

**ANALISIS PENGARUH *GREEN PRODUCT*, *GREEN PACKAGING*,  
*GREEN ADVERTISING* TERHADAP KEPUTUSAN PEMBELIAN  
PRODUK SUSU UHT (*ULTRA HIGH TEMPERATURE*) ULTRA MILK  
MELALUI PERSEPSI KONSUMEN**

Studi pada Mahasiswa Universitas Muhammadiyah Yogyakarta

**AN ANALYSIS OF THE INFLUENCE OF *GREEN PRODUCT*, *GREEN*  
*PACKAGING*, *GREEN ADVERTISING* ON BUYING DECISION  
TOWARD UHT (*ULTRA HIGH TEMPERATURE*) MILK OF ULTRA  
MILK THROUGH CUSTOMER PERCEPTION**

Study on Students of Universitas Muhammadiyah Yogyakarta



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