

**PENGARUH LABEL HALAL, KUALITAS PELAYANAN, DAN LOKASI
PELANGGAN MUSLIM DENGAN MINAT BELI SEBAGAI VARIABEL
INTERVENING DI INDUSTRI MAKANAN UMKM KOTA AMBON
PROPINSI MALUKU**

TESIS

Disusun Guna Memenuhi Persyaratan
Memperoleh Gelar Magister Manajemen pada Program Pascasarjana
Sekolah Tinggi Ilmu Ekonomi GICI

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PROGRAM PASCASARJANA
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