

## CHAPTER V

### CONCLUSIONS

#### 5.1 Conclusion of Research

The purpose of this study was to examine how religiosity (X1), halal knowledge (X2), and subjective norm (X3) could affect purchase intention (Y) mediated by attitude (Z) among Millennials in West Sumatera. This research was conducted using a quantitative approach that included primary data collection. Questionnaires were distributed using Google Forms through social media like WhatsApp and Instagram. There were 168 respondents in this research. In the 10 research hypothesis formulations, various tests such as descriptive analysis, evaluation of measurement models (convergent validity, discriminant validity, and reliability tests), evaluation of structural model (r-square and q-square), second order, and hypothesis testing were carried out using SmartPLS 4.0. After all, the data was successfully collected and processed using SmartPLS 4.0 and Microsoft Excel. The following conclusions from this study are based on the results of the data processing that has been done:

1. Religiosity positively significant affects attitude. These results demonstrate that religiosity has a positive and significant effect on attitude among millennials in West Sumatera. It may be concluded that the higher the religiosity, the more positive the attitude.
2. Religiosity positively significant affects purchase intention. These results demonstrate that religiosity has a positive and significant effect on purchase

intention among millennials in West Sumatera. it may be concluded that the higher a person's religiosity, the higher the purchase intention on halal cosmetic products.

3. Halal Knowledge positively significant affects attitude. These results demonstrate that halal knowledge has a positive and significant effect on attitude among millennials in West Sumatera. It may be concluded that the higher the knowledge, the more positive the attitude.
4. Halal Knowledge positively insignificant affects purchase intention. These results demonstrate that halal knowledge has a positive and insignificant effect on purchase intention among millennials in West Sumatera. A consumer could have a positive attitude towards halal cosmetics, but that does not mean they will immediately buy the product.
5. Subjective Norm positively significant affects attitude. These results demonstrate that subjective norm has a positive and significant effect on attitude among millennials in West Sumatera. It may be concluded that the higher role of subjective norms will increase consumer attitudes when choosing halal cosmetic products.
6. Subjective Norm positively significant affects purchase intention. These results demonstrate that subjective norm has a positive and significant effect on purchase intention among millennials in West Sumatera. It may be concluded that the higher role of subjective norms will increase consumer interest to buy halal cosmetic products.

7. Attitude positively significant affects purchase intention. These results demonstrate that attitude has a positive and significant effect on purchase intention among millennials in West Sumatera. It may be concluded that the consumers with a positive attitude are more prone to purchase halal products.

8. Religiosity positively significant affects purchase intention through attitude among millennials in West Sumatera. Thus, the higher a Muslim's level of religiosity, as mediated by a favourable attitude, the greater the Muslim's inclination to purchase halal cosmetics.

9. Halal knowledge positively significant affects purchase intention through attitude among millennials in West Sumatera. This finding shows that millennial customers' knowledge of halal products alone is not enough to shape their intention to buy these products. On the other hand, they must have a positive attitude towards halal cosmetic products first before they start to develop an intention to buy.

10. Subjective norm positively significant affects purchase intention through attitude among millennials in West Sumatera. When consumer have a positive attitude about halal cosmetics through the behaviour and thoughts of people around them, it will increase their consumer purchase intention.

## **5.2 Implications of Research**

### **1. Practical Implications**

Based on the result of this study, the indicator “I always read religious materials” (X1.5) has the lowest average score of 3.827, suggesting that



respondents do not actively seek religious knowledge regularly and the indicator “People who are important to me think that I should go for the halal cosmetic” found in indicator X3.5 has the highest average of 4.065, suggesting that respondents are influenced by role models. Furthermore, their behaviour suggests that they are more influenced by role models rather than deeply rooted Islamic principles. While they may follow religious rules to some extent, their commitment is inconsistent, or not istiqamah

For companies, this means that simply promoting the halal aspect of a product may not be enough to attract consumers. Businesses should focus on marketing strategies that incorporate social influence. This can include collaborating with influencers, beauty experts, or well-known figures who align with the lifestyle and preferences of millennials. By positioning halal cosmetics as modern, ethical, and beneficial for health and beauty, companies can appeal to a wider audience beyond just religious considerations.

