

SKRIPSI

INFLUENCE OF GREEN MARKETING MIX AND MARKETING MIX ON CUSTOMER PURCHASE DECISION OF PT RIAUMAS PRAKARSA UTAMA, ECOGREEN INDUSTRIAL ESTATE

Written as a partial fulfillment of the academic requirements
to obtain the degree of *Sarjana Management*

By:

NAME : INDIE AQUILA RAFLY

ID NUMBER : 03011180002



MANAGEMENT STUDY PROGRAM
FACULTY OF ECONOMIC AND BUSINESS
UNIVERSITAS PELITA HARAPAN MEDAN
2023