

**INVESTIGATING THE EFFECT OF GREEN ATTITUDE AND TRUST
ON PURCHASE INTENTION FOR NATURAL BEAUTY PRODUCTS
AMONG YOUNG ADULTS IN GREATER JAKARTA: A
MULTIDIMENSIONAL APPROACH**



**International Business
Management**

By

Jolanda Grace Kurniawan

22010088

School of Business and Management

i3L University

In partial fulfillment of the requirements for the Bachelor's degree in
International Business Management

Jakarta, Indonesia

2026