

**THE EFFECT OF CUSTOMER ENGAGEMENT TOWARD BRAND  
TRUST IN GREEN MARKETING  
STARBUCK COFFEE YOGYAKARTA**

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By : Nadya Putri Utamie Oktrizma (14 522 336)

**INTERNATIONAL PROGRAM  
DEPARTMENT OF INDUSTRIAL ENGINEERING  
FACULTY OF INDUSTRIAL TECHNOLOGY  
UNIVERSITAS ISLAM INDONESIA  
YOGYAKARTA**

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