

DAFTAR ISI

| | |
|---|-------------|
| LEMBAR PENGESAHAN..... | i |
| LEMBAR PERNYATAAN ORISINALITAS | ii |
| ABSTRAK | iii |
| ABSTRACT | iv |
| KATA PENGANTAR..... | v |
| DAFTAR ISI..... | vii |
| DAFTAR GAMBAR..... | x |
| DAFTAR TABEL | xi |
| DAFTAR DIAGRAM..... | xii |
| DAFTAR BAGAN | xiii |
| DAFTAR ISTILAH | xiv |
| DAFTAR SINGKATAN DAN LAMBANG | xvi |
| BAB I PENDAHULUAN..... | 1 |
| I.1 Latar Belakang..... | 1 |
| I.2 Perumusan Masalah | 4 |
| I.3 Tujuan Penelitian | 5 |
| I.4 Manfaat Penelitian | 5 |
| I.5 Batasan Penelitian dan Asumsi..... | 5 |
| I.6 Sistematika Penelitian | 6 |
| BAB II TINJAUAN PUSTAKA | 8 |
| II.1 Investasi | 8 |
| II.2 Pasar Modal..... | 8 |
| II.3 Saham..... | 8 |
| II.3 Initial Public Offering (IPO) | 9 |

| | |
|---|-----------|
| II.4 Analisis Laporan Keuangan | 9 |
| II.5 Analisis Rasio Keuangan | 10 |
| II.6 Rasio Profitabilitas..... | 11 |
| II.7 Fishbone Diagram..... | 12 |
| II.8 Analisis Analytical Hierarchy Process..... | 13 |
| II.9 Analisis SWOT..... | 15 |
| II.10 Referensi Pendahulu | 17 |
| BAB III METODE PENELITIAN..... | 19 |
| III.1 Model Konseptual | 19 |
| III.2 Sistematika Pemecahan Masalah | 20 |
| III.2.1 Tahap Pendahuluan | 24 |
| III.2.2 Tahap Pengumpulan Data | 24 |
| III.2.3 Tahap Pengolahan Data..... | 25 |
| III.2.4 Tahap Analisis | 27 |
| III.2.5 Tahap Kesimpulan dan Saran | 32 |
| BAB IV PENGOLAHAN DATA..... | 33 |
| IV.1 Deskripsi Objek..... | 33 |
| IV.2 Deskripsi Data..... | 35 |
| IV.2.1 Hasil Statistik Deskriptif..... | 35 |
| IV.3 Analisis Variabel Penelitian | 36 |
| IV.4 Perumusan Strategi..... | 39 |
| IV.4.1 Pengumpulan Data Laporan Keuangan | 39 |
| IV.4.2 Pengumpulan Data PT Indonesia Kendaraan Terminal | 46 |
| IV.5 Pembobotan Prioritas | 56 |
| IV.6 Uji Konsistensi..... | 57 |
| BAB V ANALISIS | 58 |

| | |
|--|-----------|
| V.1 Analisis Uji Wilcoxon Paired t-Test..... | 58 |
| V.2 Analisis Fishbone Diagram..... | 59 |
| V.3 Analisis SWOT | 60 |
| V.3.1 Internal Factor Analysis Summary (IFAS)..... | 60 |
| V.3.2 Eksternal Factor Analysis Summary (EFAS) | 61 |
| V.4 Rekomendasi Strategi..... | 62 |
| BAB VI KESIMPULAN DAN SARAN | 66 |
| VI.1 Kesimpulan | 66 |
| VI.2 Saran..... | 67 |
| DAFTAR PUSTAKA..... | 68 |
| LAMPIRAN..... | 70 |