

## TABLE OF CONTENT

|   |             |
|---|-------------|
| <b>COVER</b> .....  | <b>i</b>    |
| <b>UNDERGRADUATE THESIS APPROVAL</b> .....                  | <b>ii</b>   |
| <b>APPROVAL OF EXAMINATION PASSAGE</b> .....                | <b>iii</b>  |
| <b>DECLARATION OF ORIGINALITY</b> .....                     | <b>iv</b>   |
| <b>MOTTO</b> .....  | <b>v</b>    |
| <b>ABSTRACT</b> .....                                       | <b>vi</b>   |
| <b>ABSTRAK</b> .....  | <b>vii</b>  |
| <b>ACKNOWLEDGMENTS</b> .....                                | <b>viii</b> |
| <b>TABLE OF CONTENT</b> .....                               | <b>xi</b>   |
| <b>TABLE OF CONTENT</b> .....                               | <b>xv</b>   |
| <b>TABLE OF FIGURE</b> .....                                | <b>xvi</b>  |
| <b>CHAPTER I</b> .....                                      | <b>1</b>    |
| <b>INTRODUCTION</b> .....                                   | <b>1</b>    |
| 1.1 Introduction .....                                      | 1           |
| 1.2 Formulation of The Problem .....                        | 7           |
| 1.3 Research Questions .....                                | 7           |
| 1.4 Research Purpose .....                                  | 8           |
| 1.5 Research Benefits .....                                 | 9           |
| 1.6 Research Systematics .....                              | 10          |
| <b>CHAPTER II</b> .....                                     | <b>12</b>   |
| <b>THEORETICAL BASIS</b> .....                              | <b>12</b>   |
| 2.1 Resources-Based View (RBV) Theory .....                 | 12          |
| 2.1.1 Understanding Resources-Based View (RBV) Theory ..... | 12          |
| 2.1.2 International Marketing Capability .....              | 15          |
| 2.1.3 Distribution Channel Integration .....                | 19          |
| 2.1.4 Market Adaptation .....                               | 22          |
| 2.1.5 Competitive Aggressiveness .....                      | 25          |
| 2.1.6 Export Performance .....                              | 27          |

|                          |  |           |
|--------------------------|--|-----------|
| 2.2                      | Previous Research .....  | 31        |
| 2.3                      | Relationship Between Variables .....   | 34        |
| 2.3.1                    | The Influence of International Marketing Capability to Distribution Channel Integration..... | 34        |
| 2.3.2                    | The Influence of Market Adaptation to Distribution Channel Integration.....                  | 35        |
| 2.3.3                    | The Influence of Market Adaptation to Competitive Aggressiveness .....                       | 37        |
| 2.3.4                    | The Influence of Distribution Channel Integration to Competitive Aggressiveness.....         | 38        |
| 2.3.5                    | The Influence of Distribution Channel Integration to Export Performance .....                | 39        |
| 2.3.6                    | The influence of Competitive Aggressiveness to Export Performance .....                      | 40        |
| 2.4                      | Framework .....  | 41        |
| 2.5                      | Hypothesis.....  | 42        |
| <b>CHAPTER III .....</b> |  | <b>43</b> |
| <b>METHODOLOGY.....</b>  |  | <b>43</b> |
| 3.1                      | Research Variables and Operational Definitions of Research .....                             | 43        |
| 3.1.1                    | Research Variables .....   | 43        |
| 3.1.2                    | Operational Definition of Variables .....  | 44        |
| 3.2                      | Population and sample .....  | 46        |
| 3.2.1                    | Population .....   | 46        |
| 3.2.2                    | Sample .....   | 47        |
| 3.3                      | Data Types and Sources .....   | 48        |
| 3.3.1                    | Primary Data .....   | 48        |
| 3.3.2                    | Secondary Data .....   | 48        |
| 3.4                      | Method of Collecting Data.....   | 49        |
| 3.4.1                    | Questionnaire .....  | 49        |
| 3.5                      | Analysis Method .....  | 50        |
| 3.5.1                    | Model Analysis .....   | 51        |

|   |           |
|---|-----------|
| <b>CHAPTER IV</b> .....   | <b>57</b> |
| <b>RESULTS AND DISCUSSION</b> .....   | <b>57</b> |
| 4.1 Description of Research Objects .....   | 57        |
| 4.1.1 Overview of Research Objects .....  | 57        |
| 4.2 Respondent Overview .....   | 57        |
| 4.2.1 Overview of Respondents by Gender .....   | 58        |
| 4.2.2 Respondents Overview By Age .....   | 58        |
| 4.2.3 Overview of Respondents by Business Sector .....  | 59        |
| 4.3 Data Analysis .....   | 60        |
| 4.3.1 Outer Model Analysis .....  | 61        |
| 4.3.2 Analysis Inner Model.....   | 65        |
| 4.4 Interpretation Result.....  | 73        |
| 4.4.1 Changes to International Marketing Capability and Integration of<br>Distribution Channels ..... | 73        |
| 4.4.1 The Influence of Market Adaptation on Distribution Channel<br>Integration.....                  | 74        |
| 4.4.2 The Influence of Market Adaptation on Competitive Aggressiveness<br>.....                       | 74        |
| 4.4.3 The Influence of Distribution Channel Integration on Competitive<br>Aggressiveness.....         | 75        |
| 4.4.4 The Influence of Distribution Channel Integration on Export<br>Performance.....                 | 76        |
| 4.4.5 The Influence of Competitive Aggressiveness on Export Performance<br>.....                      | 76        |
| <b>CHAPTER V</b> .....  | <b>78</b> |
| <b>CONCLUSION</b> .....   | <b>78</b> |
| 5.1 Conclusion.....   | 78        |
| 5.2 Limitations .....   | 81        |
| 5.3 Research implications .....   | 82        |
| 5.3.1 Theoretical Implications .....  | 82        |
| 5.3.2 Practical Implications .....  | 83        |

|                                      |           |
|--------------------------------------|-----------|
| 5.4 Suggestion Future Research ..... | 84        |
| <b>BIBLIOGRAPHY .....</b>            | <b>86</b> |
| <b>APPENDICES A .....</b>            | <b>93</b> |

