

**THE INFLUENCE OF GREEN MARKETING, GREEN PRODUCT,
AND GREEN PROMOTION ON PURCHASE DECISIONS
(A Study on BYD M6 Consumers in Jakarta)**



THESIS

Submitted as one of the requirements
to complete the Bachelor Program (S1)
in the Bachelor Program of the Faculty of Economics
Diponegoro University

Arranged by:

RAFI ATHALLAH WIRACHMAN

12010118190227

**FACULTY OF ECONOMICS AND BUSINESS
DIPONEGORO UNIVERSITY
SEMARANG
2025**