

**PENGARUH KUALITAS PERSEPSIAN DAN CITRA MEREK TERHADAP
KEPUASAN DAN MINAT MEMBELI ULANG PADA PRODUK KOSMETIK
HALAL MEREK “WARDAH”**

(STUDI PADA WANITA MUSLIMAH)

***THE INFLUENCE OF PERCEIVED QUALITY AND BRAND IMAGE TO THE
CUSTOMER SATISFACTION AND REPURCHASE INTENTION ON
PRODUCT COSMETICS HALAL BRAND “WARDAH”***

(STUDI OF MUSLIMAH WOMEN)



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