

## TABLE OF CONTENT

<b>PREFACE .....</b>	<b>ii</b>
<b>TABLE OF CONTENT .....</b>	<b>iv</b>
<b>TABLE LIST .....</b>	<b>vi</b>
<b>FIGURE LIST .....</b>	<b>vii</b>
<b>LIST OF ATTACHMENTS .....</b>	<b>viii</b>
<b>LIST OF ABBREVIATION .....</b>	<b>ix</b>
<b>ABSTRACT .....</b>	<b>x</b>
<b>CHAPTER I BACKGROUND.....</b>	<b>1</b>
1.1 Background .....	1
1.2 Problem Statement .....	11
1.3 Research Question .....	15
1.4 Research Objective .....	15
1.5 Research Contributions .....	16
1.6 Research Scope .....	17
1.7 Systematic of Writing .....	17
<b>CHAPTER II LITERATURE REVIEW .....</b>	<b>19</b>
2.1 Optimizing Resources Using Cloud Kitchen .....	19
2.2 Variables to Identify Market Opportunity of Cloud Kitchen.....	24
2.2.1 Description of Five Variables in Assessing Cloud Kitchen Market Opportunities .....	25
<b>CHAPTER III RESEARCH METHODS .....</b>	<b>37</b>
3.1 Method.....	37
3.2 Collecting Data .....	38
3.2.1 Population and Sample .....	38
3.2.2 Sampling .....	40
3.3 Data Sources .....	41
3.3.1 Primary Data.....	41
3.3.2 Secondary Data.....	42
3.4 Questionnaire Design.....	43
3.5 Data Analysis .....	44

3.5.1 Data Processing .....	44
3.5.2 Validity & Reliability Analysis .....	45
3.6 Research Design .....	50
<b>CHAPTER IV RESULTS AND DISCUSSION.....</b>	<b>51</b>
4.1 Respondents' Profile .....	51
4.2 Respondents' Answer Description .....	55
4.3 Cross-Tab of Respondents' Answer .....	58
4.4 Cloud Kitchen as a Solution for High Operational Cost and Unoptimized Business Promotion Problems .....	61
4.5 Potential Market Size of Cloud Kitchen .....	65
<b>CHAPTER V CONCLUSION AND IMPLICATION .....</b>	<b>68</b>
5.1 Conclusion .....	68
5.2 Research Limitation .....	69
5.3 Managerial Implication .....	70
<b>REFERENCES .....</b>	<b>72</b>
<b>APPENDIX .....</b>	<b>84</b>