

BAB V PENUTUP

5.1. Simpulan

1. Variabel harga dan sertifikasi halal berpengaruh positif dan signifikan terhadap *brand trust*, tetapi citraa merek tidak mempengaruhi *brand trust*, sehingga diketahui bahwa harga dan sertifikasi halal dapat meningkatkan *brand trust* pada kosmetik halal.
2. Variabel sertifikasi halal dan religiusitas berpengaruh positif dan signifikan terhadap kesadaran sertifikasi halal sehingga diketahui bahwa sertifikasi halal dan religiusitas dapat meningkatkan kesadaran sertifikasi halal kosmetik halal.
3. Variabel *brand trust*, kesadaran sertifikasi halal dan citraa merek berpengaruh positif dan signifikan terhadap keputusan pembelian, sedangkan harga, sertifikasi halal dan religiusitas tidak berpengaruh terhadap keputusan pembelian, sehingga diketahui bahwa variabel yang dapat meningkatkan keputusan pembelian kosmetik halal adalah *brand trust*, kesadaran sertifikasi halal dan citraa merek.
4. Variabel *brand trust* memediasi pengaruh sertifikasi halal terhadap keputusan pembelian, sedangkan pada pengaruh harga dan citraa merek tidak. Sehingga diketahui, sertifikasi halal mampu meningkatkan keputusan pembelian melalui *brand trust*.
5. Variabel kesadaran sertifikasi halal memediasi pengaruh sertifikasi halal dan religiusitas terhadap keputusan pembelian, sehingga diketahui bahwa sertifikasi halal dan religiusitas mampu meningkatkan keputusan pembelian melalui kesadaran sertifikasi halal.
6. Berdasarkan hasil analisis statistic, tidak terdapat perbedaan keputusan pembelian kosmetik halal berdasarkan jenis kelamin dan asal daerah di Indonesia.

5.2. Implikasi Manajerial

Berdasarkan simpulan diatas, rekomendasi yang dapat diberikan dalam penelitian ini sebagai berikut:

