CHAPTER I

INTRODUCTION

1.1. Research Object Description

1.1.1. Sociolla Company Profile

The rapid development of internet technology and social media has become a major factor in developing opportunities for doing business online. One of the businesses that are mostly found through social media is an online shop that specializes in beauty sector. The rapid increase of internet users in Indonesia is seen as an opportunity by John Marco Rasjid and Chrisanti Indiana to try their luck in online business by started an online shop called Sociolla in March 2015 under the auspices of PT Social Bella Indonesia.

Sociolla is Indonesia's trusted and most complete online shopping destination offering authentic beauty products e.g. make up, skin care, hair care, fragrance and beauty tools serving women across Indonesia. Sociolla was founded in 2015 to provide better experience of beauty online shopping nationally. John Marco Rasjid believes that women should feel confident and convenient in their pursue of various beauty products.

Quality and authenticity of beauty product is the importance of taking care of your own skin, a necessity to all women and Sociolla takes it very seriously. Usage of non-original or fraudulent beauty products could lead to permanent skin damage. This has prompted Sociolla to collaborate directly with authorized national distributors and brand owners in Indonesia to ensure that every product you purchase from Sociolla are original and authentic, with the certification from Badan Pengawas Obat dan Makanan (BPOM). Quality assurance of product storage is performed directly by Sociolla's own operations management with compliance to international standards and storage guideline by the brand owners.

As an e-commerce player who made a new breakthrough with a focus on beauty products, Sociolla's move was not immediately smooth. For one thing, most people are too focused on price and ignore the authenticity of goods. Therefore, Sociolla does a lot of education about cosmetics and beauty. While running the business, Sociolla also make a beauty journal that contains knowledge about the product and tips for choosing it. Inspired to be the trusted beauty advisor, Sociolla

presents the Beauty Journal, an online beauty media portal dedicated for women to explore and develop their own unique beauty style, while receiving the latest information on trend and brand developments.

Recognizing the importance of the community, from the very beginning, Sociolla worked with people who were considered to be influencers. They often hold events or workshops whose material is sometimes beyond beauty, including teaching them how to write and that produces positive results. The ecosystem is built, producers and consumers are gathered, the market is welcomed.

Figure 1.1 Sociolla Offline Store in Bandung

Source: Informasi Bandung, 2020

Figure 1.2 Sociolla Offline Store in Jakarta

Source: Lippo Mall Puri Website, 2019

Figure 1.3 Sociolla Offline Store in Surabaya

Source: Urbanasia, 2020

At the initial launch, Sociolla released 50 brands. Now there are 200 brands coming from the United States, European countries, Australia, Japan and South Korea. Sociolla as a brand, not only cooperates with international brands, but also with the local brands. Sociolla has seven stores which spread across Jakarta, Bandung, and Surabaya. At every Sociolla offline store, there are various interesting features such as the Wall of Masks which is a wall that provides sheet masks from various brands in the world. In fact, this feature is also the largest mask wall in Indonesia. In addition, there is also a Skin Shelf, where customers can try various skin care, ranging from facial cleansers, toners, serums, to moisturizers. Other features are the Beauty Bar, Beauty ATM, and SOCO Station. In the Beauty Bar, customers will find a variety of products that can be tried immediately. There are also various kinds of products that will be continuously updated every day. In addition, customers can also take advantage of this feature for selfies and video tutorials because it is equipped with a mirror accompanied by bright lights. Furthermore, for a Beauty ATM, this is similar to a vending machine, this feature is a digital machine that is directly connected to SOCO (Sociolla Connect). If you have a SOCO ID, customers only need to scan the code on the screen, then they can enjoy the various features in it. Lastly is the SOCO Station where customers who don't have a SOCO ID can register to access SOCO. Through this feature, customers can find various special store

promos, product recommendations, and various reviews about products on Sociolla.

1.1.2. Company Logo

The following in Figure 1.4 is the Sociolla logo:

socio*lla*

Figure 1.4 Sociolla Logo

Source: Sociolla Website, 2020

1.1.3. Vision and Mission

The following are Sociolla's vision and mission:

a. Vision

Sociolla believes in shaping the future through technology

b. Mission

Introducing and showing to the public that local brands have something worthy, also wants to build an online shopping platform for beauty products that can be trusted and complete for all Indonesian women

1.1.4. Company Products/Services

Products offered by Sociolla are the latest beauty needs from local and foreign brands in a wide selection of make up, skin care, hair care, fragrance and beauty tools.

