THE ROLE OF ENVIRONMENTAL CONCERN, GREEN PERCEIVED VALUE, SUBJECTIVE NORM, AND GREEN TRUST TOWARDS PURCHASING INTENTIONS OF GREEN SERVICE



UNDERGRADUATE THESIS

Submitted as one of the requirements to complete the Undergraduate Degree (S1) of Management Department at Faculty of Economics and Business
Diponegoro University

Presented by:
MARSYA RIZQIA CHAIRUNNISA
NIM 12010116140148

FACULTY OF ECONOMICS & BUSINESS
DIPONEGORO UNIVERSITY
SEMARANG
2020