

THE INFLUENCE OF GREEN MARKETING AND PRODUCT PACKAGING QUALITY TOWARDS PURCHASE INTENTION THROUGH BRAND IMAGE OF AQUA

UNDERGRADUATE THESIS

Submitted as one of the requirements to obtain Sarjana Manajemen

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MANAGEMENT STUDY PROGRAM

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As a form of contribution to reduce plastic waste in Indonesia, Aqua has taken countermeasures with some programs and efforts from several years ago. For instance, Aqua has committed to and implemented the SDGs as the member and founder of the Packaging & Recycling Alliance for Indonesia Sustainable Environment (PRAISE) since 2010 and still running. PRAISE is an organization that has collaborated with major Fast-Moving Consumer Goods (FMCG) companies in Indonesia, such as Danone, Coca-Cola, Unilever, Indofood, Nestle, & Tetra Pak (PRAISE Indonesia, 2022).

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