

FOREWORD

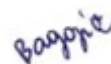
The author expresses a deep gratitude to those who made the Thesis titled “Firm Ethicality, Green Marketing, CSR, And Brand Loyalty in Tokopedia: Moderating Effects of Brand Reputation, Environmental Concern, Social Influence”. The purpose of writing this Thesis proposal is to fulfill one of the requirements to graduate from the Master of Business Administration study program, School of Economics and Business, Telkom University Bandung.

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The author realizes that the writing of this thesis is still far from perfect. With all humility, the author hopes that all the shortcomings in this thesis proposal can be used as learning material for better research in the future.

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