

## TABLE OF CONTENT

APPROVAL PAGE .....	i
DECLARATION OF ORIGINALITY .....	ii
PREFACE .....	iii
<i>ABSTRAK</i> .....	v
ABSTRACT .....	vi
TABLE OF CONTENT .....	vii
TABLE OF FIGURE .....	ix
TABLE OF TABLES .....	x
CHAPTER I .....	1
1.1 Object Overview .....	1
1.2 Research Background .....	2
1.3 Problem Statement .....	7
1.4 Research Objective .....	8
1.5 Benefit of Research .....	8
1.6 Systematic Writing .....	9
CHAPTER II .....	10
2.1 Research Literature .....	10
2.2 Previous Research .....	32
2.3 Theoretical Framework .....	47
CHAPTER III .....	49
3.1 Research Characteristics .....	49
3.2 Operational Variables .....	50
3.3 Research Stage .....	59
3.4 Population and Sample .....	60

3.5	Data Collection .....	62
3.6	Validity Test and Reliability .....	64
3.7	Data Analysis Technique .....	65
3.7.1	Internal Factor Evaluation (IFE) Matrix.....	67
3.7.2	External Factor Evaluation (EFE) Matrix .....	68
3.7.3	Internal-External (IE) Matrix .....	70
3.7.4	Quantitative Strategic Planning Matrix (QSPM).....	70
CHAPTER IV .....		73
4.1	Respondent Characteristics .....	73
4.2	Research Result.....	74
4.2.1	Internal Factors.....	74
4.2.2	External Factor.....	88
4.3	Discussion of Research Results .....	99
4.3.1	IFE Matrix.....	99
4.3.2	EFE Matrix.....	101
4.3.3	IE Matrix.....	103
4.3.4	Quantitative Strategic Planning Matrix (QSPM).....	105
4.4	Analysis of Research Result .....	109
CHAPTER V.....		111
5.1	Conclusion .....	111
5.2.1	The suggestion for PD. ASH Jaya.....	112
5.2.2	The suggestion for next researcher .....	116
REFERENCES.....		117
ATTACHMENT .....		121