

## CHAPTER V

### CONCLUSION, LIMITATION, AND RECOMMENDATION

This chapter provides conclusion drawn from finding and discussion presented in 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 positive influence of trust and attitude toward purchase intention to halal cosmetics of housewives in Padang. This research also examines whether these variables positively and significantly influence purchase intention or not. There are four hypotheses developed in this research, based on the literature review and previous studies. Furthermore, the results are :

1. Trust positively influences attitude toward halal cosmetics. From the research, the researcher found that the respondents trust the halal cosmetics. The respondents trust the halal cosmetics in the market is really halal according to the Shari'ah. There are several factors that influence them to trust halal cosmetics that lead to the positive attitude toward halal cosmetics.
2. Trust did not positively influence purchase intention toward halal cosmetics. It might be some reasons that make the housewives did not have intention to purchase halal cosmetics, even though they trust the corporate provided halal cosmetics, the institution who authorize in certified halal products, or else.
3. Attitude positively influences purchase intention to purchase halal cosmetics. In this research, the researcher found that the respondents choose to purchase halal cosmetics. The attitude also shows that respondents felt that halal cosmetics is

important. It indicate that, the higher attitude will lead to higher purchase intention towards halal cosmetics.

4. Attitude as mediating variables is supported between trust and purchase intention to halal cosmetics in this research.

## **5.2 Implication of the Research**

The result of this research have several implication in improvement related to the influence of trust toward attitude, related influence of trust toward attitude and purchase intention. Housewives in Padang tend to purchase the cosmetics depend on their age and condition. It's related with the market research done by Gramedia magazine in Indonesia's Hottest Insight (2012).

From the result, shown the respondent already using halal cosmetics, even though the result they use not all in the list from LPPOMUI halal label. The other brand that already certified halal from LPPOMUI, it's better for the company promote and educate about halal cosmetics they provide. MUI also can elaborate with the company about campaigning of halal products.

The awareness among the consumers of halal products is increasing especially in South East Asia. In population of majority Muslim, the market need to more aware about the term of halal and haram ingredients. Especially for government, need to set regulation for halal and haram more deeply. Government need to strengthen the regulation about this.

## **5.3 Limitation**

Researcher found some limitations when doing the research. The limitation are follows:

1. The sampling technique researcher used is non-probability sampling, making it difficult to generalize the number of samples used too little.

2. Because of the respondent of this research is housewives, reesearcher need to distribute the questionnaires personally, to make sure the questionnaires fill it up in time and also to explain about the part of questionnaires they did not understand.
3. There are still limitation about the study of housewives, especially about the cosmetics purchase behavioral on housewives.

#### **5.4 Recommendation of the Research**

Several recommendations to future researcher:

1. The next researcher can gather data more than 120 samples to strengthen the validity through the data process. It also can be including all housewives in Padang, either they working or stay-at-home housewives.
2. From the result, there are still more variables that can influencing the purchase intention to halal cosmetics, hopefully the future researcher will identified the others variables that influence on purchase intention to halal cosmetics.
3. The next researcher should know the evolution of the phenomenon that happen in halal cosmetics industry.

