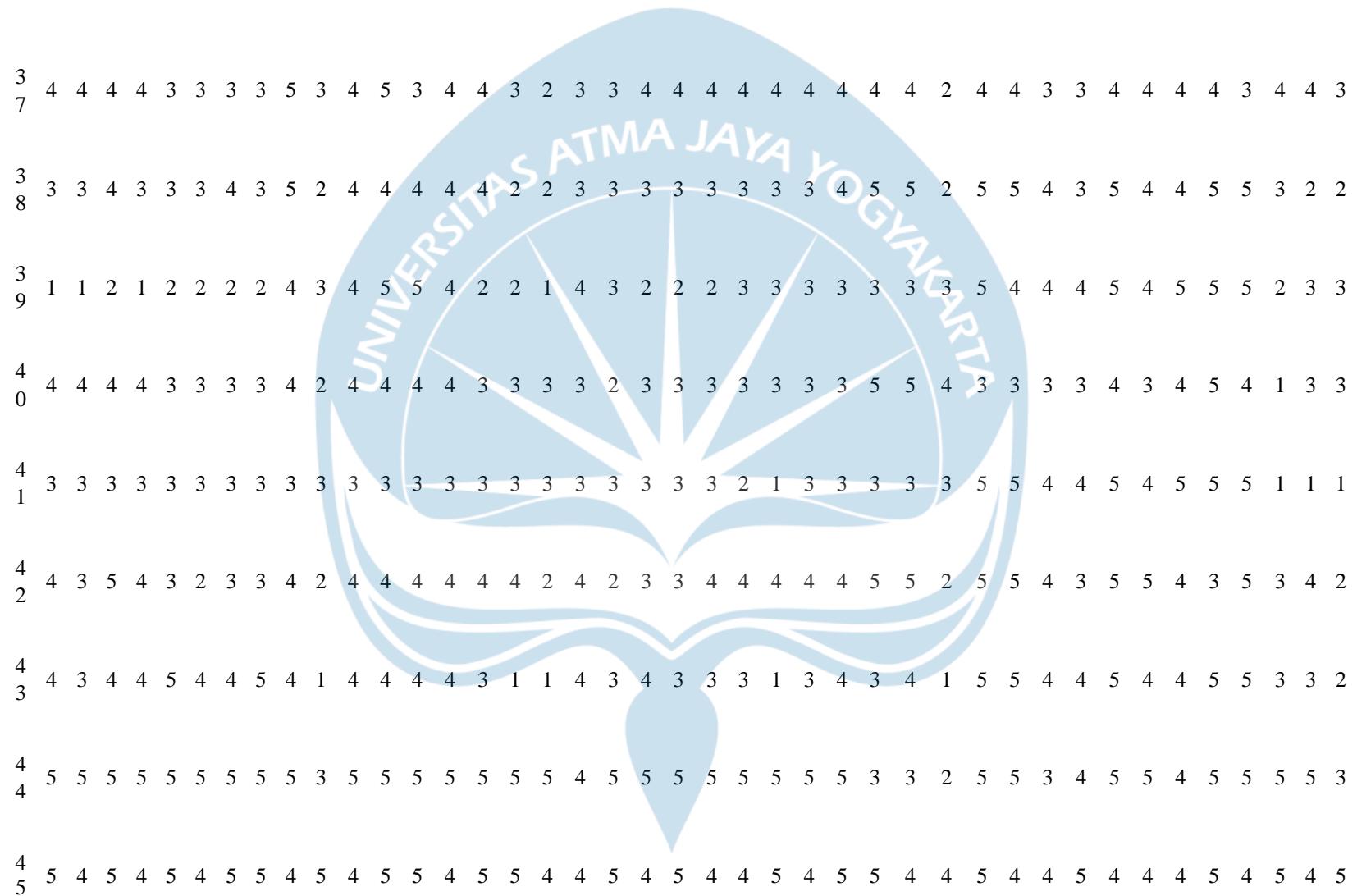
Questionnaire Data

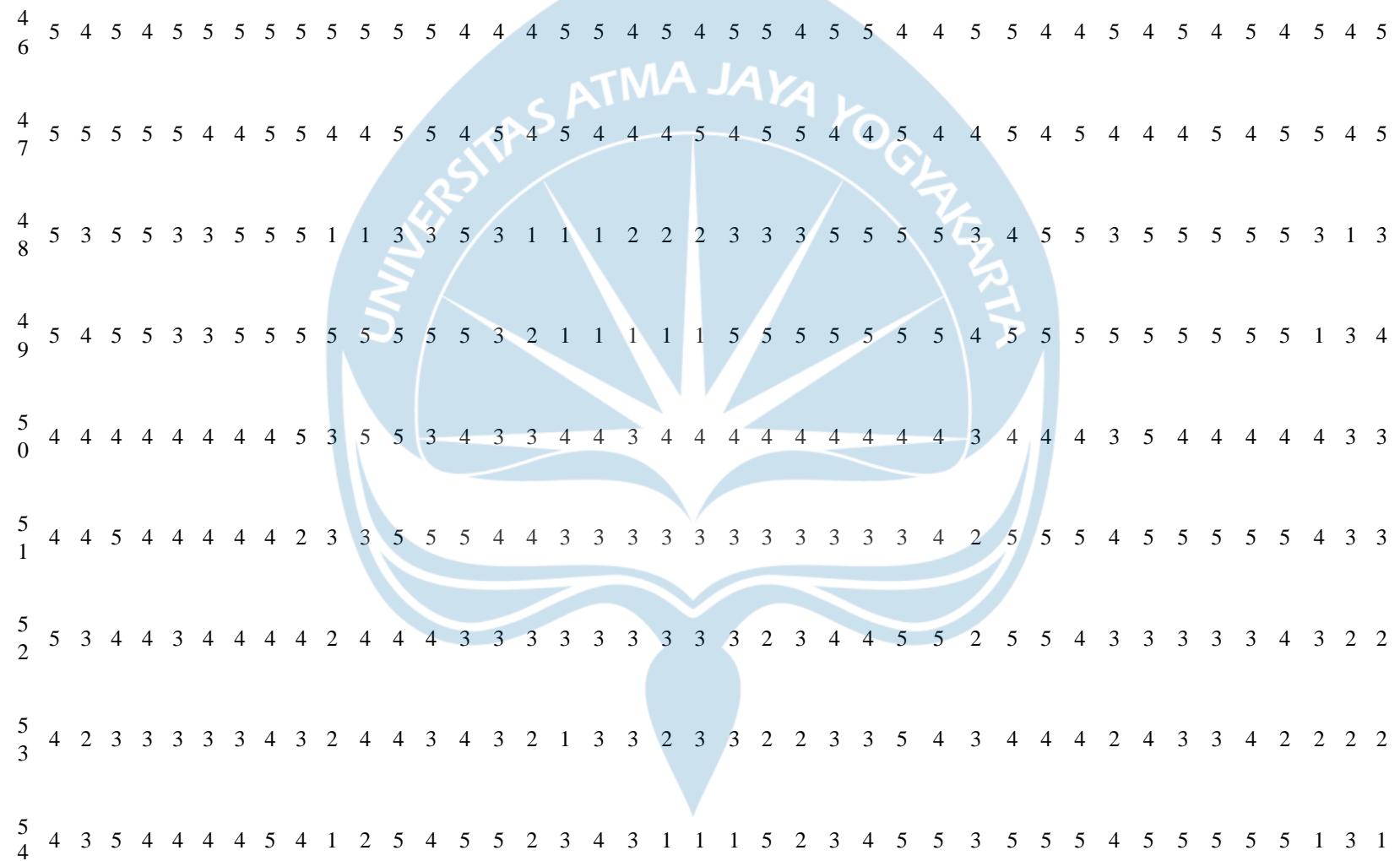
