

# Table of Contents

<b>VALIDATION SHEET .....</b>	<b>i</b>
<b>STATEMENT PAGE .....</b>	<b>ii</b>
<b>PREFACE.....</b>	<b>iii</b>
<b>ABSTRACT .....</b>	<b>iv</b>
<b>LIST OF TABLES .....</b>	<b>vii</b>
<b>LIST OF FIGURES .....</b>	<b>viii</b>
<b>CHAPTER I .....</b>	<b>1</b>
<b>INTRODUCTION.....</b>	<b>1</b>
<b>1.1 Research Object Overview .....</b>	<b>1</b>
<b>1.2 Research Background.....</b>	<b>2</b>
<b>1.3 Problem Formulation .....</b>	<b>6</b>
<b>1.4 Research Objectives .....</b>	<b>9</b>
<b>1.5 Research Benefits .....</b>	<b>10</b>
<b>1.6 The Systematic of Thesis Writing.....</b>	<b>10</b>
<b>CHAPTER II LITERATURE REVIEW .....</b>	<b>12</b>
<b>2.1 Previous Theory and Research .....</b>	<b>12</b>
<b>2.1.1 Previous Research .....</b>	<b>16</b>
<b>2.2 Theoretical Framework .....</b>	<b>25</b>
<b>2.3 Research Hypothesis .....</b>	<b>27</b>
<b>CHAPTER III RESEARCH METHOD .....</b>	<b>33</b>
<b>3.1 Research Characteristics .....</b>	<b>33</b>
<b>3.2 Operationalization of Variable .....</b>	<b>34</b>
<b>3.3 Research Stage.....</b>	<b>37</b>
<b>3.4 Population and Sample .....</b>	<b>39</b>
<b>3.5 Data Collection .....</b>	<b>40</b>
<b>3.6 Validity and Reliability Test .....</b>	<b>40</b>
<b>3.7 Data Analysis Technique and Hypothesis Testing .....</b>	<b>43</b>
<b>CHAPTER IV RESULT AND DISCUSSION.....</b>	<b>48</b>
<b>4.1 Respondent Characteristic .....</b>	<b>48</b>

4.2 Research Result .....	54
4.4 Discussion.....	64
<b>CHAPTER V CONCLUSION AND RECOMMENDATION .....</b>	<b>73</b>
5.1 Conclusion .....	73
5.2 Recommendation.....	75
<b>REFERENCES.....</b>	<b>76</b>
<b>ATTACHMENT .....</b>	<b>79</b>