1.2. Research Background

In this globalization era, information can spread without knowing boundaries. Information can be accessed easily and quickly through interconnection networking (internet). The internet provides various ways to share information, one of them is by using social networks. This encourages the creation of instant behavior experienced by humans to meet their needs and desires.

The internet in Indonesia has been widely used in various activities including in business. All activities that use internet from purchasing, distributing, until marketing are known as Electronic Commerce (E-Commerce). In the current era of globalization, business has shown remarkable developments. In a business activity, innovation is certainly needed to facilitate buying and selling transactions from producers to consumers, therefore a system called E-Commerce is created. According to Laudon and Traver (2017) E-Commerce is a commercial transaction that involves the exchange of values carried out by using digital technology between individuals.

Indonesia has become one of the countries with a rapid e-commerce growth. The number of internet users that reaches 82 million people or around 30% of the total population in Indonesia could be the potential for the growing development of e-commerce. From the data on statista.com released in October 2017, the number of online e-commerce retail sales has reached US $ 7.05 billion or around Rp91.6 trillion. The number grew 22% compared to the end of December 2016. The increase was also higher compared to big offline retail players whose sales only grew by an average of 10%.

Figure 1.5 E-Commerce Activities

Source : Hootsuite, 2020

Based on Figure 1.5, it can be seen that Indonesian consumers actually already know how to find information about a product through the internet and then make transactions online. The behaviour of people who start to shopping online seems to be able to bring benefits for several producers in the community by selling products or services online without having to set up a shop as a place of business, so they can promote their products or services to consumers anytime and anywhere. Therefore, customers do not have to leave the house to get the products or services they need. They

can be more easily to visit and make payments online through their personal gadgets that connected to the internet.

A Bank Indonesia survey showed growth in non-food retail sales as of September 2017 shrank by 6.2% compared to the same period last year. In some reports also mentioned that several beauty retail stores began closing outlets in a number of areas in Jakarta. However, that is not solely a result of the proliferation of e-commerce. As for the influence of e-commerce, conventional retail is now starting to improve. Retailers currently have the concept of more minimalist outlets measuring 2,000 square meters as supermarkets and minimarkets.

SECTORS	SEARCH % INCREASE/DECREASE YOY	REVENUE GROWTH RATE (YOY)
Alcoholic Beverages	22%	32%
Restaurant Deliveries	95%	15%
Grocery	-2%	15%
Event Tickets	2%	13%
Furniture	-3%	12%
Travel	18%	11%
Pet	18%	10%
Personal Care	16%	10%
Baby & Children	14%	9%
Fashion	-7%	8%
Consumer Electronics	-22%	7%

INDONESIA
Overall Growth 78%
Online Population(million) 103.03
B2C Spend($ billion) 7.62
Average Online Spend (USD) 228
Airlines & Hotels 17.7%
Clothing & Footwear 11.9%
Health & Beauty 10%

Figure 1.6 Rising E-Commerce Country and E-Commerce Demand

Source : Merchant Machine, 2019

Based on Figure 1.6, it shows that health and beauty industry in Indonesia ranked third at 10% after the aviation and hotel industry at 17.7%, and the fashion industry at 11.9%. The growth of the beauty industry will continue to increase from year to year, influenced by the level of customer demand for the beauty products which also continues to increase. The level of demand can be measured through trending data from the personal care sector which includes the cosmetics industry, which is as much as 16%. In addition, revenue increases in 2019 with a revenue growth rate of 10%. This is also supported by the increase in millennial generation.

Beauty and self-care are identical to women's needs to appear confident in their appearance. The survey results from Kompas in 2018, stated that women in Indonesia began to recognize the use of cosmetics or make up in the age range of 13 to 15 years which represented 41.9% of the survey results. This makes women the main target

market of the cosmetics industry. In addition, millennial generation is also a target that acts as a driving force in the cosmetics industry in Indonesia because millennial generation has a fairly high awareness of health aspects and information from beauty products, assisted by digital platforms such as beauty bloggers, influencers, and advertisements. contained on social media and websites. Therefore, it is very important for the beauty industry to provide products that are good, innovative, and accompanied by safety standards. Various types of cosmetic products fall into the category of Fast-Moving Consumer Goods (FMCG) due to the relatively short cosmetic storage period (Septiani & Indraswari, 2018).