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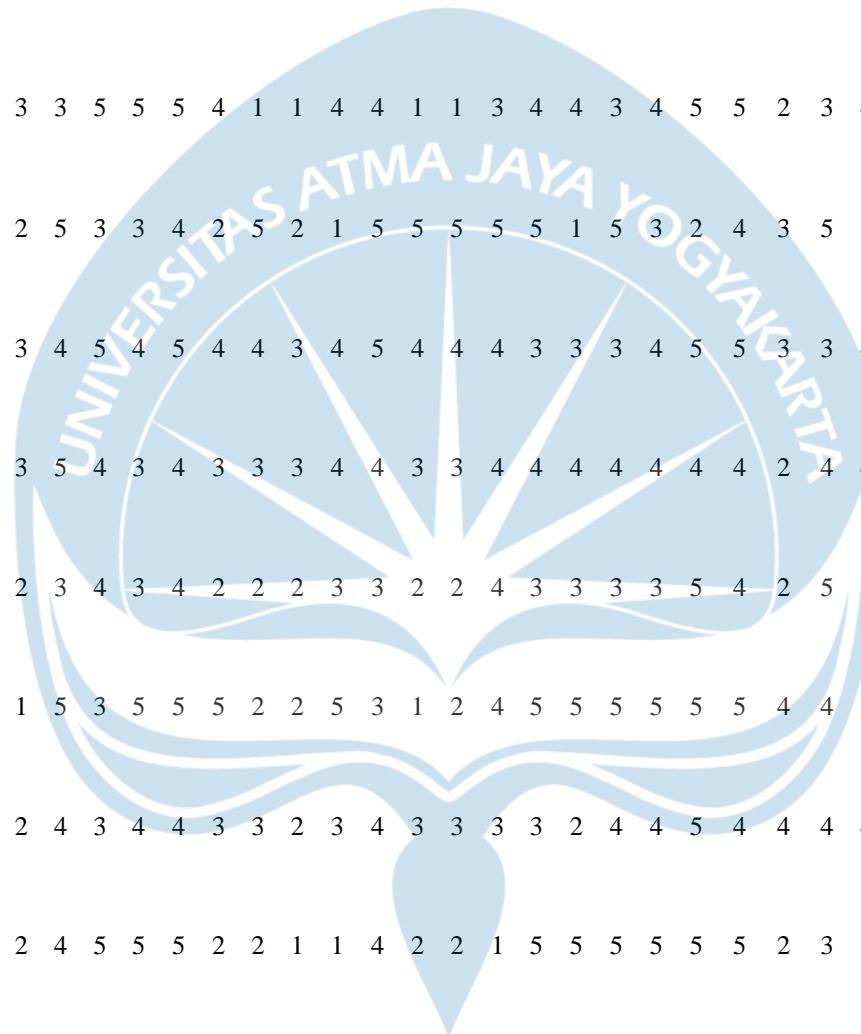
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