

TABLE OF CONTENTS

ABSTRACT	5
CHAPTER 1 INTRODUCTION	6
1.1. Research Background.....	6
1.2. Phenomenon Gap	7
1.3. Research Gap.....	9
1.4. Research Problems.....	10
1.5. Research Question.....	11
1.6. Research Objectives	11
1.7. Significance of the Study.....	12
1.8. Systematic Discussion	13
CHAPTER 2 LITERATURE REVIEW	14
2.1. Family Business	14
2.1.1.Culture	16
2.2. Competitive Advantage.....	16
2.3. Porter's Generic Strategies	17
2.4. VRIO Framework	18
CHAPTER 3 METHODOLOGY	20
3.1. Introduction.....	20
3.2. Research Paradigm	20
3.3. Research Strategies	21
3.4. Research Design	22
3.1.1.Starting Up	23
3.1.2.Appointing Cases.....	23
3.1.3.Developing Instruments and Protocols	24
3.1.4.Entering the Field	27
3.1.5.Location of PT. Trio Lestari	28
3.1.6.Validity and Reliability.....	29
3.1.7.Objectivity.....	30
CHAPTER 4 FINDINGS AND DISCUSSION	31

4.1. Introduction.....	31
4.2. Latent Variable.....	31
4.2. Propositions.....	35
CHAPTER 5 CONCLUSION, IMPLICATIONS AND RECOMMENDATIONS	44
5.1. Conclusion	44
5.2. Implications.....	45
5.3. Limitation & Recommendations	47
REFERENCES	48
ATTACHMENTS	52

