

TABLE OF CONTENT

PREFACE	2
AKNOWLEDGMENT	3
TABLE OF CONTENT	4
ABSTRACT/INTISARI	6
CHAPTER I	8
1.1. Background	8
1.2. Problem Statement	13
1.3. Research Objective	13
1.4. Research Question	13
1.5. Research Scope and Limitations	13
1.6. Writing Structure	14
CHAPTER II	16
2.1. Theoretical Framework	16
2.2 Literature Review	28
2.3. Research Hypothesis	33
CHAPTER III	34
3.1. Data	34
3.2. Methodology	34
3.3.1.1. Market Share	35
3.3.1.2. Concentration Ratio	35
3.3.2. Conduct Analysis	36
3.3.2.1. Product Differentiation Strategy	36
3.3.2.2. Advertising Strategy	37
3.3.2.3. Competitive Strategy	37
3.3. Research Method	40
3.4. Research Analysis Technique	45
3.4.1. Descriptive Statistical Analysis	45
3.4.2. Statistical t test	45
3.4.3. Panel Data Regression Analysis	47



3.4.4. Panel Data Regression Model Selection	48
BAB IV	50
4.1. Structure Analysis	50
4.1.2. Concentration Ratio and Herfindahl-Hirschman Index	52
4.2. Conduct Analysis	52
4.2.1. Product Differentiation Strategy	53
4.2.2. Advertising Strategy	53
BAB V	67
5.1. Conclusion	
5.2. Limitations	67
5.3. Implications	68
References	68