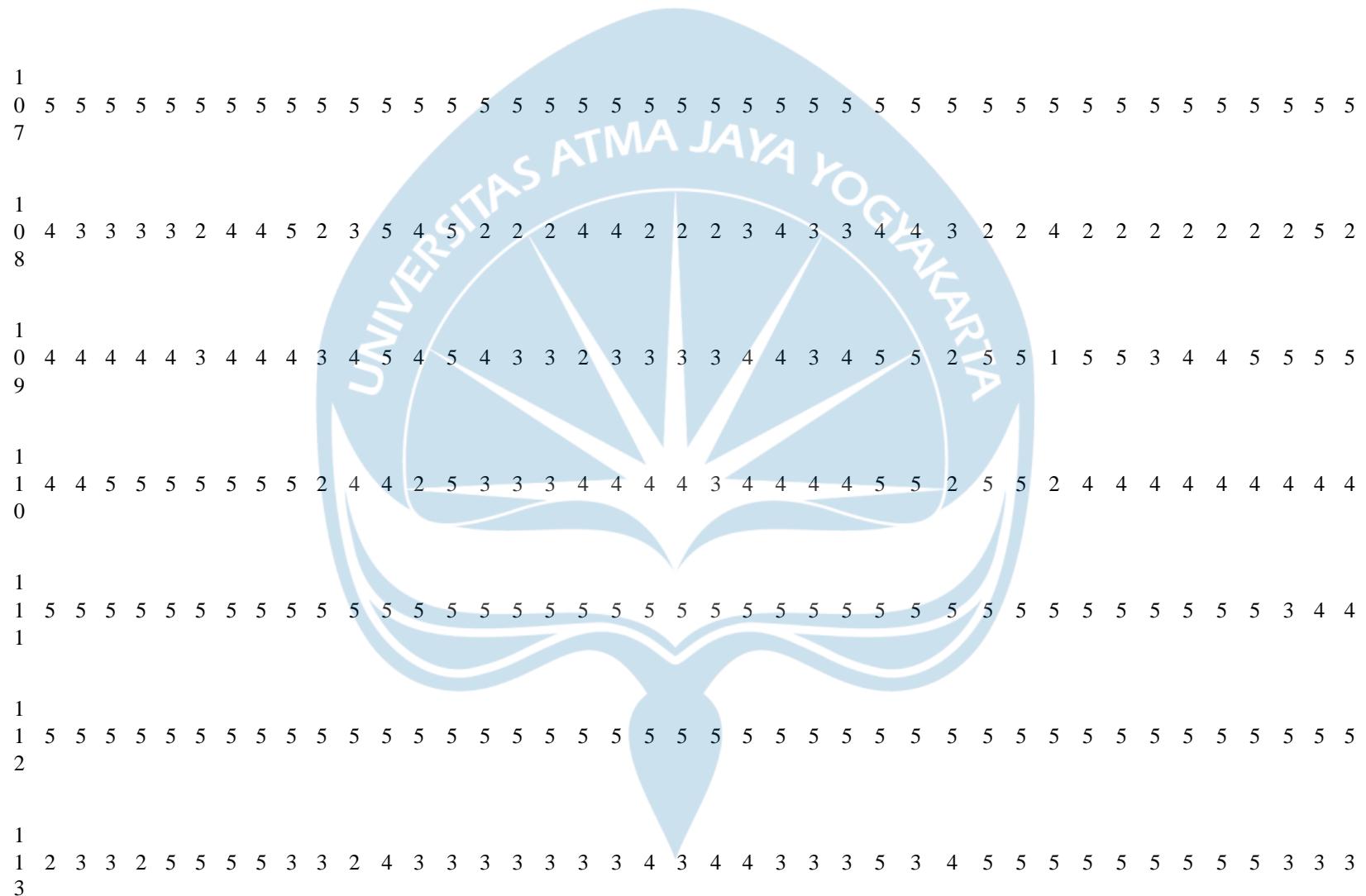
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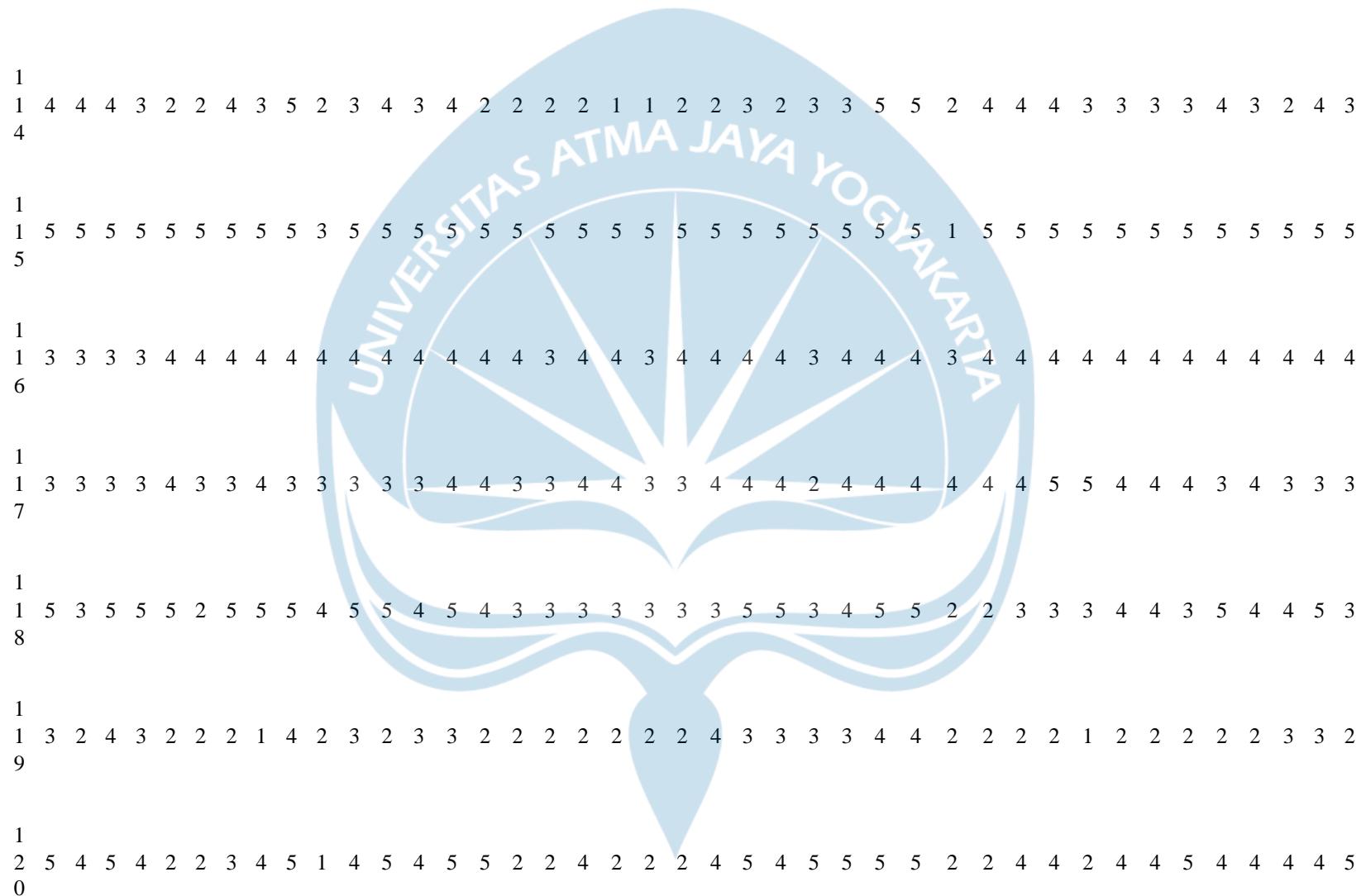
