

**PENGARUH KINERJA *GREEN BRAND IMAGE*, *GREEN BRAND SATISFACTION*, *GREEN BRAND TRUST* DAN *GREEN BRAND AWARENESS* TERHADAP *GREEN BRAND PREFERENCE* PADA *GREEN COSMETIC* MEREK ORIFLAME DI YOGYAKARTA**

***THE EFFECT OF GREEN BRAND IMAGE, GREEN BRAND SATISFACTION, GREEN BRAND TRUST, AND GREEN BRAND AWARENESS TOWARD GREEN BRAND PREFERENCE OF GREEN COSMETIC ORIFLAME BRAND IN YOGYAKARTA***



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