The development of technology in the beauty industry is changing the expectations, perceptions, and behavior of customers towards how to shop, where customers no longer visit retail stores to shop and rely on e-commerce as their first choice. One e-commerce in Indonesia that offers technology-based beauty products is Sociolla, where this platform was created to support the increasing beauty and personal care market in Indonesia. Sociolla is a website-based beauty e-commerce that offers authentic beauty products, such as cosmetology, skin care, hair care, fragrances and beauty tools. The purpose of establishing this platform is to provide convenience to customers in shopping for cosmetic products with complete and high-quality features, making it easier for customers, especially women and millennials in Indonesia to find their dream products.

	Merchant	Monthly Web Visits
1	Sociolla	5,101,800
2	Mapemall	459,600
3	Hijup	439,400
4	Orori	409,200
5	Bro.do	261,400
6	Berrybenka	245,200
7	Bobobobo	240,600
8	Hijabenka	237,700
9	Sorabel	185,100
10	Maskoolin	133,000

Figure 1.7 Fashion and Beauty E-Commerce Competition in Indonesia

Source : Merchant Machine, 2019

Sociolla is loved by many people because it provides quality beauty products at prices that are quite affordable and competitive in its market. Sociolla has been able to compete quite well, as evidenced by the number of visits to the Sociolla website in Indonesia as depicted in Figure 1.7 it can be seen the e-commerce competition in the fashion and beauty sector in Indonesia which can be seen that Sociolla ranked first in the fashion and beauty sector in 2019, with the highest number of visitors through the website as many as 5,101,800 each month. The e-commerce scope of Sociolla does not only depend on the website, but also the expansion of other business units, such as SOCO and Beauty Journal as a media platform. SOCO or Sociolla Connect is a platform that reaches out to the beauty community by providing interesting content in the form of articles, videos, style and product recommendations, while Beauty Journal is a media that contains tips, ideas, and inspiration about the latest women's beauty and lifestyle sites. The rapid growth of e-commerce in Indonesia increases the competitiveness of various industries, especially the fashion and beauty industries. Despite having a similar target market, which is women and millennials, the two industries compete in providing the latest trends so as to increase customer awareness.

While the largest average of web visit comes from general e-commerce sites, e-commerce with specific products is also worth underlining. Based on the Okezone.com, in the beauty e-commerce for example, Sociolla. Sociolla is an e-commerce company that has been established since March 2015, which has the goal for providing comfort to every female customers in Indonesia for online shopping especially beauty products. Sociolla has the largest number of customer visits in Indonesia. Sociolla experienced the largest increase in the number of web visits by almost + 236% compared to Q1 2018. Because in 2018 the Sociolla site only received around 1,437,800 visits. When in 2019 consumers who accessed the Sociolla site increased nearly 4,838,300 visits from consumers, which is evidence that Sociolla is a trusted site. Based on Kata Data (2019), John Marco Rasjid, CEO of Sociolla said there are more than 20.2 million visitors who have joined the Sociolla platform since 2018, or about 5 to 7 million unique visitors per month, either through the Sociolla website, the SOCO platform and the Beauty Journal. As of August 2019, Sociolla noted that it had increased more than 1.2 million registered users.

The features in this platform are also very complete and make it easier for female customers to easily access and search for the products they want. Sociolla has

three supporting pillars that make them more advanced such as E-Commerce, Media, and Community Platforms. Initially the platform was only made for marketing purposes, but this platform moved to market education related to the needs of beauty and personal care. Then, Sociolla opened for a media sector named Beauty Journal which was built in the second year of Sociolla businesses. In addition to Beauty Journal, the platform also developed a community platform called SOCO (Sociolla Connect) in the third year of the Sociolla business. In 2018, Sociolla formed an offline store which was created with the aim of offering a unique concept and can enhance the shopping experience of its customers. At Sociolla offline store, customers can take the product that have been bought online, exchange points online and also can use shopping vouchers to shop online. Customers can also see the availability of products available in offline stores through the Sociolla application.