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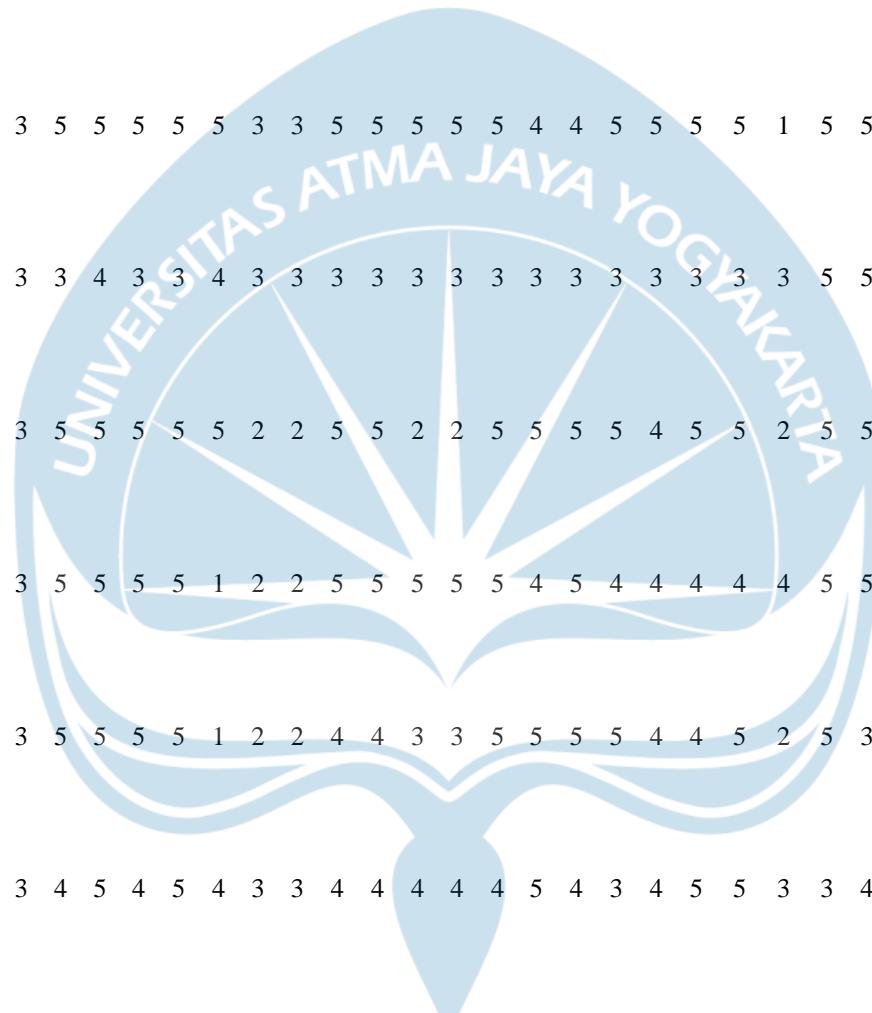
