

## CHAPTER V

### CONCLUSION

#### 5.1 Conclusion

This research analyzed the influence of several variables on purchase intention of Hilo milk products. This study consists of 7 variables, namely Health Consciousness, Attitude, Subjective Norm, Perceived Behavioral Control, Price Discount, Product Quality, and Purchase Intention. This research contributes to a better understanding of factors influencing consumer purchase intention, especially for Hilo milk products among consumers in Padang City.

This research used a quantitative approach with hypothesis testing. The data collection method used a questionnaire distributed through Google Forms. The questionnaire was shared via social media such as WhatsApp. A total of 191 respondents were successfully processed, and the data were analyzed using SMART-PLS 4.0 software.

Based on the results discussed in the previous chapter, several hypotheses are supported while others are not supported. The conclusions of this research are as follows:

1. Health Consciousness has a positive and significant effect on Purchase Intention. This indicates that consumers who care about their health are more likely to intend to purchase Hilo milk products.
2. Perceived Behavioral Control does not have a significant effect on Purchase Intention. This shows that factors such as ability, time, and resources do not strongly determine whether consumers intend to purchase Hilo milk.
3. Price Discount has a positive and significant effect on Purchase Intention. Discounts play an important role in influencing consumer decisions. Consumers tend to be more interested in purchasing when discounts are offered.

4. Subjective Norm has a positive influence on Purchase Intention. Social influence from family and friends contributes to shaping consumer intention to purchase Hilo milk.

Overall, the results show that Health Consciousness, Price Discount, and Subjective Norm are key factors influencing purchase intention, while Perceived Behavioral Control do not show significant effects.

## 5.2 Implication

The results of this study provide several implications for academics and practitioners:

### 1. Academic Implications

This research contributes to the development of knowledge regarding consumer behavior, especially in the context of health-related products. It supports the application of behavioral theories in explaining purchase intention through variables such as health consciousness, price discount, subjective norm, and perceived behavioral control. The findings can be used as a reference for future research, especially those examining consumer decision-making using quantitative methods and PLS-SEM analysis.

### 2. Practical Implications

This research provides useful insights for companies, particularly producers and marketers of Hilo milk products. Companies should emphasize the health benefits of their products in marketing strategies, as Health Consciousness has been proven to significantly influence purchase intention. In addition, companies should optimize pricing strategies such as discounts to attract consumers and stimulate purchasing decisions. Social influence should also be utilized through marketing approaches such as word of mouth, testimonials, and influencer recommendations. Although Perceived Behavioral Control does not show a significant effect, companies should still ensure product accessibility and availability to support consumer convenience.

### 5.3 Limitation

The limitations of this research can be summarized as follows:

1. The number of samples used in this study was limited to only 191 respondents, so it may not fully represent the overall population.
2. This research used a questionnaire method without conducting direct interviews, which may cause differences in respondents' perceptions.
3. The research was conducted only in Padang City, so the results may differ if applied to a wider or different population.
4. The model revision improves validity and reliability statistically, it may compromise theoretical completeness, indicator coverage, and generalizability. Therefore, the results should be interpreted with caution.

### 5.4 Recommendations

Based on the findings, several recommendations are proposed:

1. Future research is expected to add other variables that may influence purchase intention, such as brand image or lifestyle.
2. Future researchers should conduct a preliminary survey before the main research to strengthen the results.
3. It is recommended to use additional data collection methods such as interviews to obtain deeper insights.
4. Future research should involve a larger number of respondents and a wider research area to improve generalization.