Sociolla has opened seven stores spread across Jakarta, Bandung and Surabaya. Sociolla opens offline stores in those 3 major cities in Indonesia because Sociolla sees that each of those cities has a fairly good market potential. Previously, Sociolla has opened a pop up store in those 3 cities. On November 21-December 16, 2015, Sociolla opened a pop up store in Paris Van Java Mall Bandung which was became the first Sociolla pop up store. From the opening of the first pop up store, Sociolla saw the extraordinary enthusiasm from Bandung residents which made Sociolla think about opening the next pop up store. On December 12, 2015 – March 12, 2016, Sociolla opened another pop up store in Surabaya and on January 29 – February 24, 2016, Sociolla opened a pop up store in Plaza Indonesia Jakarta. According to Sociolla's Cheif Executive Officer, John Rasjid, initially Sociolla opened a pop up store to test the market because people still unfamiliar with Sociolla. According to Sociolla Connect, the average of the visitor who came to Sociolla offline store is around 200 visitors who came to shop or just take a look at this Sociolla store. This proves that the enthusiasm is good with the presence of the Sociolla offline store which is needed, especially for women because they feel that Sociolla offline store is different with other beauty shop. Sociolla offline store has features that no other offline beauty shop has. Sociolla also stated that they are the first smart beauty shop in Indonesia that combines technological sophistication with beauty. According to the Chief Executive Officer of Sociolla, John Rasjid, his party feels that in every cities where they opened Sociolla offline store has their own uniqueness. For example in Bandung, besides having a good potential market, Bandung residents are quite creative and especially the women are very supportive and

care about beauty and cleanliness. He also added that Sociolla sees Jakarta and Surabaya besides having a good market potential, the residents of Jakarta and Surabaya have similarities where the women are career women who quite busy and need adequate beauty care as a way for them to refreshing while me-time. So, Sociolla opens an offline store with convenience for its visitors.
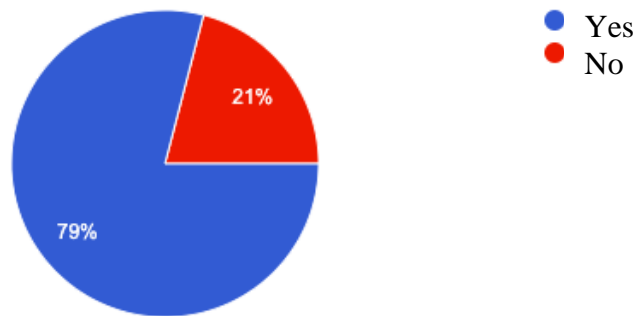

Figure 1.8 Pre-Survey of Customers Repurchase Intention at Sociolla

Source : Processed by the Author, 2020

Based on the pre-survey conducted by the author of 60 respondents, it can be seen in Figure 1.8, 79% of respondents declare they have an interest in making more purchases in Sociolla based on the questionnaire by the reason of the products available are complete and original , provide various promos, trusted, provide products at affordable prices, and provides a convenient online platform for transactions, either through websites or apps, and offline stores. According to Wang (2008) in Chen, Yen, Pornpriphet and Widjaja (2014) there are ways to measure the success of e-commerce by ensuring that consumers repeatedly access e-commerce websites and make purchase transactions without moving to other competitors. In order to generate the repurchase intention of customers, one way that can be done is to provide easy access for customers. Sociolla as a business engaged in the field of beauty has been able to take advantage of marketing business opportunities in Indonesia. Sociolla sees great opportunities for the customers market who are interested in buying famous beauty products easily, quickly, guaranteed authenticity and quality, ranging from make-up, skin care, hair care, bath & body care, accessories, and fragrance. As the pioneer of the first beauty category business in Indonesia, Sociolla also took pride in advancing products from local companies in Indonesia such as Emina, Make Over, By Lizzie Parra (BLP), Polka, Rollover Reaction, Bio-Oil, Safi, Pixy, and other local products or brands

(Sociolla.com, 2019). One of these uniqueness can be a special attraction for customers who want to visit Sociolla. For this reason, it is important to know clearly how the performance carried out by Sociolla as an illustration of the phenomenon that occurs so that it can be made an important strategy to increase customer repurchase intentions.

