

TABLE OF CONTENTS

COVER	i
TABLE OF CONTENTS	ix
TABLE OF FIGURES	xi
TABLE OF GRAPHS	xii
TABLE OF APPENDIX	xiii
CHAPTER I INTRODUCTION	1
1.1 Background	1
1.2 Problem Statement	6
1.3 Research Objective	6
1.4 Research Benefits	6
1.5 Research Limitations	6
CHAPTER II LITERATURE REVIEW	7
2.1 Summary of Recent Studies	7
2.2 Theoretical Foundation	11
2.2.1 Group	11
2.2.2 Decision-Making	12
2.2.3 Group Decision-Making	13
2.3 Conceptual Framework	15
2.4 Model of Analysis	16
CHAPTER III RESEARCH METHODS	17
3.1 Research Foundation	17
3.2 Research Subject & Object	17
3.3 Data Collection Method	18
3.4 Trustworthiness	19

3.4.1 Validity	19
3.4.2 Reliability	20
3.5 Data Analysis Method	21
CHAPTER IV ANALYSIS & DISCUSSION	22
4.1 Company Profile	22
4.2 Informant Profile	23
4.3 Data Analysis	23
4.3.1 Prima Pangan as a Group	24
4.3.2 Group Decision-Making Process	26
4.3.3 Bias and Rationality in Decision-Making	28
4.3.4 Traps of Group Decision-Making in Prima Pangan	31
4.3.4.1 Motivation	31
4.3.4.2 Cognition	32
4.3.4.3 Rash Decisions	32
4.4 Discussion	33
4.5 Managerial Implication	37
CHAPTER V CONCLUSION & SUGGESTION	39
5.1 Conclusion	39
5.2 Suggestion	40
5.3 Limitation	40
BIBLIOGRAPHY	41