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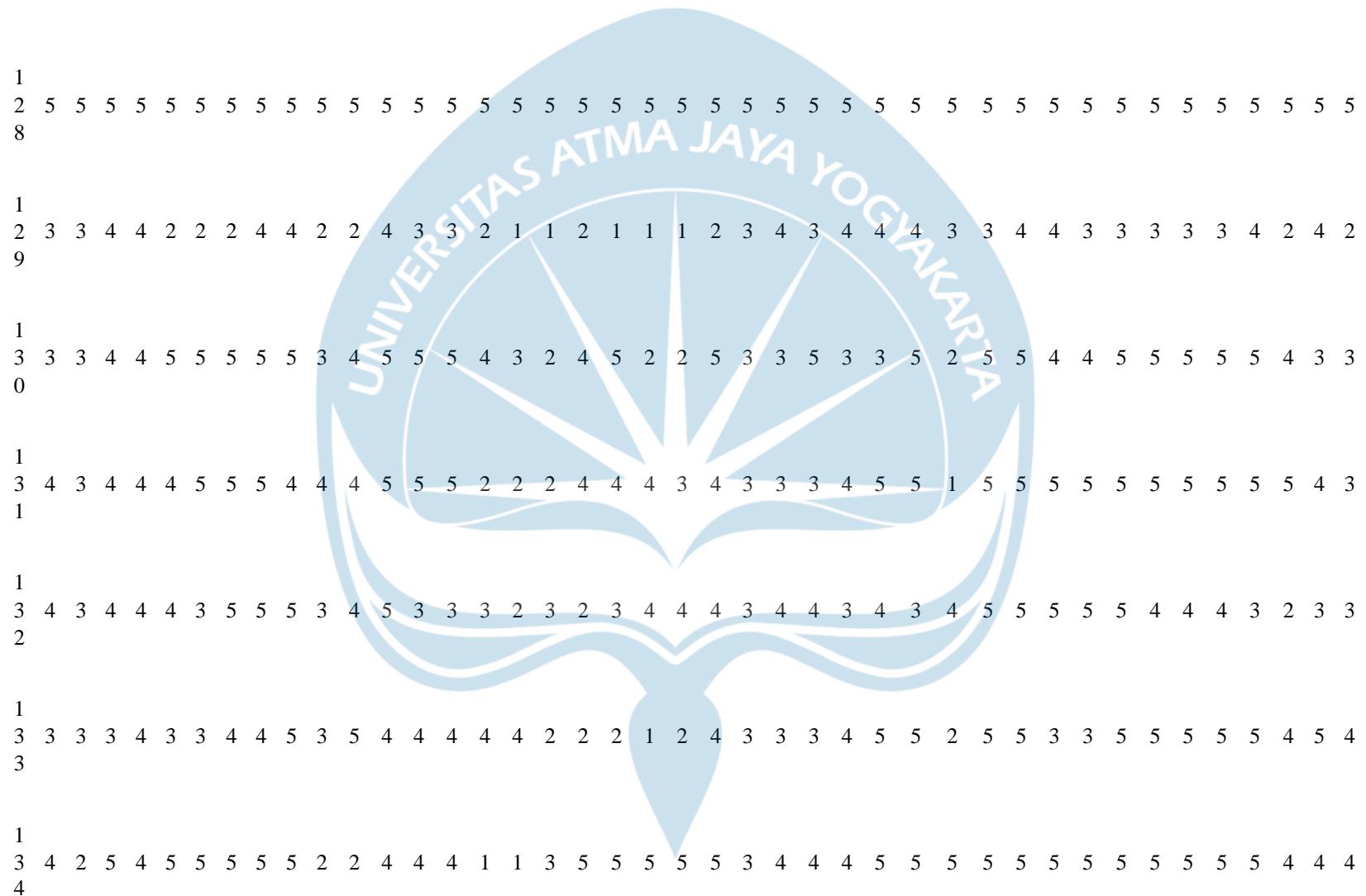
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