

**The Influence of Packaging Colour and Organic Logo on Food Product's Perceived
Healthiness Among Female High School Students**

**Undergraduate Thesis
As A Requirement to Obtain Bachelor Degree from
Department of Management**



Bachelor Thesis Supervisor:
Dr. BM. Purwanto, MBA

Written By:
Scholastica Rania Allbright
16/405658/EK/21187

**DEPARTMENT OF MANAGEMENT
FACULTY OF ECONOMICS AND BUSINESS
UNIVERSITAS GADJAH MADA
YOGYAKARTA
2020**