

## TABLE OF CONTENT

|  |           |
|--|-----------|
| <b>CHAPTER I : INTRODUCTION .....</b>                  | <b>14</b> |
| A. Background .....                                    | 14        |
| B. Problem Formulation .....                           | 18        |
| C. Objective .....                                     | 18        |
| D. Research Authenticity .....                         | 19        |
| E. Benefits of the Research.....                       | 20        |
| <b>CHAPTER II : LITERATURE REVIEW.....</b>             | <b>22</b> |
| A. Literature Review.....                              | 22        |
| B. Theoretical Framework .....                         | 39        |
| C. Conceptual Framework .....                          | 40        |
| D. Hypothesis.....                                     | 40        |
| <b>CHAPTER III : RESEARCH METHODOLOGY.....</b>         | <b>41</b> |
| A. Research Design.....                                | 41        |
| B. Subject and Population.....                         | 42        |
| C. Sample Size Calculations .....                      | 43        |
| D. Sample and Data Collection.....                     | 46        |
| E. Variables .....                                     | 46        |
| F. Operational Definitions.....                        | 47        |
| G. Data Analysis .....                                 | 48        |
| H. Research Flow .....                                 | 49        |
| <b>CHAPTER IV : RESULTS AND DISCUSSION .....</b>       | <b>50</b> |
| A. Results .....                                       | 50        |
| B. Discussion .....                                    | 57        |
| <b>CHAPTER V : CONCLUSION AND RECOMMENDATION .....</b> | <b>69</b> |
| A. Conclusion .....                                    | 69        |
| B. Recommendation .....                                | 69        |
| <b>REFERENCES.....</b>                                 | <b>72</b> |
| <b>SUPPLEMENTARY.....</b>                              | <b>81</b> |