

## Table of Contents

<b>CHAPTER 1</b> .....	<b>1</b>
<b>1.1 Background of the study</b> .....	<b>1</b>
<b>1.2 Research Problems</b> .....	<b>3</b>
<b>1.3 Research Questions</b> .....	<b>5</b>
<b>1.4 Research Purpose</b> .....	<b>5</b>
<b>CHAPTER 2</b> .....	<b>6</b>
<b>2.1 Family Business</b> .....	<b>6</b>
2.1.1 Culture .....	7
2.1.2 Religion.....	8
<b>2.2 Competitive Advantage</b> .....	<b>9</b>
<b>CHAPTER 3</b> .....	<b>12</b>
<b>3.1 Opening</b> .....	<b>12</b>
<b>3.2 Research Paradigm</b> .....	<b>12</b>
<b>3.3 Research Strategy</b> .....	<b>13</b>
<b>3.4 Research Design</b> .....	<b>16</b>
3.4.1 Getting Started.....	17
3.4.2 Selecting Case.....	17
3.4.3 Crafting Instruments and Protocols .....	17
3.4.4 Entering The Field.....	18
3.4.5 Analyze Data .....	18
3.4.6 Construct Propositions.....	19
3.4.7 Enfolding Literature.....	19
3.4.8 Conclusion, Implications, & Further Recommendations .....	19

<b>3.5 Informants Profile</b> .....	<b>19</b>
<b>3.6 Data Collection Method</b> .....	<b>23</b>
<b>3.7 Data Analysis</b> .....	<b>25</b>
<b>3.8 Validity</b> .....	<b>26</b>
<b>3.9 Reliability</b> .....	<b>27</b>
<b>CHAPTER 4</b> .....	<b>28</b>
<b>4.1 Introduction</b> .....	<b>28</b>
<b>4.2 Latent Variable Definition</b> .....	<b>28</b>
4.2.1 Competitive Price (V1).....	28
4.2.2 Product Display (V2).....	29
4.2.3 Original Japan Product (V3).....	29
4.2.4 Social Media Marketing (V4).....	30
4.2.5 Parts Replacement Flexibility (V5).....	30
4.2.6 After Sales Service (V6).....	31
4.2.7 Customer's Satisfaction (V7).....	31
4.2.8 Owners Involvement On The Field (V8).....	32
4.2.9 Perseverance (V9).....	32
4.2.10 Rely on God (V10).....	32
4.2.11 Owner's Mindset For Future Expansion (V11).....	33
4.2.12 Relation Between Employees (V12).....	33
4.2.13 Competitive Advantage (V13).....	34
<b>4.3 Proposition</b> .....	<b>34</b>
4.3.1 Proposition 1 (P1) : Competitive Price (V1) contributes to Competitive Advantage (V13)	34
4.3.2 Proposition 2 (P2) : Product Display (V2) contributes to Competitive Advantage (V13)	35

4.3.3	Proposition 3 (P3) : Original Japan Product (V3) contributes to Competitive Advantage .....	37
4.3.4	Proposition 4 (P4) : Social Media Marketing (V4) contributes to Competitive Advantage (V13).....	38
4.3.5	Proposition 5 (P5) : Parts Replacement Flexibility (V5) contributes to Competitive Advantage (V13).....	39
4.3.6	Proposition 6 (P6) : After Sales Service (V6) contributes to Competitive Advantage (V13) 40	
4.3.7	Proposition 7 (P7) : Customer’s Satisfaction (V7) contributes to Competitive Advantage (V13).....	41
4.3.8	Proposition 8 (P8) : Owner’s Involvement On The Field (V8) contributes to Competitive Advantage (V13).....	42
4.3.9	Proposition (P9) : Perseverance (V9) contributes to Competitive Advantage (V13) 43	
4.3.10	Proposition (P10) : Rely to God (V10) contributes to Competitive Advantage (V13) 43	
4.3.11	Proposition (P11) : Owner’s Mindset For Future Expansion (V11) contributes to Competitive Advantage (V13).....	44
4.3.12	Proposition 12 (P12) : Relation Between Employees (V12) contributes to Competitive Advantage (V13).....	45
<b>CHAPTER 5</b>	.....	<b>47</b>
<b>5.1 Mini Model Theory</b>	.....	<b>47</b>
<b>5.2 Limitations and Recommendations</b>	.....	<b>48</b>
<b>5.3 Implications</b>	.....	<b>49</b>