

## TABLE OF CONTENT

LIST OF TABLES .....	xi
LIST OF FIGURES .....	xii
LIST OF ATTACHMENT.....	xiii
CHAPTER 1 INTRODUCTION .....	1
1.1    Research Background.....	1
1.2    Problem Identification.....	8
1.3    Research Purposes.....	8
1.4    Research Use.....	8
1.5    Research Time and Period .....	9
CHAPTER II LITERATURE REVIEW.....	10
2.1    Theoretical Foundation .....	10
2.2    Previous Study .....	22
2.3    Research Framework.....	31
2.4    Scope of Research.....	32
CHAPTER III RESEARCH METHODS .....	33
3.1    Research Types .....	33
3.2    Variable Operationalization and Measurement.....	33
3.3    Population and Sample.....	38
3.4    Data Collection and Techniques .....	41
3.5    Reliability and Validity Test .....	41
3.6    Data Analyst Technique.....	44
CHAPTER IV .....	52
RESULT AND DISCUSSION .....	52
4.1    Respondent Characteristic.....	52
4.2    Research Result.....	56
4.3    Discussion .....	73

CHAPTER IV CONCLUSION AND SUGGESTION.....	80
5.1    Conclusion .....	80
5.2    Suggestion.....	80
REFERENCES.....	82
ATTACHMENTS.....	88