

SKRIPSI

**DAMPAK KESADARAN MEREK KOSMETIK HALAL TERHADAP
NIAT PEMBELIAN ULANG: EFEK MEDIASI PERSEPSI KUALITAS
DAN LOYALITAS MEREK**

***THE IMPACT BRAND AWARENESS HALAL COSMETICS ON
CONSUMER PURCHASE INTENTION: THE MEDIATING EFFECT OF
PERCEIVED QUALITY AND BRAND LOYALTY***



Diajukan Oleh

DIGNA FIERDA SAPUTRI

20120410361

Telah disetujui Dosen Pembimbing

Pembimbing

A handwritten signature in blue ink, appearing to read 'Indah Fatmawati', is written over a horizontal line.

Dr. Indah Fatmawati, M.Si.
19690816199303143029

Tanggal 7 Mei 2016