

TABLE OF CONTENT

APPROVAL SHEET	ii
STATEMENT PAGE	iii
FOREWORD.....	iv
ABSTRAK	vi
ABSTRACT	vii
TABLE OF CONTENT	viii
LIST OF FIGURES.....	x
LIST OF TABLES	xi
CHAPTER 1 INTRODUCTION.....	1
1.1 Overview of Research	1
1.2 Research Background.....	2
1.3 Problem Statement	8
1.4 Research Objective.....	8
1.5 Research Purpose	9
1.6 Writing Systematic	10
CHAPTER 2 LITERATURE REVIEW	11
2.1 Literature Review	11
2.2 Previous Research	22
2.3 Research Framework.....	33
2.4 Research Hypothesis	34
CHAPTER 3 RESEARCH METHODOLOGY	38
3.1 Research Characteristics	38
3.2 Operational Variables and Measurement Scale	39
3.3 Research Stages.....	45

3.4	Population and Sample.....	46
3.5	Data Collection and Data Sources.....	48
3.6	Validity and Reliability Test (Research Instruments).....	49
3.7	Data Analysis Technique.....	52
3.8	Hypothesis Test	62
CHAPTER 4 RESULTS & DISCUSSION		66
4.1	Respondent Characteristic.....	66
4.2	Research Result	69
4.3	Hypothesis Testing	93
4.4	Results and Discussions	95
CHAPTER 5 CONCLUSION & SUGGESTION.....		98
5.1	Conclusion.....	98
5.2	Suggestion	100
REFERENCES.....		102
APPENDIX.....		126