

Judul:

Analisis Pengaruh Logo Halal terhadap Perceived Reputation, Customer Trust, and Customer Loyalty Studi Komparatif Antara Konsumen Muslim dan Non Muslim Pada Restoran Cepat Saji di Indonesia = Analysis of the Effect of the Halal Logo on Perceived Reputation, Customer Trust, and Customer Loyalty: A Comparative Study Between Muslim and Non-Muslim Consumers in Fast Food Restaurants in Indonesia

Pengarang/Penulis:

Galih Adri Sahasika, author

Subjek:

Branding (Marketing)--Halal food industry

Nomor Panggil:

S-pdf

Penerbitan:

Fakultas Ekonomi dan Bisnis Universitas Indonesia

Link Terkait:

- [Deskripsi Bibliografi](#)
- [Abstrak](#)
- [Dokumen Yang Mirip](#)
- [Universitas Indonesia Library](#)