

CHAPTER VI

CONCLUSION AND RECOMMENDATION

A. Conclusion

Based on analysis result and discussion above, it already answers the research question about analysis willingness to pay for halal labelled cosmetics on non-Muslim in Yogyakarta.

1. The estimating mean of WTP (EWTP) of face wash is Rp43.750, face powder is Rp74.420, body wash is Rp31.670, toothpaste is Rp20.610, shampoo is Rp21.230, and body mist is Rp78.310. The total mean of WTP for cosmetics is Rp. 44.998.
2. Product knowledge does not significantly influence the willingness to pay for halal labelled cosmetics in Yogyakarta. Because these days, the consumers only know about the visual of product. Meanwhile the product knowledge also covers about the quality of product and the consequences of using product.
3. Promotion does not significantly influence the willingness to pay for halal labelled cosmetics in Yogyakarta. In this research, promotion indicators doesn't contain promotion tools like price discount, free sample, and buy one get one.
4. Consumers' awareness does positively and significantly influence the willingness to pay for halal labelled cosmetics in Yogyakarta.
5. Purchase frequency does positively and significantly influence the willingness to pay for halal labelled cosmetics in Yogyakarta.
6. Income does positively and significantly influence the willingness to pay for halal labelled cosmetics in Yogyakarta.

B. Suggestion

Based on the results of research on female respondents, non-Muslims, who routinely use cosmetic products in 3 different universities in Yogyakarta, the suggestions that can be given are:

1. To make consumer understand about the product, it's obviously on the cosmetics company itself. As consumer understood about the characteristic or visual of the product, consequences of using product, value of satisfaction to be achieved by using product, and also to know the quality of product increase so it will make the product knowledge in the market increase. It includes the hardest part which is make consumer understood about the ingredients in the product. Which in ingredients in product itself contains dangerous chemical needed and it's important to know or to socialize to the consumer.
2. The company of halal labelled cosmetics product should take a concern to put "Halal" when about to make an advertisement or when about to make any cooperation or collaboration with any celebrity or beauty influencer on social media because "Halal Labelled Cosmetics" is a very good reputation in beauty industry. And also, not only focus on doing promotion with celebrity or beauty influencer on social media. But also try the promotion tools like price discount, free sample, and buy one get one to make the sales of cosmetics product increase.
3. It is still necessary to familiarize Indonesian consumers both Muslim and non-Muslim about the importance of halal certification and labelling of cosmetic products and to increase consumer confidence in the government and MUI in

guaranteeing Halal product. Government and beauty company would be better if socialize that Halal cosmetics doesn't always useful to Muslim, Halal means good, healthy, and reassuring in general. So government and beauty company should be guarantee that Halal cosmetics product are free from harmful ingredients.

4. For BPOM and LPPOM MUI might consider the dangerous chemical that contain in cosmetics product such as *Methyl & Propyl & Butyl & Ethyl Paraben, Propylene Glycol, Triclosan, Hydroquinone* to be banned. Because the long-term effect after using those cosmetics that contain dangerous chemical ingredients will cause a skin cancer or breast cancer. Because basically, those dangerous chemical that contain in cosmetics is *carcinogenic*. So, it would be better as if BPOM and LPPOM MUI not only focus on affixing the halal label on cosmetics but also focus to ban dangerous chemical that contain in cosmetics in Indonesia.
5. Further research is needed regarding the willingness to pay halal labelled cosmetics on non-Muslim community in a wider scope so that they can better represent consumers more thoroughly in Yogyakarta or even in Indonesia. And also the future research should add other variables that can effect willingness to pay for halal labelled cosmetics on non-Muslim community.

C. The Future Research

This research cannot be separated from the weakness. The weakness of this study is the weak factor that supports willingness to pay for halal labelled cosmetics on non-Muslim communities and the small number of samples taken.

Only 100 of the respondents used that were divided from 3 different universities in Yogyakarta. This study uses variables in which respondents from previous studies were Muslim, so the next study is expected to prove any factors that influence willingness to pay for halal labelled cosmetics on non-Muslims outside the variables used in this study.

And also for the further research, the variants and factors could be wider to focus on respondents in general, not only non-Muslim. Starting from the type of work, age, education being pursued, etc.