



# KAJIAN PUSTAKA & LANDASAN TEORI

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# L i t e r a t u r e   R e v i e w

is the documentation of a comprehensive review of the published and unpublished work from secondary sources of data in the areas of specific interest to the researcher.

The literature review is an integral part of the entire research process and makes a valuable contribution to almost every operational step.





# Procedures for reviewing the literature

***There are five steps involved in conducting a literature review:***

- search for existing literature in your area of study;
- review the literature selected;
- develop a theoretical framework;
- develop a conceptual framework;
- writing up the literature reviewed





# Search for existing literature



Start with at least some idea of the broad subject area and of the problem you wish to investigate, in order to set parameters for your search.

- Next compile a bibliography for this broad area. There are two sources that you can use to prepare a bibliography:
  - books;
  - journals.





- Be aware that sometimes a title does not provide enough information to decide if a book/ journal is going to be of use.
- Start with the latest issue, examine its contents page to see if there is an article of relevance to your research topic.
- Start by reading the abstract. If it is relevant then download and read.





## Review the literature selected

- Now that you have identified several books and articles as useful, the next step is to start reading them critically to pull together themes and issues that are associated.
- If you do not have a theoretical framework or themes in mind to start with, use separate sheets of paper for each article or book.





## Develop a theoretical framework

- As you start reading the literature, you will soon discover that the problem you wish to investigate has its roots in a number of theories that have been developed from different perspectives.





# Develop a conceptual framework



The conceptual framework stems from the theoretical framework and concentrates, usually, on one section of that theoretical framework which becomes the basis of your study.





