

**PENGARUH PERSEPSI *GREEN MARKETING* TERHADAP CITRA
MEREK DAN KEPUTUSAN PEMBELIAN LAMPU PHILIPS LED
(Studi pada Konsumen Lampu Philips LED di Yogyakarta)**

***THE INFLUENCE OF GREEN MARKETING PERCEPTION ON BRAND
IMAGE AND PURCHASE DECISION OF PHILIPS LED LAMP
(Study on Consumer Philips LED Lamp in Yogyakarta)***

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