

PREFACE

Praise and gratitude to Allah SWT for the wealth of grace and guidance that has been given to the Author during the process of completing this thesis with a title “The Influence of Green Product Quality and Green Brand Image on Green Purchase Intention of Love Beauty and Planet Mediated by Environmental Attitude” The purpose of this thesis is to fulfil the requirements of undergraduate degree in Department of Business Administration, Faculty of Communication and Business at Telkom University, Bandung.

The author realizes that this thesis would not be finished without the help of various parties. During the completion of this thesis, the author received a lot of guidance, direction, and advice that helped directly or indirectly to finish this thesis. Therefore, the author would like to thank to:

1. Mr. Mahir Pradana, SE., M.Sc., Ph.D, as my best supervisor for the time, support, guidance and advice to the author during the process of completing this thesis.
2. Ms. Ms. Cut Irna Setiawati, S.AB., MM, as my guardian lecturer who has guided the author during the studies at Telkom University.
3. The lecturers as examiner of this final thesis who has provided advice and helped the author to improve the thesis contents.
4. My beloved parents, thank you for the abundant pray and all the love, the love that has been given so far so that the author can continue to struggle in achieving dreams.
5. My beloved sister and brother, Elza and Seiichirou for the support.
6. My beloved best friends, Arfina, Audinia, and Ocean for all the support and always being there for the author through the hard times.
7. My rumi friends, Rio, Fahmi, Yasir, and Fadhil for all the joy and happiness that have been given to the author so that the author is motivated in completing this thesis.
8. My classmates, Firda, Farah, Nafis, Wira and the other of AB-43-INT, thank you for all the assistance, for all the friendship and memories during these past 3.5 years.

9. All seniors who has provided a guidance and give references regarding the thesis.

May Allah SWT always bless those who have helped and provided support. May all the goodness be replaced with endless happiness. This thesis is still far from perfection, both in terms of writing technique and grammar. Therefore, the authors really hope for suggestions and criticisms that can be an improvement in the future. The author also hopes that this thesis can be useful, especially for writers and readers.

Bandung, 22 November 2022

A handwritten signature in black ink, appearing to read 'Elta Eksa Kartika' with a stylized flourish at the end.

Elta Eksa Kartika

1501194033