In the previous research conducted by Amban (2016) states that multichannel integration can influence consumer repurchase intention. One that influences customer repurchase intention is the existence of multichannel integration. In Sociolla, customers can bought the product online and take the product in the nearest Sociolla store, so they don't need to pay for the shipping charges. In case some customers are doubt to buy the product or not, they can book the product first then try the products in Sociolla store. Customers also can use the online voucher or point to get gifts or discount promo. With the convenience provided by Sociolla, customers have a different shopping experience because a business that has an online and offline platform can add to the advantages of a business. By having online and offline stores, customers will find it helpful to be able to meet their needs and desires. It is not less important to see a business from the platform that they have. The platform owned by a company is one of the important roles to influence consumer repurchase intention. Quite a lot of factors are considered before we decide to repurchase a product. An example can be seen from the quality of the product, how easy it is to get the product, the price offered, and so on. For that the company managers must work hard to be able to win the hearts of customers in order to determine their choice of products from these companies.
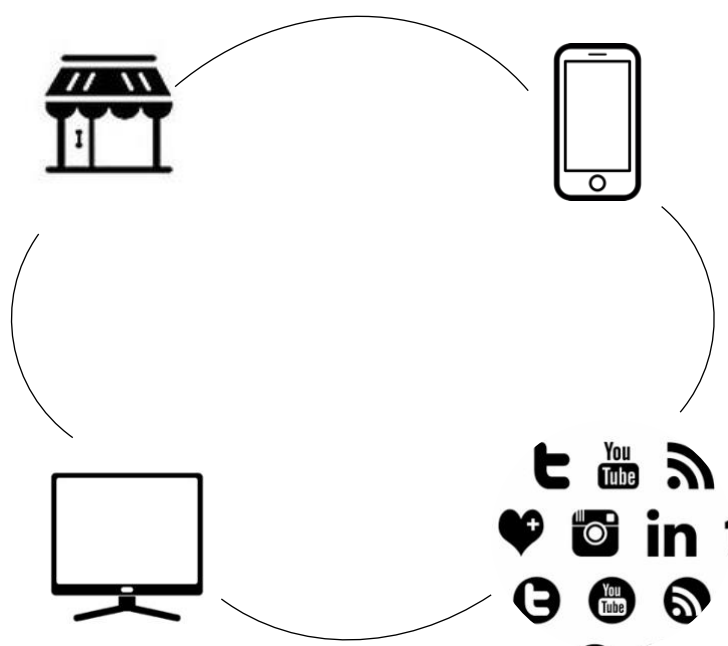
Figure 1.9 Multichannel Integration Sociolla

Source : Processed by Author, 2020

Overcoming the weaknesses of online stores, where consumers cannot try these products directly when shopping online, Sociolla presents a physical store. However, there are weaknesses and strengths to both online and offline stores. Thus, Sociolla makes so that online and offline stores can complement each other. As can be seen in Figure 1.9, All channels that Sociolla has are available for customers and they are all connected. Customer can take and try the product that have been bought online at the nearest Sociolla offline store. Through physical stores, Sociolla also combines the experience of shopping online with direct shopping, for example when it comes to stores, customers can scan the code to see a more complete explanation about the product. All barcodes embedded in these products can be directly scanned through the Sociolla application on a smartphone. Then customers can directly pay for the product at the cashier, also can pay with digital payment on a smartphone. Sociolla connects online applications and offline stores in a way that customers can buy through the application and pick it up at the nearest offline store. Customers can also use their online vouchers to shop at the Sociolla offline store.
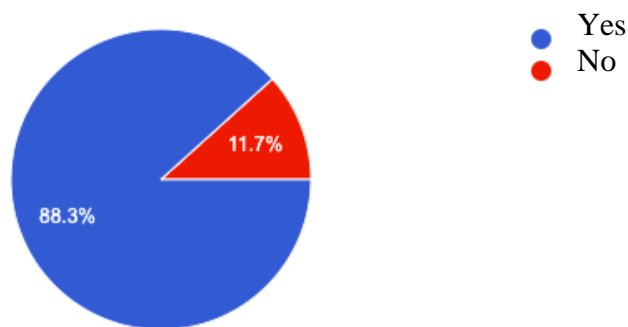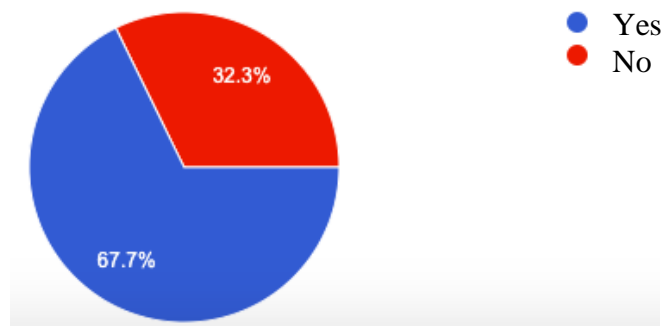

