

## TABLE OF CONTENT

APPROVAL PAGE .....	i
DECLARATION OF ORIGINALITY .....	ii
PREFACE .....	iii
ABSTRAK .....	iv
ABSTRACT .....	v
TABLE OF CONTENT .....	vi
LIST OF TABLE .....	viii
LIST OF FIGURE .....	ix
CHAPTER I .....	1
INTRODUCTION .....	1
1.1 Overview of Research Object .....	1
1.2 Research Background.....	2
1.3 Problem Formulation .....	12
1.4 Research Objectives .....	14
1.5 Significance of The Study .....	14
1.6 Systematically Writing.....	15
CHAPTER II.....	17
LITERATURE REVIEW.....	17
2.1 Theoretical Background .....	17
2.2 Hypotheses Development and Research Framework.....	27
2.3 Research Hypotheses .....	31
CHAPTER III .....	33
RESEARCH METHOD.....	33
3.1 Type of Research.....	33
3.2 Operational Variable .....	34
3.3 Scale .....	42
3.4 Research Stage .....	43
3.5 Population and Sample.....	45

3.6	Data Collection.....	47
3.7	Validity and Reliability Test .....	47
3.8	Data Analysis Technique .....	51
CHAPTER IV .....		57
RESULT AND DISCUSSION .....		57
4.1	Respondents Characteristic .....	57
4.2	SEM Analysis .....	61
4.3	The Discussion of The Research Result.....	70
4.4	Managerial Analysis.....	75
CHAPTER V.....		76
CONCLUSION AND SUGGESTION .....		76
5.1	Conclusions .....	76
5.2.	Suggestion.....	78
REFERENCES.....		80
APPENDIX.....		86