

TABLE OF CONTENT

APPROVAL OF UNDERGRADUATE THESIS	ii
DECLARATION OF EXAMINATION COMPLETION.....	iii
DECLARATION OF ORIGINALITY	IV
MOTTOS AND DEDICATION.....	V
ABSTRAK	VI
ABSTRACT	VII
ACKNOWLEDGEMENTS.....	VIII
LIST OF TABLES	XII
LIST OF FIGURE.....	XIII
LIST OF ATTACHMENT	XIV
CHAPTER I.....	1
INTRODUCTION.....	1
1.1. RESEARCH BACKGROUND.....	1
1.2. RESEARCH QUESTION.....	4
1.3. RESEARCH OBJECTIVES.....	5
1.4. RESEARCH BENEFITS	5
1.5. THESIS OUTLINE.....	6
CHAPTER II	8
LITERATURE REVIEW.....	8
2.1. THEORETICAL BASIS.....	8
2.1.1. <i>Non-profit Organization</i>	9
2.1.2. <i>7P Marketing Mix</i>	11
2.1.3. <i>Company's Performance</i>	17
2.2. PREVIOUS RESEARCH.....	18
2.3. RESEARCH FRAMEWORK.....	23
2.4. RESEARCH HYPOTHESIS.....	24
CHAPTER III.....	29
RESEARCH METHOD	29
1.1. RESEARCH VARIABLES AND RESEARCH VARIABLES DEFINITION	29
1.2. POPULATION AND SAMPLE.....	32
1.3. DATA TYPES AND SOURCES	32
1.4. METHOD OF COLLECTING DATA	33
1.5. ANALYSIS METHOD.....	34
1.6. VALIDITY AND RELIABILITY TEST	34
1.6.1. <i>Validity Test</i>	34
1.6.2. <i>Reliability Test</i>	35
1.7. CLASSIC ASSUMPTION TEST	35
1.7.1. <i>Normality test</i>	35
1.7.2. <i>Heteroscedasticity Test</i>	36

1.7.3.	<i>Multicollinearity Test</i>	37
1.7.4.	<i>Autocorrelation Test</i>	37
1.7.5.	<i>Multiple Linear Regression Analysis</i>	37
1.8.	MODEL FEASIBILITY TEST	38
1.8.1.	<i>Simultaneous Significant Test/Statistic F (F-Test)</i>	38
1.8.2.	<i>Individual Parameter Significance Test (T-statistical test)</i>	39
1.8.3.	<i>Coefficient of Determination (R2)</i>	40
	CHAPTER IV	41
	DISCUSSION AND RESEARCH RESULTS	41
4.1.	RESEARCH OBJECT IN GENERAL	41
4.1.1.	<i>World Wide Fund (WWF) Indonesia</i>	41
4.1.2.	<i>WWF's Indonesia Logo</i>	42
4.2.	RESEARCH DATA	42
4.2.1.	<i>Respondents' Characteristics Data</i>	42
4.2.2.	<i>Respondents characteristics based on gender</i>	43
4.2.3.	<i>Respondents characteristics based on age</i>	43
4.2.4.	<i>Respondents characteristics based on last education</i>	44
4.2.5.	<i>Respondents characteristics based on the categories</i>	44
4.2.6.	<i>Research Variables Description</i>	45
4.2.7.	<i>Educational Marketing Strategy Variables Description</i>	45
4.2.8.	<i>Financial Marketing Strategy Variables Description</i>	48
4.2.9.	<i>Educational Performance Variables Description</i>	50
4.2.10.	<i>Financial Performance Variables Description</i>	53
4.3.	INSTRUMENT TEST	54
4.3.1.	<i>Validity Test</i>	54
4.3.2.	<i>Reliability Test</i>	55
4.4.	CLASSIC ASSUMPTION TEST	56
4.4.1.	<i>Normality Test</i>	56
4.4.2.	<i>Multicollinearity Test</i>	60
4.4.3.	<i>Heteroscedasticity Test</i>	61
4.5.	DATA ANALYSIS TECHNIQUE	64
4.5.1.	<i>Multiple Linear Regression Analysis</i>	64
4.6.	MODEL FEASIBILITY TEST	66
4.6.1.	<i>Simultaneous Significance Test (F-Test)</i>	66
4.6.2.	<i>Coefficient of Determination (R2)</i>	67
4.6.3.	<i>Hypothesis testing (T-Test)</i>	69
4.7.	DISCUSSION	70
	CHAPTER V	73
	CONCLUSION	73
5.1.	CONCLUSION	73
5.2.	MANAGERIAL AND THEORETICAL IMPLICATIONS	74
5.3.	RESEARCH LIMITATION	77
5.4.	FUTURE STUDIES AND SUGGESTION	78
	REFERENCES	81