

## Table of Contents

<b>Cover Page</b> .....	<b>i</b>
<b>Statement of Legalization</b> .....	<b>ii</b>
<b>Statement of Approval</b> .....	<b>iii</b>
<b>Statement or Originality</b> .....	<b>iv</b>
<b>Forewords</b> .....	<b>v</b>
<b>Table of Contents</b> .....	<b>viii</b>
<b>List of Tables</b> .....	<b>x</b>
<b>List of Figures</b> .....	<b>xi</b>
<b>List of Appendixes</b> .....	<b>xii</b>
<b>Abstract</b> .....	<b>xiii</b>
<b>Intisari</b> .....	<b>xiv</b>
<b>CHAPTER 1</b> .....	<b>1</b>
1.1 Background .....	1
1.2 Problem Statement .....	5
1.3 Research Questions .....	6
1.4 Research Objectives .....	6
1.5 Advantages of Research.....	7
1.6 Scope and Limitation of The Research .....	7
1.7 Organization of The Research.....	7
<b>CHAPTER 2</b> .....	<b>9</b>
2.1 Structure, Conduct, and Performance .....	9
2.1.1 Market Structure.....	12
2.1.2 Market Conduct.....	14
2.1.3 Market Performance.....	15
2.2 Porter's Five Forces Analysis .....	16
2.2.1 Threats of New Entrants.....	16
2.2.2 Threats of Substitutes .....	17
2.2.3 Buyer's Bargaining Power .....	17
2.2.4 Supplier's Bargaining Power .....	17
2.2.5 Rivalry Among Competitors .....	18
2.3 Food and Beverage Industry .....	18
2.4 Prior Research .....	20
2.5 Literature Review .....	24
2.6 Research Hypothesis .....	26

<b>CHAPTER 3 .....</b>	<b>27</b>
3.1 Data .....	27
3.2 Methodology .....	27
3.3 Structure, Conduct, and Performance Analysis .....	28
3.3.1 Structure Analysis .....	28
3.3.2 Conduct Analysis .....	30
3.3.3 Performance Analysis .....	33
3.4 Model Specification .....	35
3.5 Operational Variables Definition .....	36
3.6 Data Analysis Technique .....	38
3.6.1 Model Selection Test.....	40
3.6.2 Variable Significance Test .....	41
<b>CHAPTER 4 .....</b>	<b>43</b>
4.1 Structure Analysis .....	43
4.1.1 Market Share .....	43
4.1.2 Concentration Ratio and Herfindahl-Hirschman Index (HHI) .....	46
4.2 Conduct Analysis .....	47
4.2.1 Product Differentiation Strategy .....	47
4.2.2 Advertising Strategy.....	48
4.2.3 Competitive Strategy.....	50
4.3 Performance Analysis .....	58
4.3.1 Profitability .....	58
4.3.2 Net Income Growth.....	61
4.4 Factors Affecting Food and Beverage Industry Performance in Indonesia .....	62
4.4.1 Estimation Results of Model (I).....	63
4.4.2 Estimation Results of Model (II).....	67
4.5 Discussion .....	70
<b>CHAPTER 5 .....</b>	<b>73</b>
5.1 Conclusions .....	73
5.2 Limitations .....	75
5.3 Implications.....	76
<b>REFERENCES.....</b>	<b>77</b>
<b>APPENDIXES .....</b>	<b>83</b>