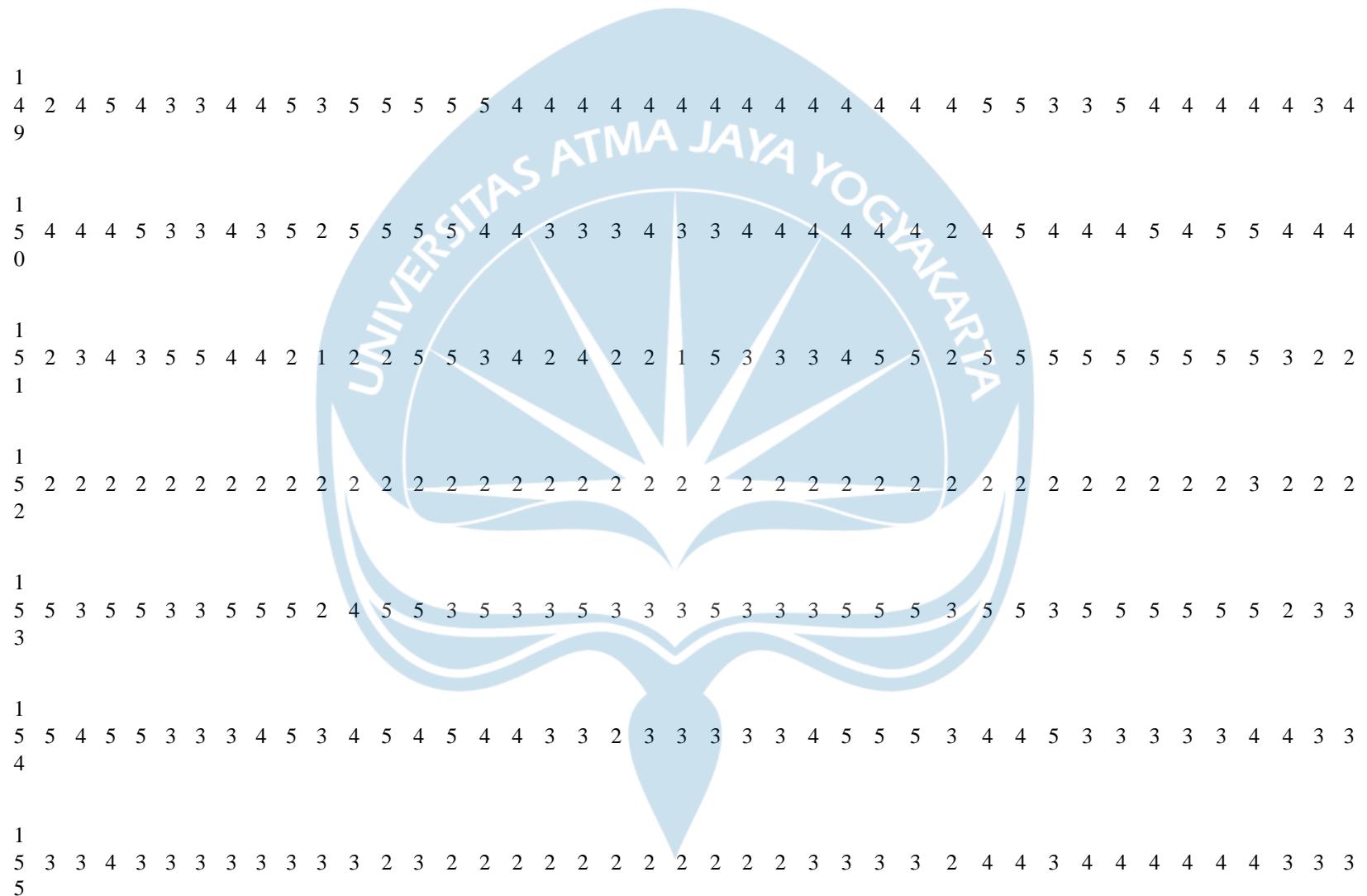
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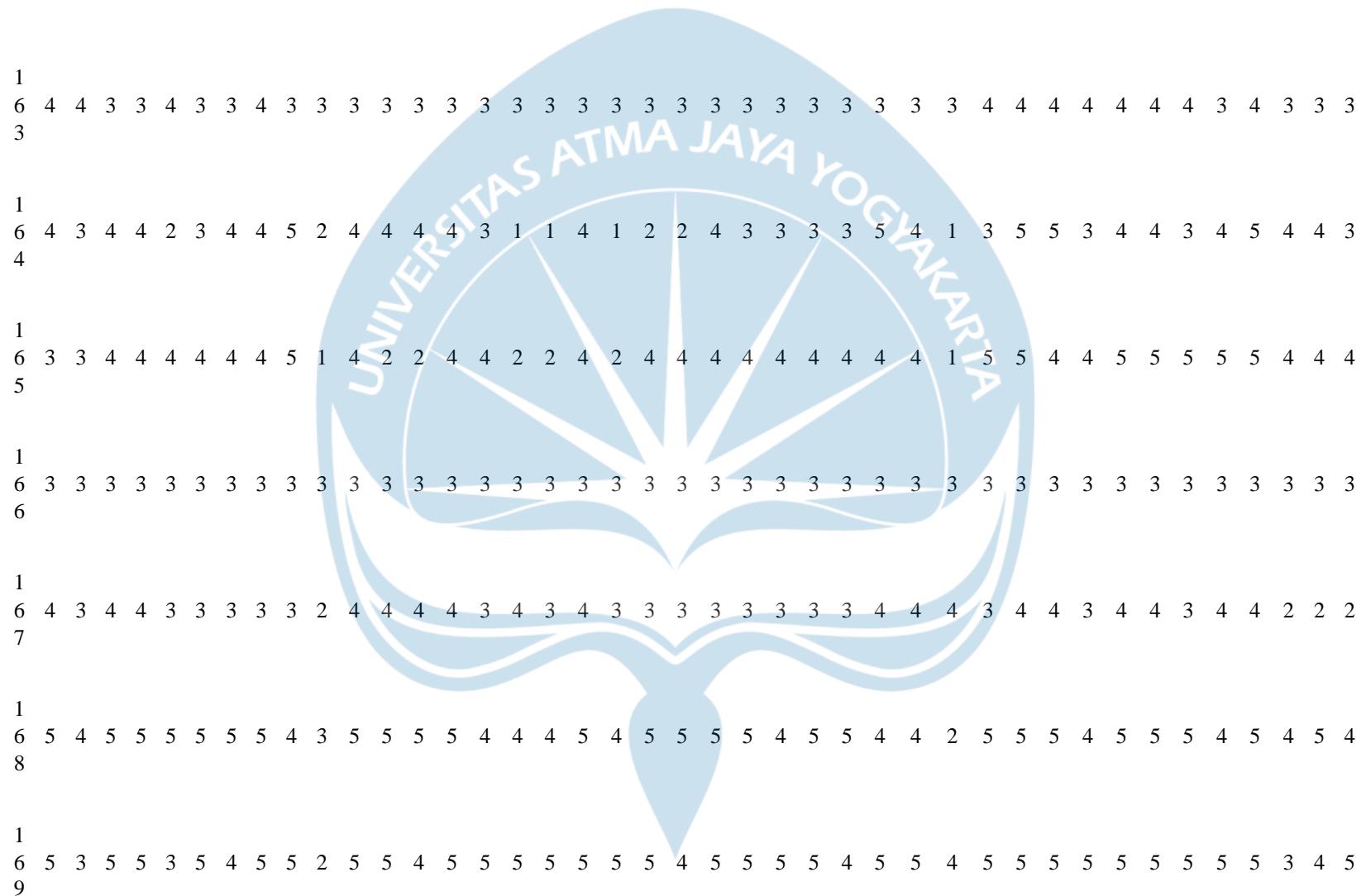
