TABLE OF CONTENTS

APPROVAL SHEET ..... **I**

STATEMENT SHEET ..... **II**

ABSTRACT ..... **V**

LIST OF FIGURES ..... **IX**

LIST OF TABLE ..... **X**

CHAPTER I **1**

INTRODUCTION **1**

1.1 RESEARCH OBJECT OVERVIEW 1

1.2 RESEARCH BACKGROUND 4

1.3 THE FORMULATION OF THE PROBLEM 8

1.4 THE PURPOSE OF RESEARCH 9

1.5 THE BENEFIT OF RESEARCH 9

CHAPTER II **10**

LITERATURE REVIEW **10**

2.1 THEORETICAL FOUNDATION 10

2.2 PAST RESEARCH 15

2.3 RESEARCH FRAMEWORK 32

2.4 RESEARCH HYPOTHESIS 33

CHAPTER III **34**

RESEARCH METHODOLOGY **34**

3.1 RESEARCH TYPE 34

3.2 OPERATIONAL VARIABLES AND MEASUREMENT 34

3.3 RESEARCHER STAGE 37

3.4 POPULATION AND SAMPLE 37

3.5 DATA SOURCES 38

3.6 DATA COLLECTION TECHNIQUES 39

3.7 DATA ANALYSIS TECHNIQUES 40

CHAPTER IV **47**

4.1 DATA COLLECTION 47

4.2 RESPONDENT CHARACTERISTIC 47

4.3 RESEARCH RESULTS 50

4..4 PATH ANALYSIS RESULTS USING SMART PLS 63

4.5 HYPOTHESIS TEST 71

CHAPTER V **76**

5.1 CONCLUSIONS 76

5.2 SUGGESTIONS 76

BIBLIOGRAPHY **78**

ANNEXES **81**