

Judul:

Determinan purchase behavior konsumen non-muslim terhadap makanan kemasan berlogo halal = Determinant affecting purchase behavior of non-muslim consumers on halal packaged food

Pengarang/Penulis:

Asih Untari, author

Subjek:

Consumers behavior -- Moral and ethical aspects; Consumers' preferences; Food -- Religious aspects -- Islam

Nomor Panggil:

S-Pdf

Penerbitan:

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