

## V. CONCLUSION AND IMPLICATION

### A. Conclusion

1. There is positive effect between promotion of halal cosmetic products on brand switching of non-halal to halal cosmetic products.
2. There is positive effect between negative word of mouth of non-halal cosmetic products on brand switching of non-halal to halal cosmetic products.
3. There is positive effect between customer dissatisfaction of non-halal cosmetic products on brand switching of non-halal to halal cosmetic products.
4. There is positive effect between need variety seeking cosmetic products on brand switching of non-halal to halal cosmetic products.

### B. Implication

In order to minimize their customers' brand switching, marketing management of cosmetic product need to pay attention on promotion strategy which is applied by competitors, negative word of mouth communication, customer dissatisfaction and customers' need variety seeking. The ways can be done by apply the appropriate marketing strategy such like give halal label on cosmetic product and guarantee those halal products have good quality, healthy, and safe which is able to improve and strengthen the customer brand switching of non-halal to halal cosmetic products, build the communication with the

customers who use their products and services, and always follow up the consumer complaints quickly related to the product and services problems or risks which are perceived by customers.

Good response to the halal cosmetic products from customer indicates that halal cosmetic products are well received in Indonesia cosmetics market. Therefore, companies remain responsible for the quality of products. Companies can cooperate with LPPOM MUI and health experts to inform public about the importance of healthy and safe cosmetics.

### **C. Suggestion**

The first suggestion for the next research are the next researcher can add some variable, such as: inconvenience, social status, quality, and brand image for this research. The second, subjects in this research only customer who have switched from non-halal to halal cosmetic products. The next research is expected to be able to involve the users of cosmetics that have not been switched to the halal cosmetics. This is due to determine their interest in the use of halal cosmetics. So, the next researcher can compare which one more interest for customer between non-halal and halal cosmetic product even though there is halal label issues on cosmetic.