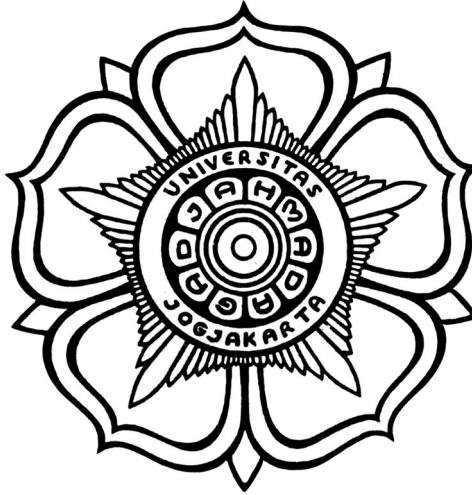


**THE IMPACT OF PERCEIVED SUSTAINABILITY EFFORTS ON
CUSTOMER PURCHASE INTENTION: THE MODERATING ROLE OF
PRICE SENSITIVITY AND MEDIATING EFFECT OF TRUST
A STUDY ON THE BODY SHOP INDONESIA**

Undergraduate Thesis:

**Submitted in Partial Fulfilment of the Requirements for the Degree of *Sarjana
Ekonomi* from the Department of Management of The Faculty of Economics and
Business, Universitas Gadjah Mada**



Proposed by:

Rafael Devin Primadi Anggoro

20/457648/EK/22909

**MANAGEMENT DEPARTMENT
FACULTY OF ECONOMICS AND BUSINESS
UNIVERSITAS GADJAH MADA**

2024



Dengan ini saya menyatakan bahwa tugas akhir dengan judul:

The Impact of Perceived Sustainability Efforts on Customer Purchase Intention: The Moderating Role of Price Sensitivity and Mediating Effect of Trust A Study on The Body Shop Indonesia

Disusun oleh
Rafael Devin Primadi Anggoro
20/457648/EK/22909

Telah saya baca dengan seksama dan telah dinyatakan memenuhi standar ilmiah, baik jangkauan maupun kualitasnya, sebagai skripsi jenjang Pendidikan Sarjana (S1).

Telah diujikan pada 25 September 2024

Tim Penguji	Nama Lengkap	Tanda Tangan
Pembimbing	Rokhima Rostiani, S.E., M.Mgt.	
Penguji 1	Basu Swastha Dharmmesta, Prof. Dr., M.B.A.	
Penguji 2	Naila Zulfa, M.A., M.S., PGDip., Ph.D., FHEA.	

Mengetahui,
Wakil Dekan Bidang Akademik dan Kemahasiswaan

Bayu Sutikno, S.E., M.S.M., Ph.D.
NIP 197805202005011002