

**PURCHASE BEHAVIOR TOWARD USAGE OF
ENVIRONMENTALLY FRIENDLY PRODUCTS PACKAGE
PERILAKU PEMBELIAN TERHADAP PENGGUNAAN PRODUK
DENGAN KEMASAN RAMAH LINGKUNGAN
UNDERGRADUATE THESIS**



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FACULTY OF ECONOMICS AND BUSINESS

UNIVERSITAS MUHAMMADIYAH YOGYAKARTA

2024

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Submitted to Fulfill the Requirements to Get a Bachelor's Degree at the Faculty of
Economics, Management Department, Universitas Muhammadiyah Yogyakarta



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DECLARATION

Name: Fajar Fauzan Bakti

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With this, I declare that in the research entitled "Purchase Behavior Toward Usage of Environmentally Friendly Procurement Package" I am serious and do not imitate the work of others. I am ready to bear the consequences if there is a violation of this research.

Yogyakarta, 30 July 2024



Fajar Fauzan Bakti

Motto

فَإِنَّ مَعَ الْعُسْرِ يُسْرًا. إِنَّ مَعَ الْعُسْرِ يُسْرًا

“So actually, along with the difficulties there is ease. Actually, along with the difficulties there is convenience.” (Qs. Al-Insyirah, verses 5 – 6)

"Walking differently than planned is the usual path. Moreover, the only way to live it as best as possible."

(GAS – Fstvlst)

Dedication

With the grace of Allah Almighty, the thesis entitled "Purchase behavior toward usage of environmentally friendly product package" has been completed. In completing this manuscript, the author received a lot of prayers, support, and knowledge from many parties involved. Thank you as much as possible,


1. My parents, Mrs. Sri Rahayu and Mr. Suprpto have given their prayers and support every day until the completion of this thesis. I hope completing this thesis can be a blessing for our family.
2. To my family that has always given me support and prayers until I can complete this thesis, hopefully what we do will be a blessing. Aamiin.
3. To friends who have provided support and companionship when I am confused and sad. I can enjoy this research process more with you guys until it is finally resolved.
4. To the supervisor, Dr. Indah Fatmawati, S.E., M.Si. Thank you for patiently guiding and providing explanations.

PREFERENCE

Praise Allah SWT for giving His grace and guidance so that I complete my thesis titled "PURCHASE BEHAVIOR TOWARD USAGE OF ENVIRONMENTALLY FRIENDLY PRODUCTS PACKAGE." This thesis is done to qualify for a bachelor's degree at the Faculty of Economics and Business, Universitas Muhammadiyah Yogyakarta. The writing and completion of this thesis are inseparable from the role and support of various parties. Therefore, the author would like to express his gratitude to several parties:

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Yogyakarta, 30 July 2024



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