SKRIPSI

THE INFLUENCE OF ALTRUISTIC AND EGOISTIC VALUE ON LOCAL ORGANIC FRUITS PURCHASE INTENTION IN MEDAN ALONG WITH THE MEDIATING ROLE OF CONSUMER ATTITUDES

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

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MANAGEMENT STUDY PROGRAM
FACULTY OF ECONOMICS AND BUSINESS
UNIVERSITAS PELITA HARAPAN
MEDAN
2024