# Conceptual Model

**Complaint  
Handling  
Strategies**



**Satisfaction  
with Service  
Recovery**







Complaint handling strategies

compensation

Problem solving

facilitation

Response speed

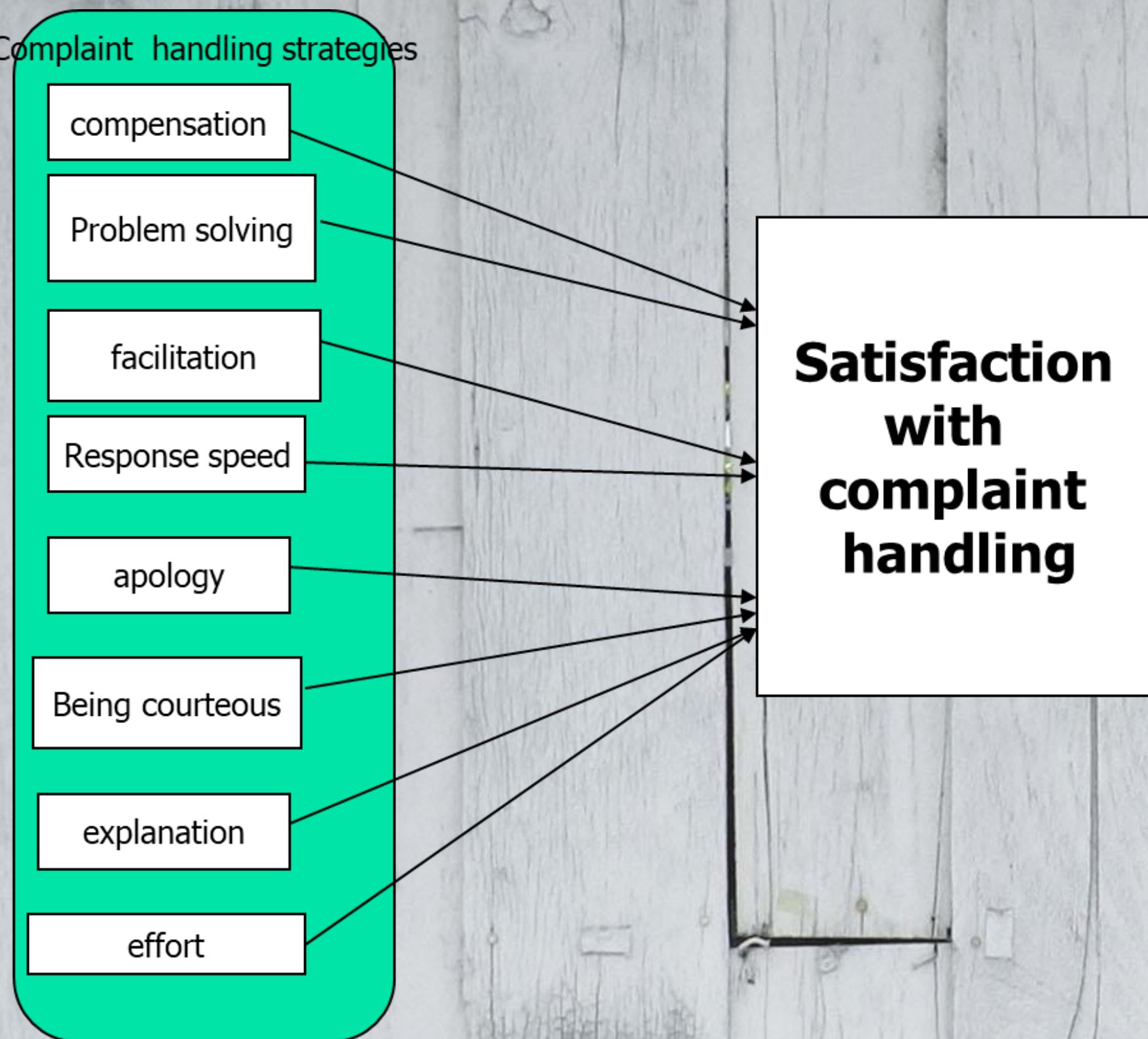
apology

Being courteous

explanation

effort

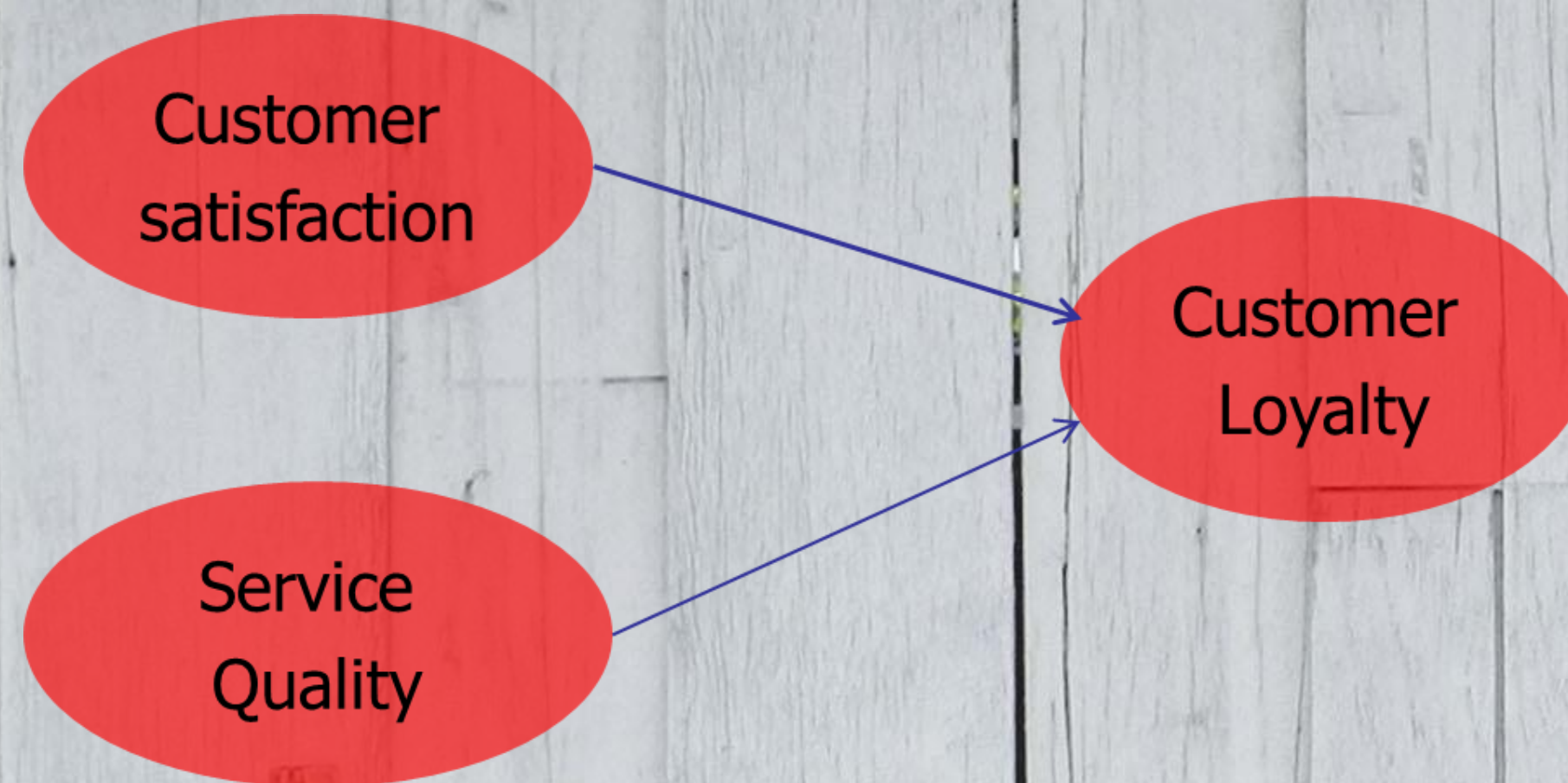
**Satisfaction  
with  
complaint  
handling**







# Examples of conceptual framework







# How to write references?

- Book
- Journal
- Online document







# THANK YOU!

Do You Have Any Questions?

