

**INVESTIGATION TOWARD THE CONSUMER PURCHASING
INTENTION OF HALAL BEEF FROM TRADITIONAL MARKET**

(Consumer Behavior Study toward the Consumption of Yogyakarta's Consumer in
Purchasing *Halal* Beef in Yogyakarta Traditional Market by Using the Theory of Planned
Behavior)

A THESIS

Presented as Partial Fulfilment of the Requirements
To Obtain the Bachelor Degree in Management Department



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