

## **CHAPTER VI**

### **CONCLUSION AND RECOMMENDATION**

#### **A. CONCLUSION**

Based on the description stated about the influence of halal label, price, and ingredients variables on purchasing decisions for cosmetics product, in Universitas Muhammadiyah Yogyakarta, UIN Sunan Kalijaga Yogyakarta, and Universitas Islam

Indonesia Student conclusions can be drawn as follows:

1. There is a significant positive influence between the halal variables on the decision to purchase cosmetics products. This means that the presence of halal labels on cosmetic products provides a positive
2. There is a significant positive influence between the price variable on the purchase decision of cosmetic products. Prices on cosmetic products will influence consumers' buying decisions.
3. There is a significant positive influence between the ingredients contained in a cosmetic product on consumer buying decisions.
4. There is a significant positive simultaneous effect between variables Halal label, price, and ingredients of the decision to buy cosmetic products

to consumers.

#### **B. RECOMMENDATIONS**

Based on the above conclusions, the researcher proposes some suggestions for consideration for the company and future researchers. The suggestions are as follows:

## **1. For the company**

Based on the processed questionnaire, there is a statement that has an average value lower than other variables that influence the decision to buy cosmetic products to consumers, namely the price variable. Consumers make prices as the umpteenth consideration after the halal label and ingredients before finally deciding to buy cosmetic products.

Seeing domestic cosmetics competition which is increasingly widespread and almost dominated by imported cosmetics products, local cosmetics companies should concentrate more on the halal products and ingredients used in their cosmetic products so as not to lose competitiveness with imported cosmetics which are increasingly rampant in our country's auction.

## **2. For further researchers**

Researchers can further develop this research by examining other factors that can influence purchasing decisions. factors that can influence purchasing decisions. Further researchers can also use other methods in examining things that influence consumer buying decisions, for example, product quality, motivation to buy, prices and product packaging through in-depth interviews with consumers, so that the information obtained can be more varied than the questionnaire for which the answers are available.

### **C. THE LIMITEDNESS OF RESEARCH**

In this study there are still obstacles experienced by researchers. The limitation in this research is that in completing this study, researchers are still limited in science and knowledge. In addition, this research study is limited only in Yogyakarta.