

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:

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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'. The signature is stylized with large, flowing letters and includes a small 'E' and 'K' at the top left.

Elta Eksa Kartika

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