

## TABLE OF CONTENT

TITLE.....	i
STATEMENT OF ORIGINALITY .....	ii
STATEMENT OF VALIDATION .....	iii
EXAMINERS THESIS APPROVAL.....	iv
ABSTRACT .....	v
<i>ABSTRAK</i> .....	vi
ACKNOWLEDGEMENT .....	vii
TABLE OF CONTENT .....	ix
TABLE OF FIGURES .....	xi
TABLE OF APPENDIX .....	xii
CH.1 INTRODUCTION	
1.1 Background.....	1
1.2 Research Question .....	5
1.3 Research Purpose.....	5
1.4 Research Benefit.....	5
1.5 Research Scope.....	6
CH.2 LITERATURE REVIEW	
2.1 Previous Research .....	7
2.2 Theoretical Basis .....	9
2.2.1 Analysis of Sales Force .....	9
2.2.2 Relevant Cost .....	11
2.2.3 Break-Even Analysis .....	15
2.3 Framework.....	17
2.4 Model Analysis .....	18
CH. 3 RESEARCH METHODOLOGY	
3.1 Research Description .....	19
3.2 Research Subject and Object .....	19
3.2.1 Research Subject .....	19
3.2.2 Research Object.....	20

3.3 Data Collection Procedure.....	21
3.3.1 Primary Data.....	21
3.3.2 Secondary Data.....	21
3.4 Validity and Reliability .....	22
3.5 Data Analysis.....	22
<b>CH. 4 DATA ANALYSIS AND DISCUSSION</b>	
4.1 Company Overview.....	24
4.2 Data Analysis.....	24
4.3 Data Discussion.....	31
4.4 Managerial Implication .....	33
<b>CH. 5 CONCLUSION AND SUGGESTION</b>	
5.1 Conclusion.....	36
5.2 Suggestion .....	36
5.2.1 Suggestion to the Company.....	36
5.2.2 Suggestion to other Researchers.....	37
5.3 Research Limitation.....	37
<b>BIBLIOGRAPHY .....</b>	<b>38</b>