

CHAPTER V

CONCLUSION, LIMITATION, AND RECOMMENDATION

This chapter provides conclusion drawn from finding and discussion presented in the previous chapter, followed by assessment of the potential limitation present in study, and possible future directions for the research

5.1 Conclusion

The purpose of this research is to find out the influence of subjective norms and attitude toward purchase intention to halal cosmetics of female student in UNAND. This research also aims to examine whether those variable give positive and significant influence to purchase intention or not. There are four hypotheses developed in this research based on literature review and previous studies. Therefore, the analyses of result are:

1. Attitudes have positive influence purchase intention to halal cosmetics.

From this research, the researcher found that the respondent intent to purchase halal cosmetics. The attitude that also shown from the respondent that already felt that the halal cosmetics are important. Other thing that influence them to choose halal cosmetics because it have several factors that give the respondent the reason why they will purchase the halal cosmetics. The indication that the higher the attitude, led to higher purchase intention towards halal cosmetics.

2. Subjective norms and attitude have positive influence attitude toward purchase intention to halal cosmetics. Subjective norms tend to give pressure them intent to purchase halal cosmetics from the norms side like their family, friend and religious. The indication that the higher the

subjective norms that the respondent have, led to higher attitude towards intention to purchasing halal cosmetics.

3. Subjective norms and purchase intention have positive influence purchase intention to halal cosmetics. It means that the belief norms from their family and friends influence their intention to purchase halal cosmetic.
4. Attitude as mediating is supported between subjective norms and purchase intention to halal cosmetics in this research.

5.2 Implication of the Research

The finding of this research have several implication for improvement in better understanding related the influence of attitude toward purchase intention, related influence of subjective norms toward attitude and purchase intention. Female student in Indonesia tend to buy a cosmetics influence by friend. This day there are many online shop sell international brand using instagram and others shopping online application. Different finding from the previous research, subjective norms plays an important role where family members and friends as the strong referent point to influence them (Lada, Tanakinjal and Amin, 2009).

Although, from the result that the respondent already 90% using halal cosmetics, but from the result of the brand that they use is not all of them having halal label from MUI. The other brand that having halal certification from MUI it is better for those of the company making campaign or education about halal cosmetics and they can collaborate with MUI to make a campaign about halal products. The cosmetics market, or broadly the personal care products market and pharmaceuticals, is primarily concerned about non-Halal or Haram (e.g. pork-

based) ingredients. Awareness among consumers is growing especially in South East Asia. Conversely, in Muslim majority markets like the GCC there is less of an awareness of this need and consumers mostly rely on the government to take care of it. Meanwhile, governments have yet to have a strong strategy or regulation around this. Therefore, it is better for the governments to strengthen the regulation about this.

5.3 Limitation

Researcher found some limitation when conducted this research. Some of the limitations are as follows:

1. The sampling technique used is non-probability, making it difficult to generalize and the number of samples used too little.
2. During the distribution of the questionnaire, many of the respondents did not know the meaning of religiosity. Thus, during the distribution of the questionnaire, the researchers first provide knowledge or depictions of religiosity itself.
3. Because of the respondents in this study is a student, the researcher could not control the distribution of the questionnaire. Researchers need to find the find the easiest to distribute the questionnaire.

5.4 Recommendation of the Research

Several recommendations to future researcher:

1. The next researcher can gather data more than 190 samples to strengthen the validity through the data process. It also can be including all female students in Padang, not only in UNAND.

2. From the result, there are still more variable that have an influence on purchase intention to halal cosmetics, hopefully the other researcher will identified the others variable that influence on purchase intention to halal cosmetics.
3. The next research should know the evolution of the phenomenon that happen in halal cosmetics industry.

