### **THESIS**

### THE EFFECT OF HALAL LABEL AND HALAL AWARENESS ON PURCHASING DECISIONS

(Survey of MSME consumers in Purwokerto)



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# MINISTRY OF RESEARCH, TECHNOLOGY AND HIGHER EDUCATION UNIVERSITAS JENDERAL SOEDIRMAN FACULTY OF ECONOMICS AND BUSINESS INTERNATIONAL MANAGEMENT

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Submitted to Obtain a Bachelor Degree in Management at the Faculty of Economics and Business, Universitas Jenderal Soedirman

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