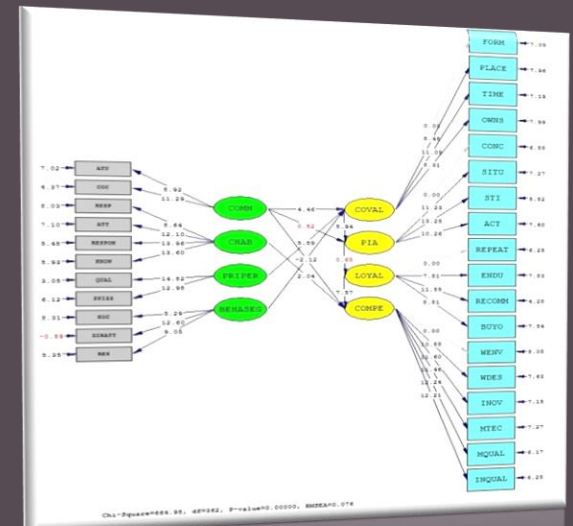




# METODE PENELITIAN



# 2 REFERENCE:

Englisch Ausgabe

## MARKETING

The Theories Contribution and Pursuit  
the Best - Achievement in Business

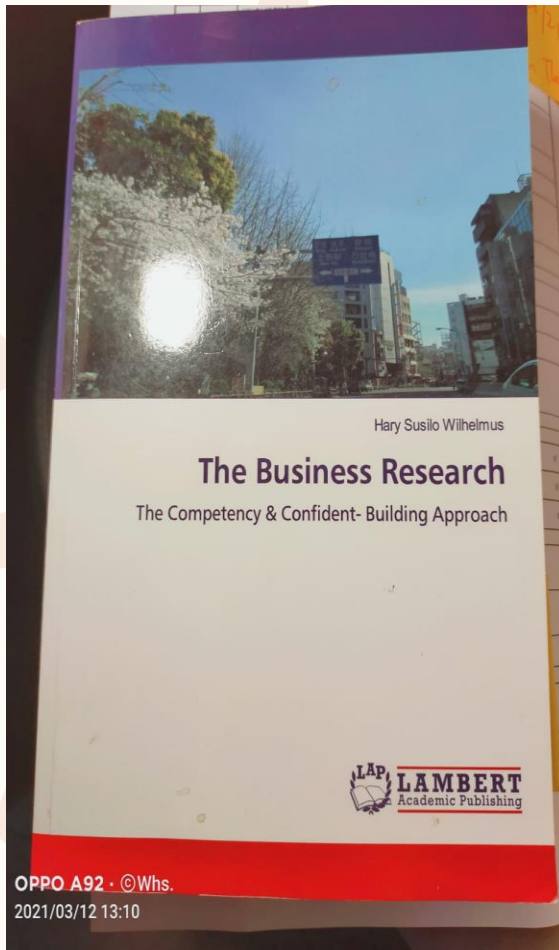


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Taschenbuch


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# 3 3<sup>RD</sup> BOOK

**Indexing and Abstracting in Following Databases**


1. Bowker: A ProQuest Affiliate 

2. Crossref 

Peer Reviewed & Refereed

## Business Management: A New Paradigm


Volume - 3



Chief Editor - Dr. B. Subha

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# 4

## PROGRAM MM UPI YAI

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UNIVERSITAS PERSADA INDONESIA Y.A.I



# 5 PERTEMUAN 01



Dr. Ir. Wilhelmus Hary Susilo, MM, IAI, IMARC, SSHRA - POST-GRADUATE FEB\_UPI YAI

# 6 PERTEMUAN PERTAMA

---

- ARTI PENTING DAN PERAN BUSINESS RESEARCH METHODS
- REFERENSI:
  - **COOPER, DONALD R AND SCHHINDLER, PAMELA S, (2014-16), BUSINESS RESEARCH METHODS, TWELFTH EDITION, MCGRAW HILL INTERNATIONAL EDITION.**
  - **Sekaran, Uma and Bougie Roger, 2016, Research Methods for Business: A Skill-Building Approach, Seventh Edition, WILEY**

# 7

# KONTRAK PERKULIAHAN

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- TATAP MUKA TERSTRUKTUR OFFLINE **DAN ATAU OFFLINE**
- UTS-UAS
- TUGAS DAN OUTCOME
- A. PROPOSAL THESIS: 5 PP PPT
- B. JURNAL INTERNASIONAL
- C. WORKSHOP PENULISAN JURNAL DAN THEORY

# Cakupan

Peranan scientific inquiry dalam pengambilan keputusan: ARTI PENTING RISET BISNIS

Dasar dan desain penelitian: BUSINESS GAP, RESEARCH GAP DAN THEORITICAL GAP

PEMBUATAN INSTRUMEN DAN UJI VALIDITAS DAN RELIABILITAS, Pengumpulan data, pengukuran variabel dan sampling DESIGN

Konsiderasi Etik dan analisis DATA DAN PEMBAHASAN/ DISKUSI SERTA pelaporan, & IMPLIKASI MANAJERIAL DAN TEORITIS