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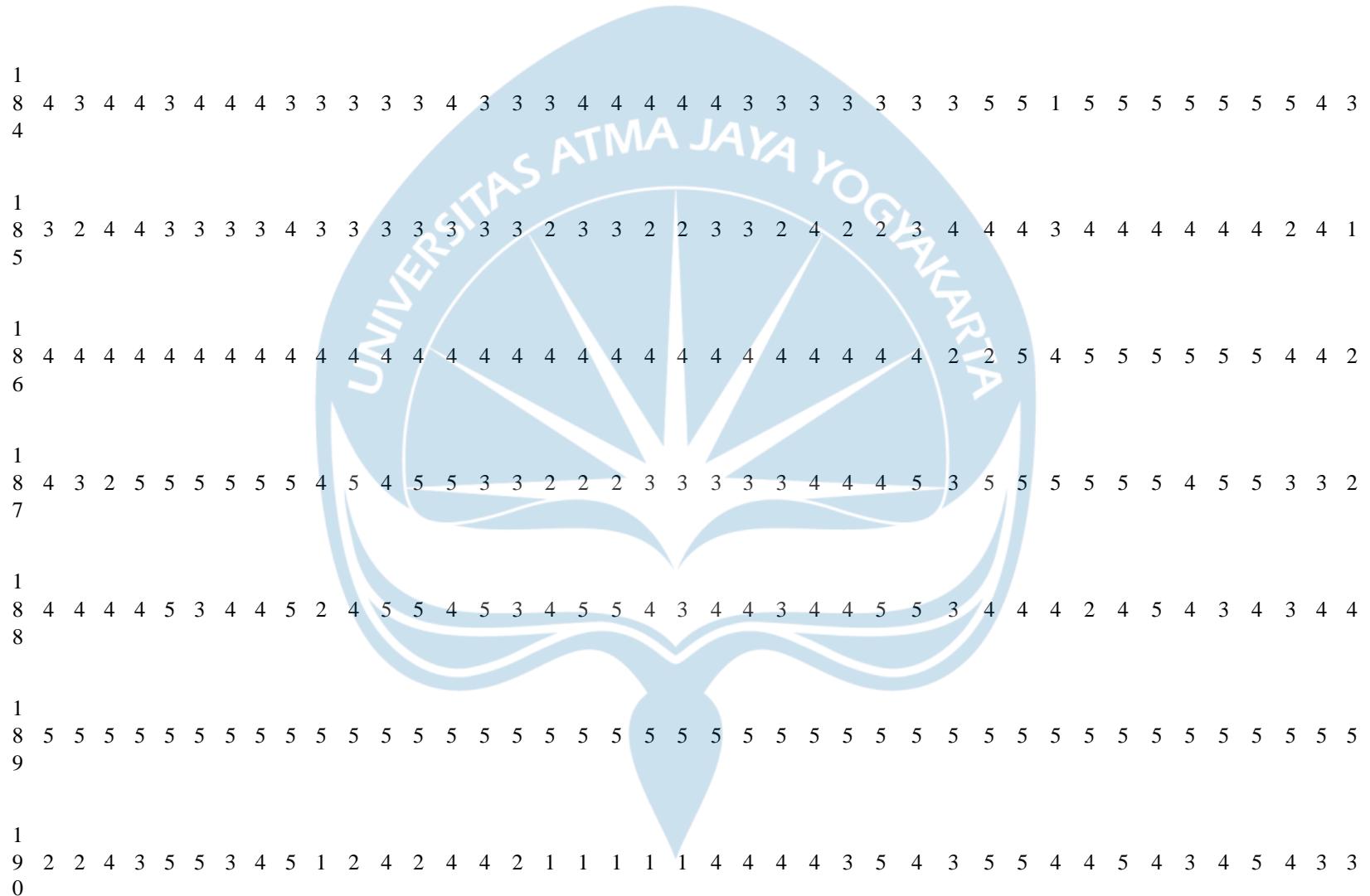
