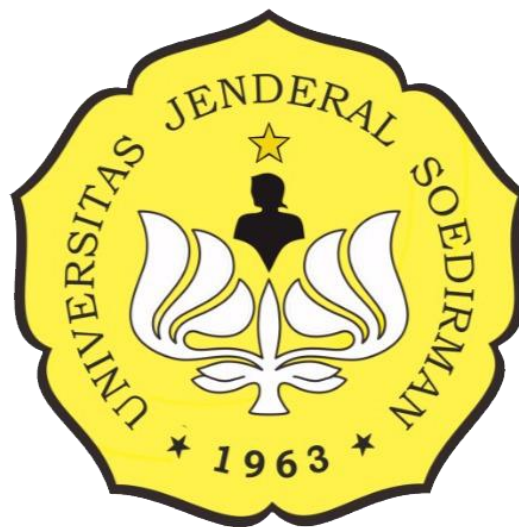


**THESIS**

**THE EFFECT OF GREEN PRODUCT ATTRIBUTE TOWARDS  
PURCHASE DECISION WITH GREEN PRICE AS MODERATE  
VARIABLE ON THE BODY SHOP PRODUCT**

**(Survey on The Body Shop Consumers in Bandung)**



**By:**

**DAVI ZAHRA APRIKO**

**C1K014040**

**MINISTRY OF RESEARCH, TECHNOLOGY, AND HIGHER  
EDUCATION  
FACULTY OF ECONOMICS AND BUSINESS  
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**In order to fulfill some of the requirements needed to get a Bachelor Degree  
From the Faculty of Economics and Business, University of Jenderal  
Soedirman**

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