

TABLE OF CONTENT

APPROVAL SHEET	i
STATEMENT SHEET	ii
MOTTO AND DEDICATION SHEET	iii
PREFACE.....	iv
ABSTRACT	vi
ABSTRAK	vii
TABLE OF CONTENT	viii
LIST OF TABLES	x
LIST OF FIGURE	xi
LIST OF APPENDIX	xii
CHAPTER I INTRODUCTION.....	1
1.1 Overview of Research Objects.....	1
1.2 Research Background.....	5
1.3 Statement of the Problem	13
1.4 Research Objectives	13
1.5 Benefit of Research	14
CHAPTER II LITERATURE REVIEW	16
2.1 Theoretical Basis	16
2.2 Relationship between Variables	19
2.2 Previous Research	22
2.4 Theoretical Framework	37
2.5 Hypothesis	37
CHAPTER III RESEARCH METHODOLOGY	39
3.1 Types of Research	39

3.2 Operational Variable and Measurement Scale	39
3.3 Research Stages.....	43
3.4 Population and Sample	45
3.6 Data Collection.....	46
3.6 Data Analysis Technique	47
3.7 Validity and Reliability Test	50
CHAPTER IV.....	54
RESEARCH RESULTS AND DISCUSSION	54
4.1 Data Collection.....	54
4.2 Characteristics of Respondent.....	54
4.3 Descriptive Analysis	56
4.4 Partial Least Square.....	69
4.5 Discussion	79
CHAPTER V	85
CONCLUSION AND SUGGESTION	85
5.1 Conclusion.....	85
5.2 Suggestion	87
BIBLIOGRAPHY	89
APPENDIX.....	95