



UNIVERSITAS
PRASETIYA MULYA

TUGAS AKHIR

**Faktor yang Memengaruhi *Willingness to Pay More*
Generasi Z Terhadap Produk *Personal Care*
Eco-Friendly di Area BSD-GS**

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**PROGRAM STUDI S1 MANAJEMEN
UNIVERSITAS PRASETIYA MULYA
JAKARTA, 2024**



**UNIVERSITAS
PRASETIYA MULYA**

Sekolah Bisnis dan Ekonomi

FINAL PROJECT

Research

**Factors Influencing Generation Z's Willingness to
Pay More for Eco-Friendly Personal Care Products
in the BSD-GS Area**

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**CONCENTRATION IN BRANDING
STUDY PROGRAM S1 MANAGEMENT
UNIVERSITAS PRASETIYA MULYA**