CHAPTER IV

GENERAL DISCUSSION

A. Characteristics of Respondents

Characteristics of respondents obtained from questionnaires that has been filled by 100 women in Universitas Kristen Duta Wacana, Universitas Sanata Dharma, and Universitas Atma Jaya Yogyakarta who use cosmetics in their daily life. The result of respondents' characteristics was analyse using SPSS 20 and presented by the following details:

1. Age

Age was divided into 5 ranges, the first range is < 16 years old, the second range is 17 years old – 20 years old, the third range is 21 years old – 24 years old, the fourth range is 25 years old – 28 years old, and the fifth range is > 29 years old.

Table 4. 1
Characteristics of Respondents Classified by Age

Age	Frequency	Percentage
< 16 years old	0	0
17 years old - 20 years old	26	26,0
21 years old - 24 years old	64	64,0
25 years old - 28 years old	5	5,0
> 29 years old	5	5,0
Total	100	100,0

Source: Attachment

From the result table 4.1 shows that the majority of respondents in this research are between 21 years old – 24 years old (64%), followed by 17

years old – 20 years old (26%), 25 years old – 28 years old (5%), and > 29 years old (5%).

2. **University**

This research takes 3 universities in Yogyakarta that use Christian principle as a sample. The 3 universities are Universitas Kristen Duta Wacana, Universitas Sanata Dharma, and also Universitas Atma Jaya Yogyakarta.

Table 4. 2
C haracteristics of Respondents Classified by University

University	Frequency	Percentage
Universitas Kristen Duta Wacana	29	29,0
Universitas Sanata Dharma	34	34,0
Universitas Atma Jaya Yogyakarta	37	37,0
Total	100	100,0

Source: Attachment

From the result table 4.2 shows that 37 respondents (37%) are from Universitas Atma Jaya Yogyakarta, then followed by Universitas Sanata Dharma with 34 respondents (29%), then the last is Universitas Kristen Duta Wacana with 29 respondents (29%).

3. **Religion**

In this research the respondents are non-Muslim. So Muslim is not included in this research. Because of that the religion was divided into 5 based Indonesia's recognize religion. The 5 religion are Christian, Catholic, Hindu, Buddha, and Kong Hu Chu.

Table 4. 3
Characteristics of Respondents Classified by Religion

Religion	Frequency	Percentage
Christian	49	49,0
Catholic	43	43,0
Hindu	4	4,0
Buddha	0	0,0
Kong Hu Chu	4	4,0
Total	100	100,0

Source: Attachment

From the result table 4.3 shows that the majority religion of respondents are Christian with 49 respondents (49%), then followed by Catholic with 43 respondents (43%), Hindu with 4 respondents (4%), and Kong Hu Chu also 4 respondents (4%).

4. **Marital Status**

In this research, as a author informed before that the respondents are the students from Universitas Kristen Duta Wacana, Universitas Sanata Dharma, and also Universitas Atma Jaya Yogyakarta. It's very possible for the students to get married.

Table 4. 4
Characteristics of Respondents Classified by Marital Status

Marital Status	Frequency	Percentage
Married	3	3,0
Not Married	97	97,0
Total	100	100,0

Source: Attachment

Based on table 4.4 shows that only 3% of students that already got married, and the another 97% students are not married yet.

5. **Income**

In this research, income was divided into 5 range; the first range is an income < Rp.500.000, the second range is an income Rp. 500.001 – Rp. 1.000.000, the third range is an income from Rp. 1.000.001 – Rp. 2.500.000, the fourth range is an income Rp. 2.500.001 – Rp. 5.000.000, the the fifth range is an income > Rp. 5.000.001.

Table 4. 5
Characteristics of Respondents Classified by Income

Income	Frequency	Percentage
< Rp.500.000	8	8,0
Rp. 500.001 – Rp. 1.000.000	17	17,0
Rp. 1.000.001 – Rp. 2.500.000	42	42,0
Rp. 2.500.001 – Rp. 5.000.000	24	24,0
> Rp. 5.000.001	9	9,0
Total	100	100,0

Source: Attachment

From the table 4.4 shows that the majority income for respondents are Rp. 1.000.001 – Rp. 2.500.000 (42%), then followed by Rp. 2.500.001 – Rp. 5.000.000 (24%), Rp. 500.001 – Rp. 1.000.000 (17%), > Rp. 5.000.001 (9%), then the last is < Rp.500.000 (8%) respectively. Income in this research means the money they got from their parents because the respondents are still a student. But it's very possible for them to get the additional money from work or any other activity that may earn money.

