

**PENGARUH KUALITAS PRODUK, PERSEPSI HARGA, PROMOSI, CITRA
MEREK DAN LABEL HALAL TERHADAP KEPUTUSAN PEMBELIAN
PRODUK MINUMAN TEH DALAM KEMASAN MEREK S-TEE DI KOTA
YOGYAKARTA**

*THE EFFECT OF PRODUCT QUALITY, PRICE PERCEPTION,
PROMOTION, BRAND IMAGE AND HALAL LABEL ON DECISION
PURCHASE OF TEA DRINKING PRODUCTS IN BRAND PACKAGE S-TEE IN
YOGYAKARTA*



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