

TABLE OF CONTENTS

ACKNOWLEDGEMENTS	i
ABSTRAK	iii
ABSTRACT	iv
TABLE OF CONTENTS	v
LIST OF TABLES	vii
LIST OF FIGURES	viii
CHAPTER I	1
INTRODUCTION	1
1.1 Background	1
1.2 Problem Formulation.....	4
1.3 Research Problem.....	5
1.4 Research Objectives	5
1.5 Research Scope.....	6
1.6 Research Contributions	6
1.7 Systematic Writing	7
CHAPTER II.....	9
LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT	9
2.1 Underlying Theory	9
2.2 Hypothesis Development	19
2.3 Research Model.....	21
CHAPTER III	22
RESEARCH METHOD.....	22
3.1 Research Design	22
3.2 Operational Definition and Research Variables	22
3.3 Population and Sample.....	24
3.4 Research Instruments	24
3.5 Empirical Model.....	27
3.6 Data Collection Method	28
3.7 Data Analysis Method.....	28
CHAPTER IV	32

RESEARCH RESULTS AND DISCUSSION	32
4.1 Respondent Characteristics	33
4.2 Descriptive Statistics	34
4.3 Results of Validity and Reliability Test	35
4.4 Results of Classical Linear Assumption Test.....	39
4.5 Result of Hypothesis Testing	44
CHAPTER V.....	50
CONCLUSION AND SUGGESTIONS	50
5.1 Conclusion.....	50
5.2 Managerial Implication	50
5.3 Suggestion	51
5.4 Limitation	51
BIBLIOGRAPHY	53
APPENDIX.....	53
APPENDIX I.....	55
RESEARCH INSTRUMENTS	55
APPENDIX II	64
VALIDITY TEST RESULTS	64
APPENDIX III.....	67
RELIABILITY TEST RESULTS	67
APPENDIX IV.....	71
DESCRIPTIVE STATISTICS TEST RESULTS	71
APPENDIX V	72
NORMALITY TEST RESULTS	72
APPENDIX VI.....	74
MULTICOLLINEARITY TEST RESULTS	74
APPENDIX VII	75
HETEROSCEDASCITY TEST RESULTS.....	75
APPENDIX VIII	76
REGRESSION ANALYSIS RESULTS	76