

## LIST OF CONTENTS

<b>ORIGINALITY STATEMENT</b> .....	<b>ii</b>
<b>LIST OF CONTENTS</b> .....	<b>vii</b>
<b>LIST OF FIGURE</b> .....	<b>ix</b>
<b>LIST OF TABLE</b> .....	<b>x</b>
<b>LIST OF ABBREVIATION</b> .....	<b>xiii</b>
<b>LIST OF APPENDIX</b> .....	<b>xiv</b>
<b>CHAPTER I INTRODUCTION</b> .....	<b>15</b>
I.1 Introduction .....	15
I.2 Problem Formulation .....	20
I.3 Objectives.....	21
I.4 Research Benefit .....	21
I.5 Research Limitation .....	22
I.6 Writing System .....	22
<b>CHAPTER II LITERATURE REVIEW</b> .....	<b>24</b>
II.1 Marketing Strategy.....	24
II.1.1 The Scope of Marketing Strategy .....	24
II.1.2 Marketing Process Strategy.....	24
II.1.3 Salesforce Management .....	25
II.1.4 Marketing Performance Measurement.....	31
II.2 Analytical Hierarchy Process (AHP) .....	51
II.3 Literature Study on Previous Research.....	56
II.3.1 Marketing performance measurement analysis study .....	56
II.3.2 Research on performance measurement of the marketing department.....	57
II.3.3 A marketing performance measurement design study .....	58
II.3.4 Marketing performance measurement study .....	59
II.4 Comparison & Method Selection.....	61
<b>CHAPTER III RESEARCH METHODOLOGY</b> .....	<b>65</b>
III.1 Conceptual Model .....	65
III.2 Research Stages.....	66
III.2.1 Preliminary Stage .....	68
III.2.2 Data Collecting Stage.....	68
III.2.3 Data Processing Stage .....	71
III.2.4 Analysis Stage.....	73
III.2.5 Conclusion and Suggestion Stage .....	74

<b>CHAPTER IV</b>	<b>DATA COLLECTING AND PROCESSING.....</b>	<b>75</b>
IV.1	Description of the Research Object.....	75
IV.1.1	Organizational Structure of Unit.....	75
IV.1.2	Sales & Marketing Process Cycle .....	76
IV.2	Design of Balanced Scorecard Model.....	77
IV.2.1	Result statement of questionnaire about relevance marketing performance indicators.....	77
IV.2.2	Questionnaires results of AHP priority scale.....	81
IV.2.3	Questionnaires results of marketing capabilities and resources perspective.....	84
IV.2.4	Questionnaires results of marketing orientation perspective ..	93
IV.2.5	Questionnaires results of customer value perspective .....	99
IV.2.6	Questionnaires results of financial performance perspective	105
<b>CHAPTER V</b>	<b>ANALYSIS .....</b>	<b>107</b>
V.1	Analysis of Relevance of Marketing Performance Indicators .....	107
V.2	Analysis of Priority on Marketing Performance Perspective.....	108
V.3	Analysis on Marketing Capabilities and Resources Perspective .....	109
V.4	Analysis of Marketing Orientation Perspective .....	111
V.5	Analysis of Customer Value Perspective .....	112
V.6	Analysis of Financial Performance Perspective.....	114
V.7	Analysis for All Perspectives .....	114
<b>CHAPTER VI</b>	<b>CONCLUSION AND SUGGESTION .....</b>	<b>120</b>
VI.1	Conclusion .....	120
VI.2	Suggestion.....	122
VI.2.1	Suggestions to BGES unit.....	122
VI.2.2	Suggestions to the next researcher .....	123
<b>BIBLIOGRAPHY</b>	<b>.....</b>	<b>124</b>