Figure 1.10 Pre-Survey of Sociolla Online Customers Loyalty

Source : Processed by the Author, 2020

Based on the pre-survey conducted by the author of 60 respondents, as can be seen in Figure 1.10, 88,3% of respondents have bought products on the online channel of Sociolla more than 2 times. With the competition in beauty e-commerce in Indonesia, every company must know what aspects can increase their customers' online loyalty. According to Edvardsson et al., (2000) in Puriwat and Tripopsakul (2017), customer loyalty refers to the intention and tendency of customers to buy products or services at the same company again. Meanwhile, according to Hur et al., (2011) states that loyalty

is the attitude of customers towards the electronic business that results in repeat purchases. Evidenced by providing easy access to shop anytime and anywhere through the application using a smartphone. Sociolla is a platform that integrates user access to media that have been previously owned, such as Beauty Journal which contains beauty articles, and Sociolla Connect (SOCO) where customers can connect with other Sociolla customers to view their reviews. Through the integrated Sociolla application, it can optimize the needs of Indonesian women in experiencing a more personalized shopping experience. This is done so that Sociolla online customers get comprehensive services so that they feel satisfied and loyal to become Sociolla's online customers.
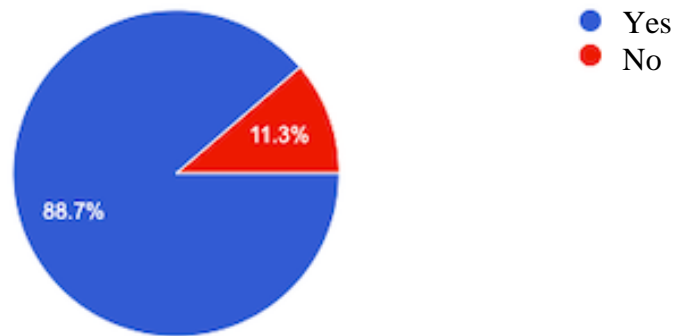

Figure 1.11 Pre-Survey of Sociolla Offline Customers Loyalty

Source : Processed by the Author, 2020

As can be seen in the Figure 1.11 that 67,7% of respondents have bought products on the offline channel of Sociolla more than 2 times. Meanwhile, 32,3% of respondents never shopped at the Sociolla offline channel more than 2 times. Businesses that use e-commerce must provide optimal satisfaction to their customers. Customer satisfaction is one thing that affects loyalty. If the company cannot meet customer expectations, customers will likely feel disappointed. Conversely, if the company can meet or even exceed the expectations of its customers, then they will feel satisfied and become loyal to the brand (Sethio dan Siagian, 2018). Both online and offline beauty stores, service to customers is one of the important factors to make a buyer can shop for beauty products comfortably. In addition to serving customers friendly, beauty advisors, customer service, and admin in offline stores must respond quickly and be able to provide an explanation to customers in an informative way. When customer service can provide an explanation patiently and serve customer

questions with a quick response, then customers will feel more comfortable in shopping. This can also be a determining factor for a customer in giving a positive assessment. A pleasant shopping experience can be one factor that will result in customers returning to shop in the same place.

Figure 1.12 Pre-Survey of Sociolla Customers Trust

Source : Processed by the Author, 2020

As the diagram in Figure 1.12 shown that 88,7% of respondents trust to shop in Sociolla and 11,3% of respondents didn't trust to shop in Sociolla. Customers feel safe to shop online because they are aware with the sophistication of technology recently and Sociolla customers are trust with the information given by Sociolla. Sociolla feels that the trust of customers is very important for the sustainability of their business, which is in two lines, online and offline. Trust is a belief of one party about the intentions and behaviour aimed at the other party, thus customers confidence is defined as a customer's expectation that the service provider can be trusted or relied upon to fulfil its promises.

