

Judul:

Analisis pengaruh pengetahuan, religiusitas, dan sikap terhadap intensi membeli produk kosmetik halal: brand with halal positioning (Wardah) vs brand with neutral positioning (Sariayu) = The influence analysis of knowledge religiosity and attitude toward intention to buy halal cosmetic products: brand with halal positioning (Wardah) vs brand with neutral positioning (Sariayu)

Pengarang/Penulis:

Ajeng Larasati, author

Subjek:

Cosmetics -- Religious aspects -- Islam; Consumer behavior; Brand Loyalty ; Brand name products -- Management; Branding (marketing)

Nomor Panggil:

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Penerbitan:

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