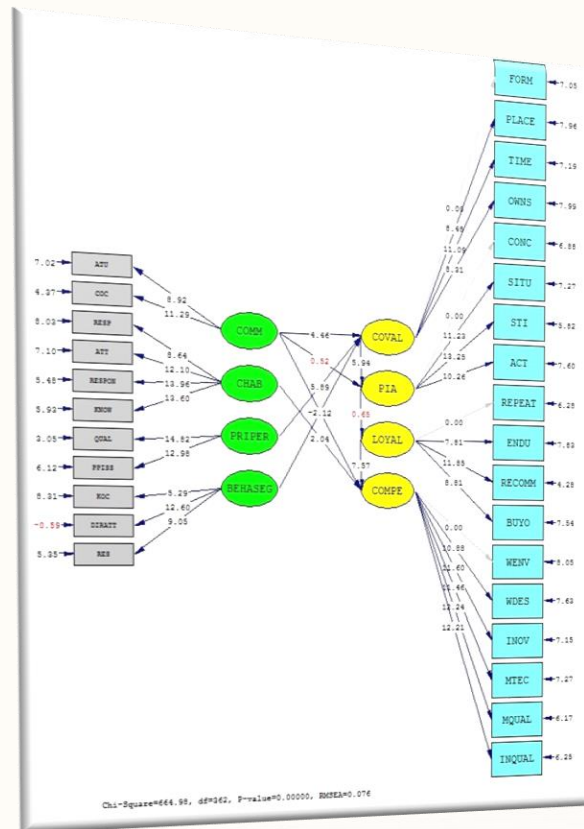
Diskusi riset empiris,  
**MEMBENTUK MODEL EMPIRIS,  
OUTCOME: PROPOSAL THESIS  
DAN PEMBUATAN JURNAL  
INTERNASIONAL SERTA PUBLIKASI  
ILMIAH**



# 9 Whs-CV

[Susilo.docx](#)

Cv-26AUG-2016-Dr Wilhelmus Hary



# 10 ROLE - Business Research

Membantu  
manajer  
mengambil  
keputusan

Good decisions  
and problem gets  
solved

Can be described a  
systematic and  
organized effort to  
investigate

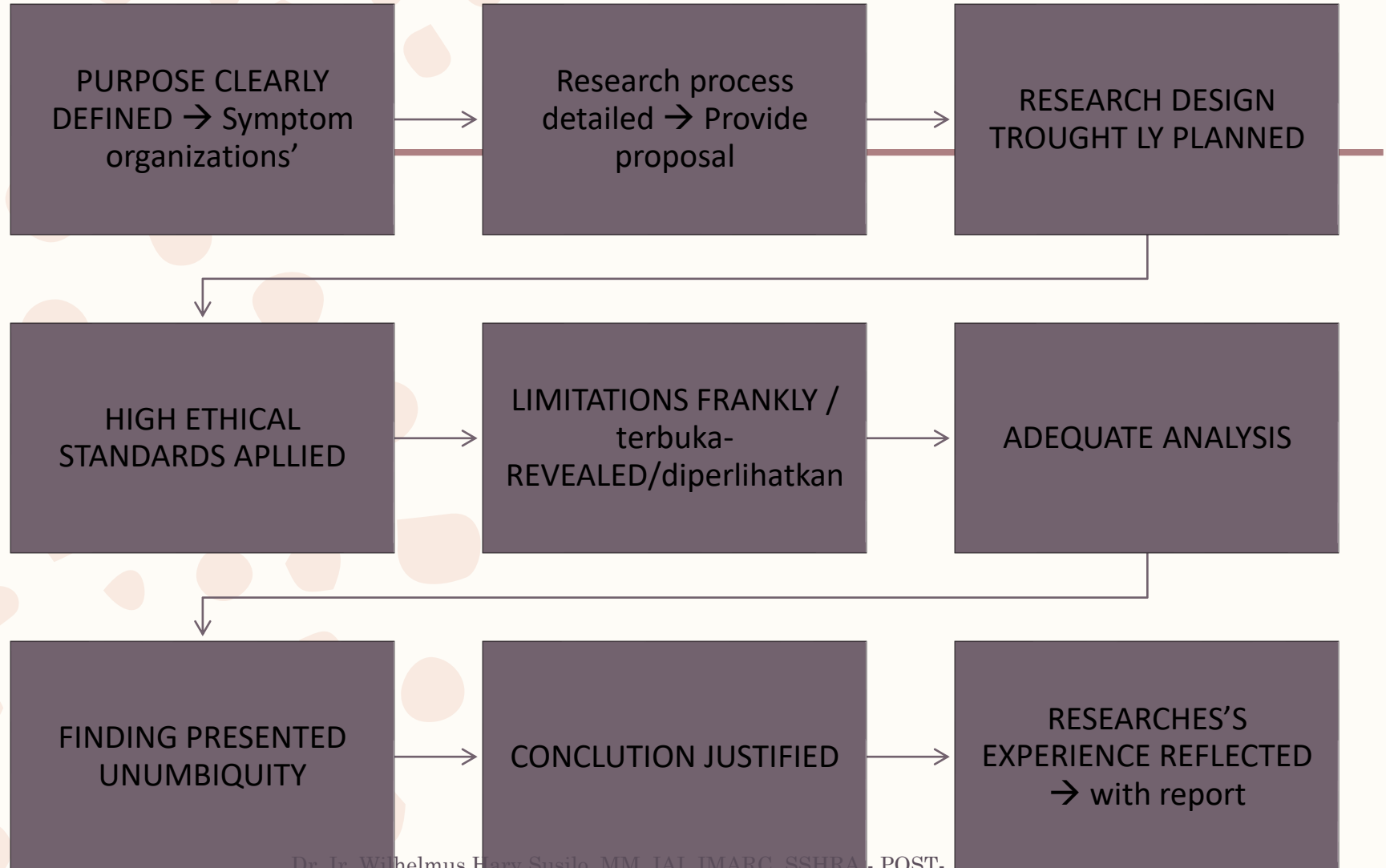
Needs solution

Concern to the  
manager in the  
work environment

# 11 What is good research (Cooper dan Schindler, 2014)



# 9-DIMENSI CHARACTERISTICS OF RESEARCH SCIENTIFIC METHOD



# THE RESEARCH PROCESS,

Cooper dan Schindler, 2014)