6. **Educational Background**

The educational background was divided into 4 range, the first range is Senior High School, Diploma, Bachelor's Degree, and then the last range is Master's Degree.

Table 4. 6
Characteristics of Respondents Classified by Educational Background

Education	Frequency	Percentage
Senior High School	60	60,0
Diploma	8	8,0
Bachelor's Degree	28	28,0
Master's Degree	4	4,0
Total	100	100,0

Source: Attachment

From the table 4.6 shows that the majority of respondents were graduated from Senior High School (60%), then followed by Bachelor's Degree (28%), Diploma (8%), and then Master's Degree (4%) respectively.

B. The Price Perception of Respondent About Halal Labelled Cosmetics

Knowing the usage period of the cosmetics themselves can indicate the cheap or expensive the cosmetics itself.

1. Usage Period of Halal Labelled Cosmetics

Respondents who use the cosmetics longer will indicates that respondents feel the benefit of that cosmetics in certain price. Benefits of cosmetics they get in certain price will direct the respondents to determine whether the cosmetics is expensive or cheap, worth to repurchase or not, etc. To make it easier, the author divided the usage period into 2 period; the first one is, less than 3 months. And the second one is more than 3 months.

Table 4. 7
Usage Period of Halal Labelled Cosmetics

Usage Period	Frequency	Percentage
Less than 3 months	27	27,0
More than 3 months	73	73,0
Total	100	100,0

Source: Attachment

Based on table 4.7 shows that 73% of respondents use the halal labelled cosmetics more than 3 months, then the another 27% of respondents use the halal labelled cosmetics less than 3 months.

2. **Price Perception of Respondents**

The price perception of respondents is divided into 4 ranges. The first range is very cheap, then followed by cheap, expensive, and very cheap. This cosmetics price perception includes skincare, make up, body & oral care, hair care, and perfume. So it doesn't concentrate on certain category.

Table 4. 8
Price Perception of Respondents on Halal Labelled Cosmetics

| Price Perception	Frequency	Percent
Very cheap	8	8,0
Cheap	72	72,0
Expensive	17	17,0
Very expensive	3	3,0
Total	100	100,0

Source: Attachment

From table 4.8 shows that 72% respondents think that halal labelled cosmetics is cheap. And 17% respondents think that halal labelled cosmetics is expensive, then followed by 8% of respondents think that it's very cheap, and the last is 3% of respondents think that it's very expensive. It may conclude that halal labelled cosmetics in Indonesia is

calculated as cheap cosmetics because 80% of respondents think that it's cheap.

3. Cosmetics Products Used the Most by Respondents

Cosmetics product has several category that already available in the market. In this research, cosmetics divided into 5 category. The first one is skincare which include micelar water, facial wash, and sunscreen. The second category is make-up which include bb cream, foundation, and face powder. The third category is body & oral care which include body wash, deodorant, and toothpaste. The fourth category is hair care which include shampoo, conditioner, and hair vitamin. The last category is perfume which include body mist, mist cologne, and *Eau de Toilette*.
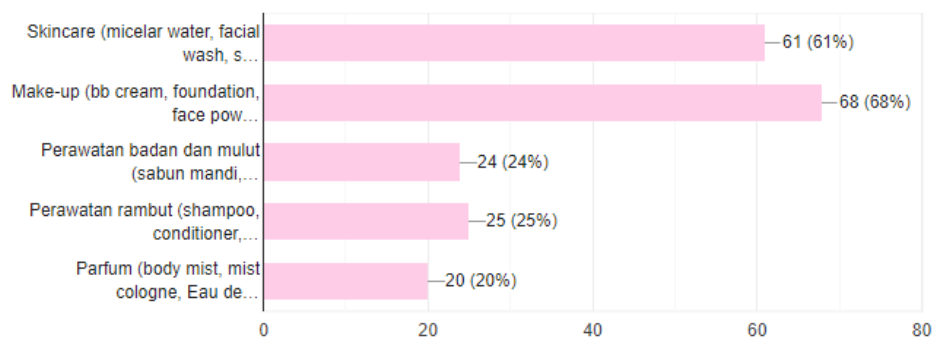
Source: Figure
Figure 4. 1 Cosmetics Products Used the Most

From the figure 4.1 shows that cosmetics products that used the most is Make-up with 68 respondents (68%) choose it out of 100 respondents (100%). Then followed by Skincare with 61 respondents (61%) out of 100 respondents, Hair Care with 25 respondents (25%) out of 100 respondents, Body & Oral care with 24 respondents (24%) out of 100 respondents, and Perfume 20 respondents (100%) out of 100 respondent.