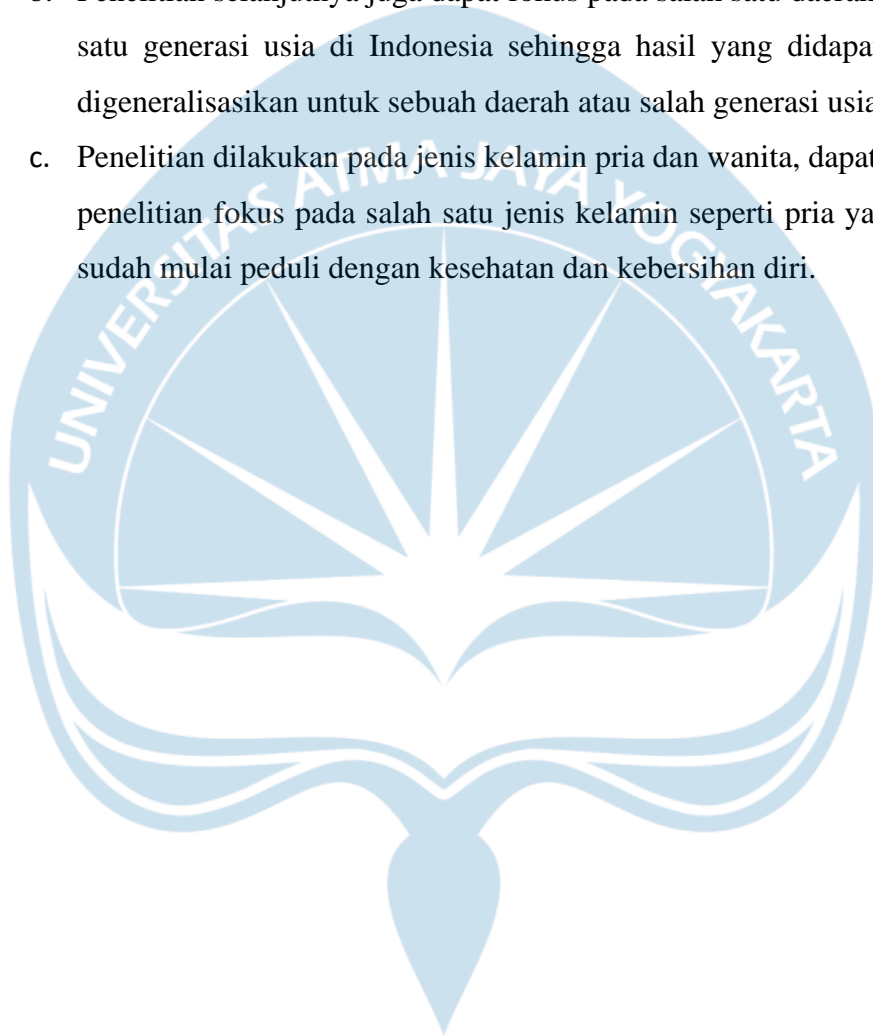
1. Berdasarkan hasil olahan data, butir pernyataan variabel harga yang paling penting tetapi mendapat perhatian paling sedikit dari konsumen yaitu harga kosmetik halal lebih murah. Disarankan kepada pemilik usaha kosmetik halal, meskipun memberikan sertifikasi halal pada kosmetik termasuk menambah biaya, pemilik usaha tetap harus memperhatikan harga yang ditetapkan sehingga terjangkau oleh semua kalangan.
2. Butir pernyataan variabel citraa mereka yang paling penting terdapat pada butir pernyataan merek kosmetik bersertifikat halal memiliki reputasi kualitas. Disarankan kepada pemilik usaha untuk jujur dalam memproduksi komposisi kosmetik dan mampu mempertanggungjawabkannya.
3. Butir pernyataan variabel sertifikasi halal yang paling penting terdapat pada butir pernyataan sertifikasi halal pada kosmetik dan produk farmasi merupakan simbol kualitas. Disarankan kepada pemilik usaha kosmetik untuk memprioritaskan perijinan dan pemberian sertifikat halal pada kosmetik yang diproduksi.
4. Butir pernyataan variabel relgiusitas yang paling penting terdapat pada butir keyakinan relgiusitas penting bagi saya. Disarankan kepada pemilik usaha kosmetik untuk memanfaatkan persepsi ini untuk memproduksi kosmetik yang halal dan aman digunakan

5.3. Keterbatasan Penelitian

Penelitian ini memiliki keterbatasan dalam pelaksanaannya, antara lain:

1. teknik pengumpulan data dilakukan dengan penyebaran kuesioner melalui media *online* sehingga menyulitkan peneliti untuk mendapatkan informasi lebih detail dari responden.
2. Penelitian ini juga dilakukan dengan jumlah responden sebanyak 390 orang yang mana jumlah tersebut masih sangat minim jika dibandingkan dengan jumlah penduduk generasi *millennial* di Indonesia.
3. Kosmetik yang digunakan sebagai objek dalam penelitian ini bersifat umum dari keseluruhan jenis kosmetik, sehingga untuk penelitian selanjutnya dapat dilakukan fokus pada salah satu jenis kosmetik.

4. Bagi penelitian selanjutnya
 - a. Melakukan penelitian dengan variabel bebas lainnya yang juga memengaruhi keputusan pembelian kosmetik khususnya yang bersertifikat halal, misalnya product packaging information.
 - b. Penelitian selanjutnya juga dapat fokus pada salah satu daerah atau salah satu generasi usia di Indonesia sehingga hasil yang didapatkan dapat digeneralisasikan untuk sebuah daerah atau salah generasi usia.
 - c. Penelitian dilakukan pada jenis kelamin pria dan wanita, dapat dilakukan penelitian fokus pada salah satu jenis kelamin seperti pria yang saat ini sudah mulai peduli dengan kesehatan dan kebersihan diri.



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