

## TABLE OF CONTENT

<b>THESIS APPROVAL.....</b>	<b>ii</b>
<b>EXAMINATION PASS CERTIFICATION.....</b>	<b>iii</b>
<b>STATEMENT OF ORIGINALITY OF THESIS .....</b>	<b>iv</b>
<b>ABSTRACT.....</b>	<b>v</b>
<b>ABSTRAK .....</b>	<b>vi</b>
<b>MOTTO AND DEDICATION .....</b>	<b>vii</b>
<b>PREFACE .....</b>	<b>viii</b>
<b>TABLE OF CONTENT .....</b>	<b>x</b>
<b>LIST OF TABLES.....</b>	<b>xii</b>
<b>LIST OF FIGURES .....</b>	<b>xiii</b>
<b>CHAPTER I INTRODUCTION.....</b>	<b>1</b>
1.1    Background .....	1
1.2    Research Problem.....	11
1.3    Research Objectives and Benefits .....	11
1.4    Thesis Outline .....	13
<b>CHAPTER II LITERATURE REVIEW .....</b>	<b>15</b>
2.1    Theoretical Foundation and Previous Research.....	15
2.2    Theoretical Framework .....	29
2.3    Hypothesis Development .....	30
<b>CHAPTER III RESEARCH METHODOLOGY .....</b>	<b>37</b>
3.1    Population and Sample.....	37
3.2    Types and Sources of Data.....	38
3.3    Data Collection Method .....	38
3.4    Research Variables and Operational Definitions of Research Variables	
39	
3.5    Data Analysis Method .....	44
<b>CHAPTER IV RESULTS AND ANALYSIS.....</b>	<b>51</b>
4.1    Description of the Research Object.....	51
4.2    Data analysis .....	52
4.3    Interpretation of Results .....	64
<b>CHAPTER V CONCLUSION .....</b>	<b>70</b>

5.1	Conclusion .....	70
5.2	Limitations .....	71
5.3	Recommendations .....	72
<b>LIST OF REFERENCES .....</b>		<b>73</b>
<b>APPENDIX .....</b>		<b>76</b>