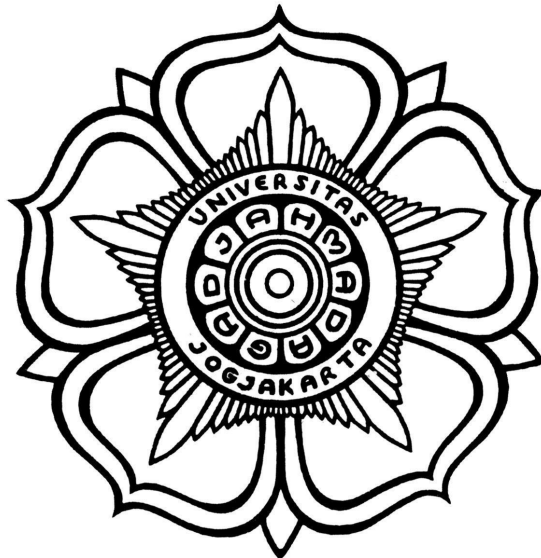


**Anticipated Emotions and Sustainable Purchase Intention: Pride and Guilt  
as Mediators in Eco-Friendly Beauty Packaging Among Gen Z in Indonesia**

Thesis Advisor: Rokhima Rostiani, S.E., M.Mgt.

**Undergraduate Thesis:**

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



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YOGYAKARTA  
2025**



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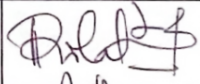

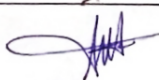
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Disusun oleh  
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21/480416/EK/23598

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

Telah diujikan pada 20 November 2025

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