

## TABLE OF CONTENT

|   |             |
|---|-------------|
| <b>APPROVAL SHEET .....</b>                           | <b>ii</b>   |
| <b>STATEMENT PAGE .....</b>                           | <b>iii</b>  |
| <b>FOREWORD.....</b>                                  | <b>iv</b>   |
| <b>ABSTRAK .....</b>                                  | <b>vi</b>   |
| <b>ABSTRACT .....</b>                                 | <b>vii</b>  |
| <b>TABLE OF CONTENT .....</b>                         | <b>viii</b> |
| <b>LIST OF FIGURES.....</b>                           | <b>x</b>    |
| <b>LIST OF TABLES .....</b>                           | <b>xi</b>   |
| <b>CHAPTER 1 INTRODUCTION.....</b>                    | <b>1</b>    |
| 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          |
| <b>CHAPTER 2 LITERATURE REVIEW .....</b>              | <b>11</b>   |
| 2.1 Literature Review .....                           | 11          |
| 2.2 Previous Research .....                           | 22          |
| 2.3 Research Framework.....                           | 33          |
| 2.4 Research Hypothesis .....                         | 34          |
| <b>CHAPTER 3 RESEARCH METHODOLOGY .....</b>           | <b>38</b>   |
| 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         |
| <b>CHAPTER 4 RESULTS &amp; DISCUSSION .....</b>   |   | <b>66</b>  |
| 4.1   | Respondent Characteristic.....                            | 66         |
| 4.2   | Research Result.....                                      | 69         |
| 4.3   | Hypothesis Testing .....                                  | 93         |
| 4.4   | Results and Discussions .....                             | 95         |
| <b>CHAPTER 5 CONCLUSION &amp; SUGGESTION.....</b> |   | <b>98</b>  |
| 5.1   | Conclusion.....   | 98         |
| 5.2   | Suggestion .....  | 100        |
| <b>REFERENCES.....</b>                            |   | <b>102</b> |
| <b>APPENDIX.....</b>                              |   | <b>126</b> |