Reviews of customer testimonials in the form of comments or recommendations on a product can certainly be a source of information and references that are very influential for customers. The form of a review of testimonials in online media can show evidence of customer confidence in e-commerce. Almost all products are available on e-commerce platforms, ranging from clothing, food, household needs, and others. No exception the need for women who can't be separated from makeup and skincare. The need for beauty products and lack of free time make women very dependent on online shopping sites. But unfortunately, there are some beauty products offered by online sites at low prices but the quality is not guaranteed. With the demands of women's cosmetics needs increasing, it is increasingly critical for these women to

find information about the product before making a purchase. Sociolla is one of the beauty e-commerce sites that has a special site to provide content review of beauty products, which is the Beauty Journal. Beauty Journal is an online beauty media portal from the Sociolla e-commerce feature. Based on Sociolla's customer review in the Beauty Journal (2020) can be concluded that customers feel convenience shopping at Sociolla because they can see the reviews of other customers while shopping. The products offered are also original and complete with affordable prices. However, a review that given by Sociolla customer, Devara on January 17, 2020, she said that sometimes the product that available in the Sociolla application was different with the product available in the Sociolla store. Another review given by Amira on May 15, 2020, sometimes she cannot use the online voucher and sometimes didn't get the point after purchasing. These kind of issues requires more attention from the Sociolla.

Based on previous research, the relationship between multichannel integration, trust, and offline-to-online customer loyalty towards repurchase Intention is supported by research conducted by Intan Dewi Savila, Ruhmaya Nida Wathoni, Adhi Setyo Santoso (2019). The results show that multichannel integration has a significant influence to both offline and online customer loyalty, trust has a significant influence to both offline and online customer loyalty, and both offline and online customer loyalty has a significant influence to repurchase intention. So, based on the description above, this research was submitted under the title "The Role of Multichannel Integration, Trust, Offline and Online Customer Loyalty towards Sociolla's Customer Repurchase Intention".

1.3. Problem Statement

Based on this background, the problems that can be formulated are as follows:

1. How is the repurchase intention on Sociolla?
2. How is the multichannel integration in Sociolla?
3. How is the online loyalty in Sociolla?
4. How is the offline loyalty in Sociolla?
5. How is the trust on Sociolla?
6. How does multichannel integration affect offline loyalty at Sociolla?
7. How does multichannel integration affect online loyalty in Sociolla?
8. How does trust affect offline loyalty at Sociolla?
9. How does trust affect online loyalty in Sociolla?

10. How does offline loyalty affect repurchase intention in Sociolla?

11. How does online loyalty influence repurchase intention at Sociolla?

1.4. Research Objectives

Based on the problem formulation, the objectives of this research are as follows:

1. To find out how the repurchase intention in Sociolla
2. To find out how the multichannel integration Sociolla
3. To find out how the online loyalty Sociolla
4. To find out how the offline loyalty in Sociolla
5. To find out how the trust in Sociolla
6. To find out how multichannel integration affect the online loyalty in Sociolla
7. To find out how multichannel integration affect the offline loyalty in Sociolla
8. To find out how trust affect the online loyalty in Sociolla
9. To find out how trust affect the offline loyalty in Sociolla
10. To find out how online loyalty affect the repurchase intention in Sociolla
11. To find out how offline loyalty affect the repurchase intention in Sociolla

1.5. Research Benefits

In accordance with the objectives of the research, it is expected that this research can provide uses both theoretically and practically, as follows:

a. Theoretical Aspects

The result of this research is expected to help and complement scientific knowledge in marketing related to retail management, multichannel integration, trust, repurchase intention and offline-online customer loyalty.

b. Practical Aspects

The result of this research is also expected to provide information and input to Sociolla company to develop business marketing strategies, especially multichannel integration, trust, repurchase intention and offline-online customer loyalty strategies for the future.

1.6. Location and Time of Research

1.6.1. Location of Research

This research was conducted at Sociolla

1.6.2. Time and Period of Research

This research took place in September 2020 until December 2020. With the time period of the study it is expected to produce a conclusion that answers the questions of the problems that exist in this study.

1.7. Systematic Writing Research

To facilitate the direction and description of the material contained in writing this research, the author compiles a research report system as follows:

CHAPTER 1 INTRODUCTION

This chapter explains the general description of the research object, research background, problem statement, research objectives, research benefits, research writing.

CHAPTER 2 LITERATURE REVIEW

This chapter explains the review of research literature, previous research, conceptual frameworks, research hypotheses, and the scope of research.

CHAPTER 3 RESEARCH METHODS

This chapter explains the types of research and data sources, data collection and analysis methods.

CHAPTER 4 RESEARCH RESULTS AND DISCUSSION

This chapter explains the results of the data process which will be analyzed by the author to find the conclusions from this study.

CHAPTER 5 CONCLUSIONS AND RECOMMENDATIONS

This chapter explains the overall conclusions and recommendations of the research that has been done.