ACKNOWLEDGEMENTS

The author expresses her highest gratitude to Allah SWT for blessing, love, opportunity, health, and mercy to complete this thesis. In arranging this thesis, a lot of people have provided motivation, advice, support, and even remark that had helped the author. In this valuable chance, the author aims to express her gratitude and appreciation to all of them.

First, the author's deepest appreciation goes to her beloved parents, her mother Lilis Rosmiati A.P. for the endless love, pray, and support, her father Drs. Usep Ganjar S.E. who has become the author's inspiration to keep learning especially in academic level as he desired before, and the author's sister Aqsha Maghfira who always accompany.

The author presents her sincere appreciation goes to Dr. Ir. Arief Kusuma A.P., M.B.A. as the rector and Dr. M. F. Arrozi Adhikara, S.E., M.Si., Akt. as the dean Faculty of Economic Esa Unggul University, the rector and the dean Faculty of Economic Nanjing Xiaozhuang University.

Then to her head of study program and supervisor Drs. Sugiyanto, M.M. and her supervisor in Nanjing Xiaozhuang University, Wang Shengyuan, M.B.A. who has helped her patiently, finishing this thesis by giving suggestion, guidance, and correction since the preliminary of manuscript until the completion of this thesis. Her deepest thanks also to Dra. Suryari Purnama, M.M. who has given advice, motivation and taught her about discipline.

Jakarta, September 2015

(Osiana Nyda Anifa)