Furthermore, companies should integrate indirect religious messaging into their marketing campaigns. Instead of focusing solely on halal certification, brands can emphasize product benefits such as purity, safety, sustainability, and ethical production, which align with both Islamic values and consumer interests. Using engaging content that combines religious values with contemporary beauty trends can help companies connect with millennials who may not actively seek religious education but still appreciate halal principles.

In addition, the companies can enhance their marketing efforts by providing transparent information about their products, including the ingredients and the production process. This can be shared through their official websites or social media platforms, making it easier for customers to access. To further build trust, companies should focus on marketing campaigns that emphasize the halal features of their products, such as clear halal certification, ingredient details, and adherence to halal production standards. Educating consumers about these aspects will help them make informed decisions that align with their religious values while encouraging ethical and responsible consumption.

Ensuring that halal cosmetics are safe and beneficial to consumers' health is crucial. Placing a prominent halal label on the product packaging is one effective way to build consumer confidence. This label assures buyers that the products meet safety and quality standards, increasing the likelihood that they will choose halal cosmetics over other options. Additionally, companies need to highlight the benefits of their products, showing how they can enhance health and beauty. Since consumers are interested in how a product can benefit them, companies should communicate these advantages in their advertisements.

Manufacturers should regularly assess and improve their products to keep up with changing consumer needs. They can use various platforms, such as social media, TV, and in-store promotions, to reach a wider audience. Furthermore, halal cosmetics should not be viewed solely as products for Muslim women. Halal cosmetics, known for being safer and made with ethical ingredients, can appeal to all women. By emphasizing these advantages, companies can attract a larger

customer base, including non-Muslim women, and expand their market. Ultimately, by focusing on product safety, clear communication, and inclusivity, businesses can build trust, broaden their customer reach, and contribute to the overall growth of the halal cosmetics industry. By understanding that social influence plays a stronger role than religious knowledge in shaping consumer behavior, companies can adjust their marketing strategies to effectively reach millennials in West Sumatera. This approach will help strengthen consumer interest in halal cosmetics and expand market opportunities.

## 2. Theoretical Implications

The theoretical implications of this research show that religiosity, halal knowledge, and subjective norms play important roles in shaping consumers' attitudes and purchase intentions toward halal cosmetics, especially among millennials in West Sumatera. This is consistent with the Theory of Reasoned Action (TRA), which suggests that attitudes, shaped by religiosity, halal knowledge, subjective norm that guide behaviour like purchasing, for educational institutions, especially those offering marketing, business, and consumer behavior programs. Students should learn how to create marketing strategies that appeal to consumers while considering their ethical values. This research can help students understand the growing demand for products like halal cosmetics and how businesses can meet these needs by being culturally sensitive.



### 5.3 Research Limitations

1. This study only examines five variables namely religiosity, halal knowledge, subjective norm, attitude, and purchase intention. So, the study is limited because it does not examine other factors that can influence purchase intention which are not examined in this study.
2. This study only focuses on one industry, which is the cosmetics industry, so it does not reach other industries that can also influence the variables in this study.
3. The data obtained for this study only included women who were millennials living in West Sumatra. Thus, researchers are limited in collecting respondents who have not spread to all regions in Indonesia.

### 5.4 Suggestions

1. Further research can discuss other developing industries, such as the food and beverage industry, fashion, and tourism industry, with variables that can affect purchase intention to provide a more comprehensive view of the factors influencing purchasing halal products.
2. Future research can recruit more respondents from other generations, such as Generation X or Generation Z, by obtaining more respondents and distributing questionnaires evenly in various regions in Indonesia.
3. Future research can use a qualitative approach to obtain more accurate results and also can use others variable such as halal marketing, halal certification, halal traceability, halal awareness.