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Pengembangan dan pengelolaan program aliansi. antar Direktorat atau Business Unit dalam rangka optimalisasi layanan kepada nasabah, ... tahun berturut-turut dari Marketing Research Indonesia (MRI), dan mempertahankan predikat sebagai "Perusahaan Sangat Terpercaya" selama 7 (tujuh) tahun berturut-turut dari Indonesian Institute for Corporate Governance (IICG) Kinerja Bank Mandiri 2014 ...

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(2007, pg. 10) , Cooper and Schindler (2006, pg. 55) What is Research Design? • Research design is the plan and the procedure for research that span decisions from: - Broad assumptions - to detailed methods of data collection and analysis • These decisions must be deliberated by the researcher and based on: - the nature of the research problem or issue and - The researchers ...

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In this research strategy, the research is geared towards a single contextual setting. The company case study research strategy supports an enriched understanding of the case organisation focused on (Blumberg, Cooper & Schindler, 2008). The case study organisation for the research is Chevron with the research issues and observations focused on ...

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collected (Blumberg, Cooper, & Schindler, 2014). A qualitative descriptive research design . provides a valid and accurate representation of the factors and variables under study. For . instance ...

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Cooper and Schindler (2010) have stated that in convenience sampling method, the sample is selected based on convenient accessibility and proximity to the researcher. 3.7 Sample Size: Sample size refers to the number of participants the researcher has taken under consideration to gather the primary data through the questionnaire method. Therefore, the researcher aims to choose 10 respondents ...

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Research is the backbone of the development of science and technology. Good research requires a series of standard processes starting from the stage of problem analysis, literature review, determination of research methods, analysis of results and conclusions. One of the important stages to be considered in research is the writing of the required literature review. This paper aims to explain ...

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results in raw data that will be transformed through descriptive analysis (Cooper & Schindler, 2003; Newman, 2003). In quantitative methods the logic of hypothesis analysis governs the

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Product Life Cycle Source: Business Research Methods (12 ed.). 2014, p. 62) For example, in the growth stage, companies spend heavily on advertising and promotion to create product awareness. In the early period of this stage, these expenditures may be made to fuel primary demand (construct), improving product class awareness rather than brand awareness. Also, high pricing may reflect ...

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Construction for Peter Cooper's Cooper Union Foundation building in New York began in 1853. An elevator shaft was included in the design, because Cooper was confident that a safe passenger elevator would soon be invented. The shaft was cylindrical because Cooper thought it was the most efficient design. Later, Otis designed a special elevator for the building. Peter Ellis, an English architect ...

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Battlefield Earth (also referred to as Battlefield Earth: A Saga of the Year 3000) is a 2000 American science fiction action film based on the 1982 novel of the same name by L. Ron Hubbard.It was directed by Roger Christian and stars John Travolta, Barry Pepper and Forest Whitaker.The film follows a rebellion against the alien Psychlos, who have ruled Earth for 1,000 years.

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