

**IMPACT OF CUSTOMER VALUE, GREENWASH PERCEPTION, AND
GREEN BRAND IMAGE, TOWARDS PURCHASE DECISION
THROUGH GREEN TRUST AND GREEN BRAND EQUITY AS A
MEDIATING VARIABLE**

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MEDIASI***



by:

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20200410542

INTERNATIONAL PROGRAM OF MANAGEMENT AND BUSINESS

FACULTY OF ECONOMICS AND BUSINESS

UNIVERSITAS MUHAMMADIYAH YOGYAKARTA

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APPROVAL SHEET
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I hereby declare that this undergraduate thesis entitled: **"IMPACT OF CUSTOMER VALUE, GREENWASH PERCEPTION, AND GREEN BRAND IMAGE, TOWARDS PURCHASE DECISION THROUGH GREEN TRUST AND GREEN BRAND EQUITY AS A MEDIATING VARIABLE"** does not consists of any content that ever being proposed for any degree in order university, ideas of any study and publication of others, in exception all quotes and ideas which are purposely taken are considered as the research references and listed in the reference list. Therefore, if any violation of intellectual right is found in this research, I agree to accept any relevant academic consequences.

Yogyakarta, 28 August 2024



Dhimas Adji Pamungkas

MOTTO

ليس الفتى من يقول كان أباي، ولكن الفتى ها أنا ذ

"It is not said by a young man or leader if he speaks about the greatness of his parents or other people, but what is said by a young man or leader, the one who speaks is me."

PERSEMBAHAN

By saying hamdallah and by the power and will of Allah SWT, I dedicate this work to the people who continuously pray, support and help me in writing this research.

1. Dear my beloved father and mother, thank you for always providing support during my study. I dedicate this thesis to both father and mother, as a proof and thanks for always providing support and prayers all the times for me. May Allah SWT always protect and blessed our family.
2. To my whole family who have provided prayers and support in completing this study and writing.
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Praise be to Allah SWT who has provided convenience, grace and mercy in the thesis research with the title "The Influence of Customer Value, Greenwash Perception and Green Brand Image on Purchasing Decisions through Green Trust and Green Brand Equity as Mediating Variables". This thesis was prepared to fulfill one of the requirements for obtaining a Bachelor's degree at the Faculty of Economics and Business, Muhammadiyah University, Yogyakarta. The writing takes this topic in the hope that it can provide input for organizations in the use of tactics that influence organizational decision making and provide development ideas for further research.

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The author is very aware that this article is far from perfect and that there are still many limitations. Therefore, the author always hopes for criticism and suggestions so that they can develop the writer's development in the future. Finally, I thank Allah AWT and everyone who supports me. Hopefully this thesis can be useful for all of us, including the author, and all parties.

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