

PENGARUH *HALAL AWARENESS, HALAL CERTIFICATION, PRODUCT QUALITY, MARKETING PROMOTION, BRAND, ATTITUDE, HALAL KNOWLEDGE*, DAN *HALAL QUALITY* TERHADAP *PURCHASE INTENTION* DAGING SAPI DI INDONESIA

TESIS

Disusun oleh:

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**MAGISTER MANAJEMEN
FAKULTAS EKONOMI DAN BISNIS
UNIVERSITAS TELKOM
BANDUNG
2020**

PENGARUH *HALAL AWARENESS, HALAL CERTIFICATION, PRODUCT QUALITY, MARKETING PROMOTION, BRAND, ATTITUDE, HALAL KNOWLEDGE,* DAN *HALAL QUALITY* TERHADAP *PURCHASE INTENTION* DAGING SAPI DI INDONESIA

THE INFLUENCE OF HALAL AWARENESS, HALAL CERTIFICATION, PRODUCT QUALITY, MARKETING PROMOTION, BRAND, ATTITUDE, KNOWLEDGE, AND HALAL QUALITY TO PURCHASE INTENTION OF MEAT IN INDONESIA

Diajukan sebagai Salah Satu Syarat untuk Memperoleh Gelar Magister Manajemen Program Studi Magister Manajemen

Disusun oleh:

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