

WRITTEN TITLE WITH FONT TIMES NEW ROMAN 12 BOLD PRINT (20 WORD MAXIMUM)

**Author^{1*}, Author², etc (Font Times New Roman 11 Bold, should not be abbreviated
and without a title)**

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Received :	Published :
Revised :	DOI : https://doi.org/10.54443/ijerlas.v4i6.2061
Accepted :	Link Publish : https://radjapublika.com/index.php/IJERLAS

Abstract (TNR11)

The abstract serves as a concise summary of your research paper, highlighting the essential components that provide readers with an overview of your work. It should effectively capture the key issues addressed, the primary objectives of the study, the methods utilized, and the significant results achieved. This summary must be written in a single cohesive paragraph, limited to a maximum of 200 words. Ensure to follow the formatting specifications: use Times New Roman font, size 11, with single spacing, and present it in italics. The goal is to engage the reader while succinctly conveying the importance and impact of your findings.

Keywords: a maximum of 5 keywords in the paper and sorted according to the alphabet (TNR 11, single spaced and italicized).

INTRODUCTION (TNR, 12 BOLD)

The introduction includes background on issues or problems, urgency and rationalization of service activities. The activity objectives and problem-solving plans are presented in this section. Relevant literature reviews and analysis of specific situations for service are included in this section. The citation and citation model used in the article is APA Style. (Times New Roman, 12, normal).

LITERATURE REVIEW (TNR, 12 BOLD)

The literature review is a critical component of your research paper, providing a comprehensive overview of existing research and theoretical frameworks related to your topic. This section serves to establish the context of your study by summarizing and synthesizing relevant literature, highlighting key findings, methodologies, and gaps in current knowledge.

In this section, you should:

- Identify and critically evaluate previous studies pertinent to your research question. This includes examining the strengths and weaknesses of earlier work, and how they inform your own research.
- Discuss the theoretical frameworks and concepts that underpin your study, providing insights into how they relate to your research objectives.
- Highlight any controversies, discrepancies, or debates within the existing literature, emphasizing areas where your study contributes new knowledge or perspectives.
- Conclude with a clear statement regarding the gaps in the literature that your research aims to address, setting the stage for your study's significance and intended contributions.

Ensure that the literature review is well-organized, flowing smoothly between topics, and logically leading to your research questions or hypotheses. Proper citations and references are essential to uphold academic integrity and provide credit to original authors.

The method explains the design of activities, how to select the target audience, the materials and tools used, the design of the tools and their performance and productivity, data collection techniques, and data analysis techniques. [Times New Roman, 12, normal].

If there is an image in the content of the paper, then the image is placed after the paragraph that relates/discusses the image with 1 space (10 pt); captioned with Image and Arabic number (bold), followed by the title of the image placed under the image in question, the font size of the image description is 10 pt.



Image: Description

Table captions are placed above the table. The title of the table is written in the middle of the space 1. The table should not be an image. An example can be seen in Table 1. If after the illustration is continued with the writing of the next section, then the distance is 2 spaces.

[illegible]**Table 1.** Example of table description

Variable	Speed (rpm)	Power (kW)
x	10	8.6
y	15	12.4
z	20	15.3

Numbering is written in brackets and right aligned. Leave a space of 1 space with the paragraphs before and after it. Writing the equation in font Times New Roman font Symbol. If there are multiple equations, number the equations. Equation numbers should be sequential, place them on the far right, namely (1), (2), and so on. Use signs to make writing equations more concise. Use italic font for variable.

$$\alpha \beta = \beta \alpha.$$

Notation of written mathematical equations should be included at the end of the article before the Bibliography, and given the unit (SI)

This section presents the results with clear descriptions. Results can be supplemented with tables, graphs (pictures), and/or charts. The discussion section describes the results of processing data or information, interpreting the findings logically, linking them to relevant reference sources, and the implications of the findings. [Times New Roman, 12, normal].

[illegible][illegible]

The conclusion explains what is expected in the Introduction section, as well as conclusions from the Results and Discussion section. Conclusions can also be added to the development plan for the implementation of the future service.

Gerson, RF (2004). *Measuring Customer Satisfaction*. Jakarta: PPM.

Haefner, JE, Deli-Gray, Z., & Rosenbloom, A. (2011), "The importance of brand liking and brand trust in consumer decision making: Insights from Bulgarian and Hungarian consumers during the global economic crisis", *Managing Global Transitions: International Research Journal*, Vol. 9 No.3, pp.249-273.

Hafeez, S., & Hasnu, S. (2010), "Customer satisfaction for cellular phone in Pakistan: A case study of Mobilink", *Business and Economics Research Journal*, Vol.1 No. (3), pp. 35-44.

Hafeez, S. and Muhammad, B. (2012), "The Impact of Service Quality, Customer Satisfaction and Loyalty Programs on Customer's Loyalty: Evidence from Banking Sector of Pakistan", *International Journal of Business and Social Science*, Vol.3 No. 16, pp. 200-209.

Heriyadi, Listiana, E. and Lay, YN (2018). *An Analysis of the Influence of Service Quality, Personal Selling and Complaint Handling and Trust on Customer Retention (Survey of Bank Harda International Savings Customers, Pontianak Branch)*. Volume 7 Number 2.

Kotler.P. (2008). *Marketing Principles 2*. Twelfth Edition. Jakarta: Erlangga.

Bibliography / the main references used in the research are national / international journals and proceedings. All references should be up to date (up to date) with scientific developments and written using APA Style.

- Manuscripts/papers are written in a ready- made DOC format and are ready to print according to the provided template
- The length of the manuscript/paper is about 6–10 pages and typed 1 space



