DAFTAR ISI

HALAMAN JUDUL ..........................................................................................................................
ABSTRACT ........................................................................................................................................
ABSTRAK .........................................................................................................................................
RINGKASAN ....................................................................................................................................
LEMBAR PERNYATAAN .................................................................................................................
KATA PENGANTAR ........................................................................................................................
DAFTAR ISI ....................................................................................................................................
DAFTAR TABEL ..............................................................................................................................
DAFTAR GAMBAR ........................................................................................................................

BAB I. PENDAHULUAN ......................................................................................................................
A. Latar Belakang Masalah ..............................................................................................................
B. Identifikasi Masalah ....................................................................................................................
C. Batasan Masalah .........................................................................................................................
D. Rumusan Masalah ......................................................................................................................
E. Kegunaan Hasil Penelitian ........................................................................................................

BAB II. KAJIAN TEORETIK ..............................................................................................................
A. Deskripsi Konseptual ................................................................................................................
   A.1. Keunggulan Bersaing .......................................................................................................... 
   A.2. Lingkungan Bisnis Internal .................................................................................................
   A.3. Lingkungan Bisnis Eksternal ............................................................................................... 
   A.4. Perencanaan Strategi .......................................................................................................... 
B. Hasil Penelitian Relevan ...........................................................................................................
C. Kerangka Teoretik ....................................................................................................................
   1. Pengaruh Lingkungan Bisnis Internal dan Perencanaan Strategi ........................................
      1.1. Model variabel lingkungan bisnis internal ..................................................................... 
   2. Pengaruh Lingkungan Bisnis Eksternal dan Perencanaan Strategi ....................................
      2.1. Model variabel lingkungan bisnis eksternal ................................................................. 
   3. Pengaruh Perencanaan Strategi dan Keunggulan Bersaing ............................................
      3.1. Model variabel perencanaan strategi ...........................................................................
   4. Pengaruh Lingkungan Bisnis Internal dan Keunggulan Bersaing ....................................
   5. Pengaruh Lingkungan Bisnis Eksternal dan Keunggulan Bersaing ....................................

BAB III. METODOLOGI PENELITIAN ...........................................................................................
A. Tujuan Penelitian ......................................................................................................................