



TABLE OF CONTENT

	Page
COVER PAGE	
STATEMENT	iii
ACKNOWLEDGMENT	iv
TABLE OF CONTENT	v
LIST OF FIGURE	vii
ABSTRACT	viii
ABSTRAK	ix
CHAPTER 1 INTRODUCTION	
1.1. Background	1
1.2. Problem Definition	5
1.3. Research Question	6
1.4. Objective of The Research.....	6
1.5. Scope of The Research	6
1.6. Outline of The Writing	7
CHAPTER II LITERATURE REVIEW	
2.1. Sharia Business Practices.....	8
2.2. Learning Center	9
2.3. Qanun.....	11
2.4. Sharia Economics	12
2.5. Services	13
2.6. Service Blueprint.....	14
2.7. Business Model	17
CHAPTER III RESEARCH METHODOLOGY	
3.1. Research Subject, Type and Source of Data	22
3.2. Research Instrument & Data Collection Techniques	22
3.3. Reliability Data Testing	23
3.4. Research Analysis.....	24



CHAPTER IV ANALYSIS AND DISCUSSION	27
4.1. Demographic Profile	27
4.2. Respondents Insight	28
4.3. Service Blueprint Analysis on Safina as Sharia Economic Learning Centre	29
4.4. Fulfillment Mapping of Service Blueprint Analysis to Develop Safina Feature	31
4.5. Fulfillment Mapping of Service Blueprint Result to Safina Business Model	33
4.6. Discussion.....	36
CHAPTER V CONCLUSION	38
5.1. Conclusion.....	38
5.2. Research Limitation.....	39
5.3. Suggestion for Future Research.....	40
REFERENCE	41
APPENDIX	44
Appendix 1. Questionnaires Question	44
Appendix 2. Questionnaires Result Per Question	49