

## TABLE OF CONTENT

COVER .....	i
APPROVAL PAGE .....	ii
STATEMENT OF AUTHENTICITY OF WRITTEN THESIS.....	iii
PREFACE .....	iv
TABLE OF CONTENT .....	vi
LIST OF TABLES .....	viii
LIST OF FIGURES.....	ix
LIST OF APPENDIX .....	x
ABSTRACT .....	xi
INTI SARI.....	xii
CHAPTER 1.....	1
INTRODUCTION.....	1
1.1 Study Background.....	1
1.2 Problem Formulation .....	11
1.3 Research Limitation .....	11
1.4 Research Objectives.....	12
1.5 Research Contribution .....	13
1.6 Systematic Writing .....	14
CHAPTER 2.....	16
LITERATURE REVIEW.....	16
2. 1 Industry 4.0 .....	16
2.2 Business Intelligence .....	19
2.3 Microstrategy .....	22
2.4 Existing Prior Studies .....	25
2.5 Hypothesis Formulation.....	29
CHAPTER 3.....	31
RESEARCH METHOD.....	31
3.1 Population And Sample .....	31
3.1.1 Population .....	31
3.1.2 Sample.....	31
3.1.2.1 Maximum Variation Sampling (MVS) .....	32

3.1.2.2 Homogeneous Sampling .....	32
3.1.2.3 Typical Case Sampling .....	32
3.1.2.4 Extreme/Deviant Case Sampling .....	32
3.1.2.5 Critical Case Sampling .....	33
3.1.2.6 Total Population Sampling.....	33
3.1.2.7 Expert Sampling.....	33
3.2 TYPES OF DATA .....	43
3.3 Data Collecting Method.....	45
3.4 Research Variables.....	46
3.4.1 Sales, General, and Administrative Expenses (SG&A) .....	46
3.4.2 Revenue.....	47
3.5 Data Analysis Method .....	48
3.5.1 Descriptive Analysis .....	48
3.5.2 Test of Hypothesis 3.5.2.1 Test of Normal Distribution.....	49
3.5.2.2 Test of Hypothesis Using T-test.....	50
CHAPTER 4.....	53
DATA ANALYSIS .....	53
4.1 Descriptive Statistics.....	54
4.2 Test Of Normal Distribution.....	57
4.3 Test Of Hypothesis .....	59
4.4 Summary Of Hypothesis Testing.....	61
CHAPTER 5.....	66
CONCLUSIONS AND RECOMMENDATIONS .....	66
5.1 Conclusions.....	66
5.2 Limitation Of The Research.....	69
5.3 Implications .....	70
5.4 Recommendations.....	71
BIBLIOGRAPHY .....	73



## LIST OF TABLES

Table 3. 1 List of Sample Companies .....	34
Table 4. 1 Distribution of Companies by Implementation Year .....	54
Table 4. 2 Distribution of Companies by Industry .....	55
Table 4. 3 Table of Descriptive Statistics .....	56
Table 4. 4 The Result of One-Sample Kolmogorov Smirnov Test .....	58
Table 4. 5 Hypothesis Testing Using Paired Sample Test .....	60
Table 4. 6 The Result of Hypothesis Testing Using Paired Sample Test .....	64



## LIST OF FIGURES

Figure 1. 1 Through the Industrial Revolutions .....	1
Figure 2. 1 Knowledge pyramid / DIKW pyramid .....	21
Figure 2. 2 Visual summary of Business Intelligence.....	22
Figure 2. 3 MicroStrategy's Architecture .....	24
Figure 3. 1 Normal probability distribution .....	50
Figure 4. 1 Distribution of Companies by Implementation Year.....	62
Figure 4. 2 Distribution of Companies by Industry .....	63

## **LIST OF APPENDIX**

APPENDIX 1: STATISTIC RESULT .....	77
APPENDIX 2: DATA SG&A/REVENUE .....	79