

## TABLE OF CONTENTS

Abstrak .....	viii
Abstract .....	ix
CHAPTER I. INTRODUCTION .....	1
1.1. Background .....	1
1.2. Problem Statement .....	10
1.3. Research Purpose .....	12
1.4. Research Scopes .....	12
1.5. Research Contributions .....	13
CHAPTER II. THEORETICAL FRAMEWORK .....	14
2.1. Cost and Benefit Analysis .....	14
2.2. Costs of AI Implementation .....	17
2.2.1 Financial Costs .....	17
2.2.2 Non-financial Costs .....	18
2.3. Benefits of AI Implementation .....	19
2.3.1 Financial Benefits .....	20
2.3.2 Non-financial Benefits .....	21
2.4. Literature Studies .....	21
CHAPTER III. METHODOLOGY .....	25
3.1. Research Design .....	25
3.2. Types and Data Sources .....	27
3.3. Sampling Methods .....	28
3.4. Valuation Methods .....	29
3.5. Questions and Indicators .....	31
3.6. Cost-Benefit Analysis Formula .....	31
3.7. Sensitivity Analysis .....	33
CHAPTER IV. RESULT .....	38
4.1. Interview Result .....	38
4.2. WTP Valuation .....	38
4.3. Cost-Benefit Ratio Calculation .....	39
4.4. Sensitivity Analysis Calculation .....	41

CHAPTER V. CONCLUSIONS, LIMITATIONS AND RECOMMENDATION ....	44
5.1. Conclusions .....	44
5.2. Limitations of the Study .....	45
5.3. Suggestions for Future Research.....	45
REFERENCE LIST .....	50