

TABLE OF CONTENTS

Title Page.....	i
Validation Page	ii
Authentication State	iii
Acknowledgements.....	iv
Table of Contents	vi
List of Tables	ix
List of Figures.....	x
Abstract.....	xi
Chapter I: Introduction	1
1.1 Research Background.....	1
1.2 Problem Formulation	6
1.3 Research Question.....	8
1.4 Research Objective.....	8
1.5 Research Benefit	8
1.6 Research Scope	9
1.7 The Writing Systematic.....	10
Chapter II: Literature Review	12
2.1 Strategy Definition	12
2.2 Strategy Formulation Framework	14
2.3 Competition Strategy	16
2.4 External Environment Analysis	19
2.5 Internal Environment Analysis	22

2.6	Internal Factor Evaluation (IFE) Matrix	26
2.7	External Factor Evaluation (EFE) Matrix	27
2.8	Internal-External (IE) Matrix	29
2.9	SWOT Matrix	30
2.10	Quantitative Strategic Planning (QSPM) Matrix	33
2.11	Previous Research Studies	35
2.12	Research Model.....	36
Chapter III: Thesis Methodology		37
3.1	Research Design.....	37
3.2	Data Collection Method	38
3.3	Research Instrument.....	39
3.4	Data Analysis Method.....	40
3.5	Case Profile	42
Chapter IV: Results and Discussion.....		45
4.1	Data Description.....	45
4.2	External Analysis	47
4.3	Internal Analysis	56
4.4	Internal Factor Evaluation (IFE) Matrix	61
4.5	External Factor Evaluation (EFE) Matrix	62
4.6	Internal-External (IE) Matrix	63
4.7	SWOT Matrix	64
4.8	Quantitative Strategic Planning (QSPM) Matrix	68
4.9	Discussion of Strategy Chosen.....	71

Chapter V: Conclusion and Limitation	72
5.1 Conclusion	72
5.2 Research Implication.....	73
5.3 Research Limitation	74
5.4 Recommendation.....	74
References	75
Appendix	78

LIST OF TABLES

Table 1.1	Number of Passengers Transported by Train in 2021.....	3
Table 1.2	PT Parahyangan Multi Kreasi Current Work Contract	6
Table 2.1	SWOT Matrix	31
Table 2.2	QSPM Matrix	34
Table 2.3	Previous Research Review	35
Table 3.1	List of Interview Respondents	38
Table 4.1	PESTEL Analysis Summary of PT Parahyangan Multi Kreasi	53
Table 4.2	Porter's Five Forces Analysis Summary of PT Parahyangan Multi Kreasi .	55
Table 4.3	Value Chain Analysis Summary of PT Parahyangan Multi Kreasi	57
Table 4.4	VRIO Analysis Summary of PT Parahyangan Multi Kreasi	59
Table 4.5	IFE Matrix of PT Parahyangan Multi Kreasi	61
Table 4.6	EFE Matrix of PT Parahyangan Multi Kreasi	62
Table 4.7	SWOT Matrix of PT Parahyangan Multi Kreasi.....	64
Table 4.8	QSPM Matrix of PT Parahyangan Multi Kreasi	69

LIST OF FIGURES

Figure 1.1 Construction Industry Real Growth, % chg y-o-y Forecast.....	1
Figure 1.2 Initial Plan Jakarta-Bandung High Speed Railway Project.....	2
Figure 1.3 Business Scheme of Jakarta-Bandung High Speed Railway Project	4
Figure 2.1 Strategy-Making, Strategy-Executing Process.....	13
Figure 2.2 Strategy-Formulation Analytical Framework	15
Figure 2.3 Five Generic Competitive Strategies	17
Figure 2.4 Components of a Company's Macro-Environment	19
Figure 2.5 Value Chain Within an Organization.....	25
Figure 2.6 Internal–External (IE) Matrix	29
Figure 2.7 Research Framework.....	36
Figure 3.1 PT Parahyangan Multi Kreasi Organization Chart	43
Figure 3.2 PT Parahyangan Multi Kreasi Work Services Activity	44
Figure 4.1 IE Matrix of PT Parahyangan Multi Kreasi	63