



UNIVERSITAS  
GADJAH MADA

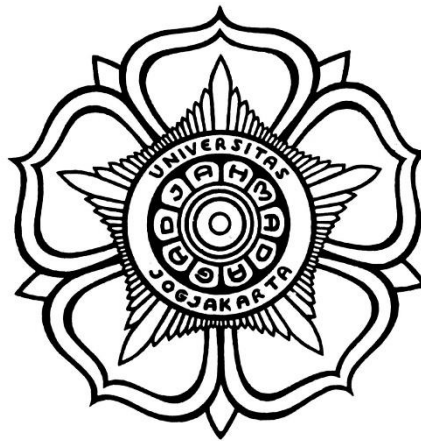
**THE ANTECEDENTS OF GREEN PURCHASE BEHAVIOUR**  
RATNA KARTIKA, Bayu Sutikno, S.E.,M.S.M., Ph.D.,  
Universitas Gadjah Mada, 2020 | Diunduh dari <http://etd.repository.ugm.ac.id/>

# **THE ANTECEDENTS OF GREEN PURCHASE BEHAVIOUR**

**Thesis**

as partial fulfilment to achieve a Master Degree

Program Study of Master in Management



By:

Ratna Kartika

18/436851/PEK/24375

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

**2020**