

**ASSESSMENT OF THE IMPACT OF GREEN
MARKETING WITH PERCEIVED VALUE ON
CONSUMER'S GREEN PURCHASE INTENTION
(A Study in UNIQLO Indonesia and Malaysia Store)**



THESIS

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

Author:

NURULADELIA PUTRI HASIBUAN
SID. 12010119190313

**FACULTY OF ECONOMICS AND BUSINESS
DIPONEGORO UNIVERSITY
SEMARANG
2023**