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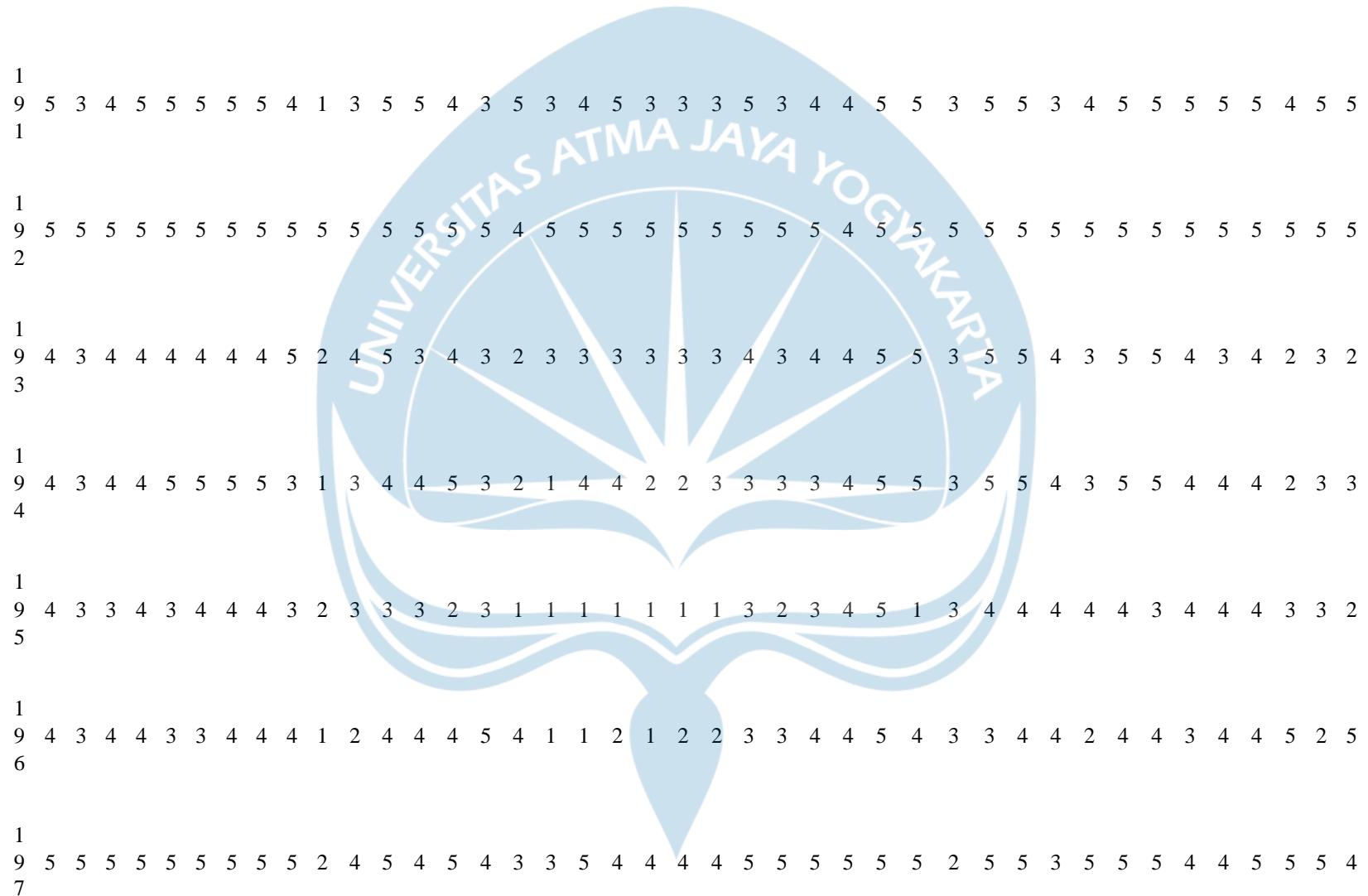
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