



**FACTORS OF CONSUMERS GREEN PURCHASE DECISION IN PERSONAL CARE PRODUCTS**  
ANANDA SYAFA SATIVA, Bayu Sutikno, S.E., M.S.M., Ph.D.  
Universitas Gadjah Mada, 2019 | Diunduh dari <http://etd.repository.ugm.ac.id/>

UNIVERSITAS  
GADJAH MADA

## **Factors of Consumers' Green Purchase Decision in Personal Care Products**

THESIS

To Fulfill the Partial Requirement of Obtaining Bachelor Degree

Management Department



Bachelor Thesis Supervisor

Bayu Sutikno, M. S. M., Ph.D.

Proposed by:

**Ananda Syafa Sativa**

**15/375455/EK/20156**

**FACULTY OF ECONOMICS AND BUSINESS**

**UNIVERSITAS GADJAH MADA**

**2019**