

## TABLE OF CONTENT

<b>APPROVAL SHEET .....</b>	<b>i</b>
<b>STATEMENT SHEET .....</b>	<b>ii</b>
<b>MOTTO AND DEDICATION SHEET .....</b>	<b>iii</b>
<b>PREFACE.....</b>	<b>iv</b>
<b>ABSTRACT .....</b>	<b>vi</b>
<b>ABSTRAK .....</b>	<b>vii</b>
<b>TABLE OF CONTENT .....</b>	<b>viii</b>
<b>LIST OF TABLES .....</b>	<b>x</b>
<b>LIST OF FIGURE .....</b>	<b>xi</b>
<b>LIST OF APPENDIX .....</b>	<b>xii</b>
<b>CHAPTER I INTRODUCTION.....</b>	<b>1</b>
1.1 Overview of Research Objects.....	1
1.2 Research Background.....	5
1.3 Statement of the Problem .....	13
1.4 Research Objectives .....	13
1.5 Benefit of Research .....	14
<b>CHAPTER II LITERATURE REVIEW .....</b>	<b>16</b>
2.1 Theoretical Basis .....	16
2.2 Relationship between Variables .....	19
2.2 Previous Research .....	22
2.4 Theoretical Framework .....	37
2.5 Hypothesis .....	37
<b>CHAPTER III RESEARCH METHODOLOGY .....</b>	<b>39</b>
3.1 Types of Research .....	39

3.2 Operational Variable and Measurement Scale .....	39
3.3 Research Stages.....	43
3.4 Population and Sample.....	45
3.6 Data Collection.....	46
3.6 Data Analysis Technique .....	47
3.7 Validity and Reliability Test .....	50
<b>CHAPTER IV.....</b>	<b>54</b>
<b>RESEARCH RESULTS AND DISCUSSION .....</b>	<b>54</b>
4.1 Data Collection.....	54
4.2 Characteristics of Respondent.....	54
4.3 Descriptive Analysis .....	56
4.4 Partial Least Square.....	69
4.5 Discussion .....	79
<b>CHAPTER V .....</b>	<b>85</b>
<b>CONCLUSION AND SUGGESTION .....</b>	<b>85</b>
5.1 Conclusion.....	85
5.2 Suggestion .....	87
<b>BIBLIOGRAPHY .....</b>	<b>89</b>
<b>APPENDIX.....</b>	<b>95</b>