

THESIS

THE EFFECT OF GREEN MARKETING ON PURCHASE DECISION AND GREEN PRICE AS MODERATING VARIABLE BETWEEN PURCHASE INTENTION AND PURCHASE DECISION (Survey on Consumer of Ades Bottled Water In Semarang)



By:

**FINTYA MENTARI GRESTYARA
NIM C1K013039**

**MINISTRY OF RESEARCH, TECHNOLOGY AND HIGHER EDUCATION
JENDERAL SOEDIRMAN UNIVERSITY
ECONOMIC AND BUSINESS FACULTY
PURWOKERTO
2017**