

TABLE OF CONTENTS

THESIS APPROVAL SHEET.....	ii
STATEMENT LETTER FOR THESIS	iii
THESIS ENDORSEMENT SHEET	iv
PREFACE	v
ABSTRACT.....	vii
TABLE OF CONTENTS	viii
LIST OF GRAPHS	x
LIST OF TABLES	xi
LIST OF APPENDICES	xiii
CHAPTER I: INTRODUCTION	1
A. Background.....	1
B. Problem Identification	7
C. Research Boundaries	8
D. Research Problems.....	8
E. Research Objectives and Benefits.....	9
F. Research Framework	10
CHAPTER II: LITERATURE REVIEW.....	12
A. Theoretical Framework.....	12
B. Relationships between Variables	16
C. Previous Studies	24

D.	Conceptual Framework.....	28
E.	Research Hypothesis.....	29
CHAPTER III: RESEARCH METHODOLOGY.....		31
A.	Types of Research and Research Period.....	31
B.	Sources of Data and Data Collection Method	32
C.	Population and Sample	34
D.	Research Variables and Operationalization of Variables	34
E.	Data Analysis Method	36
F.	Hypothesis Testing	39
CHAPTER IV: RESULTS AND DISCUSSION.....		40
A.	Respondents' Profile.....	40
B.	Research Model Analyses.....	42
C.	Hypothesis Testing Results.....	48
D.	Discussions	51
CHAPTER V: CONCLUSION AND RECOMMENDATIONS.....		59
A.	Conclusion	59
B.	Managerial Implications	59
C.	Limitations and Suggestions for Future Studies	70
REFERENCES.....		72
APPENDIX:.....		82