

THE INFLUENCE OF MARKETING MIX ON CUSTOMER SATISFACTION AND LOYALTY IN PADANG RESTAURANTS IN PEKANBARU CITY

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ABSTRACT (Times New Roman 11, bold) : The abstract is succinct and objective, encompassing the research background, objectives, methodology, findings, conclusions, and recommendations. It should be composed in a single paragraph, using Times New Roman font, size 11, with single line spacing.

Keywords: yyyyyyyyyy

INTRODUCTION (Times New Roman 12, bold)

Manuscripts must be written in clear and proper English (without the use of machine translation). The text should use Times New Roman font, size 12, with 1 line spacing and justified alignment. Margins should be standard, with a maximum word count of 7,000 in .doc format.

The introduction should include the research background or rationale, relevant theories from various sources that establish a solid theoretical foundation, problem statement, and research objectives. It is written as a single chapter without subheadings. The entire article must be presented in essay format, without numerical or alphabetical lists separating chapters/sections or indicating new ones. Therefore, if any part of the content requires numbering or bullet points, it should be written as a continuous

paragraph, like this: (1) one, (2) two, and (3) three.

LITERATURE REVIEW

For every quote from a book, include an in-text citation and list the source in the references section. In-text citations should be formatted as follows: (Author's surname, year: page) or (Author's surname, year) for book references. Citations for online sources should be formatted as: (Surname of the author/editor/organization, year of publication). Avoid quoting indirectly, such as Smith (2000, 45) in Johnson (2015, 30). Instead, quote directly like this: Smith (in Johnson, 2015: 30). Footnotes are only allowed for interviews.

METHODS

The research methodology section in the article should describe the type of research, the subjects and objects of the

study, the timeframe and location of the research, the instruments used, sampling techniques, methods of data collection, and the approach to data analysis.

RESULTS AND DISCUSSION

The research findings outline the key results of the study. The presentation of the results and discussion should be structured systematically, focusing solely on the data/information relevant to the research objectives. The discussion section elaborates on the findings derived from the research. The author should organize, analyze, evaluate, interpret, and compare the results with previous studies.

It is important to ensure consistency throughout the article, from the title to the references. Any tables or figures must be accompanied by sufficient explanations, with clear numbering and titles. The table number and title should be placed above the table, while the figure number and title should appear below the figure. Each table and figure must include a source, written directly below it. Tables should be formatted without vertical lines.

Example of a table:

Tabel 1. Duration of Using Social Media for Business

| No | Kategori | F | % |
|--------|-------------|----|-------|
| 1 | <6 bulan | 4 | 6,4 |
| 2 | 7-9 bulan | 8 | 12,9 |
| 3 | 10-12 bulan | 26 | 42,0 |
| 4 | 13-24 bulan | 13 | 21,0 |
| 5 | >24 bulan | 13 | 17,7 |
| Jumlah | | 62 | 100,0 |

Source: Research Data (2023)

Example of a figure:

Investors had bought up insurance against a stock market slide
Number of put options outstanding on the S&P 500 index (mn)



Figure 1. Stock Market Index

Source: Financial Times (2022)

Avoid using subheadings in the results and discussion sections. All results and discussions should be written in essay format, without using numerical or alphabetical labels to separate sections or mark new sections.

CONCLUSION

The conclusion should directly address the research questions and objectives. It must be written in a single paragraph, not in bullet points, and should avoid statistical language. The conclusion should be followed by a separate paragraph that includes suggestions based on the research findings.

REFERENCES

The bibliography should be arranged in alphabetical order, without numbering, and should not be divided by type of source, such as books, online sources, etc. Authors are required to use reference management tools like Mendeley, EndNote, or Zotero to organize their references. Sources should be from the past 10 years, with at least 80% consisting of primary references (journal articles).

The bibliography should follow the APA citation style, using Times New Roman font size 12, and single-spaced. Below is an example of how to format the bibliography according to these guidelines:

Books:

Smith, J. & Brown, R. (2018). Principles of modern marketing. Boston: Pearson Education.

Electronic (e-book):

Anderson, M. (2020). Advanced geomorphology and remote sensing. Retrieved from <http://ebooks.universitypress.org/product/advanced-geomorphology-remote-sensing/>

Article from website with author:

Williams, D. (2021, March 15). The rise of dual-threat quarterbacks. Retrieved from <http://sportsjournal.com/football/dual-threat-quarterbacks>

<http://www.businessweek.com/articles/forward-or-stay-course>

Article from website without an author:

New technology transforms healthcare systems. (2022, July 20). Retrieved from <http://www.healthnews.com/technology/new-tech-healthcare-systems>

Print Journal:

Taylor, L. (2005). Innovations in teacher education for special needs students. *Journal of Education and Special Needs*, 20(4), 101-110.

Online Journal:

Patterson, H. (2019). Virtual leadership in education: The future of technological learning. *International Journal of Educational Technology*, 55(3), 345-365. DOI: 10.1111/ijet.12345

Interview Report:

Johnson, P. (2020, November 5). Personal Interview.

Encyclopedia:

Smithson, G., & Carter, T. (2016). Historic landmarks. In *Encyclopedia of architectural history* (pp. 200-202). Chicago: History Press.

Printed Newspaper:

Garcia, M. (2010, June 12). Digital tools revolutionize law practice. *The Chicago Tribune*, p. A3.

Online Newspaper:

Garcia, M. (2010, June 12). Digital tools revolutionize law practice. *The Chicago Tribune*. Retrieved from <http://www.chicagotribune.com/news/digital-tools-law>

Printed Magazine:

Doe, J. (2018, July). Should we move forward or stay the course? *Business Week*, 192(10), 25-30.

Online Magazine:

Doe, J. (2018, July). Should we move forward or stay the course? *Business Week*, 192(10). Retrieved from