



**UNIVERSITAS
PRASETIYA MULYA**

TUGAS AKHIR

**Pengaruh Relational Benefits dalam Konteks
Green Branding Terhadap Brand Evangelism
Konsumen The Body Shop Indonesia**

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



**UNIVERSITAS
PRASETIYA MULYA**
Sekolah Bisnis dan Ekonomi

FINAL PROJECT

Research

**The Influence of Relational Benefits in Green
Branding on Consumer Brand Evangelism at The
Body Shop**

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