

**PLEASE MAKE SURE MINIMUM
MANUSCRIPT REQUIREMENT ARE MET**

Title : *Approximately 20 words*
Abstract : *Minimum 100 Words, Maximum 250 Words*
Keyword : *Maximum 5 keywords*
Main : *4000-7000 words including: Introduction, Literature Review, Method, Result, Discussion, Conclusion, Limitation*

**EFEKTIFITAS STRATEGI “TRY BEFORE YOU BUY” DALAM
MENINGKATKAN KEPUTUSAN PEMBELIAN PRODUK FASHION ONLINE DI
KOTA TANGERANG**

[The title no more than 20 words]

JUDUL HARUS SINGKAT, JELAS DAN MENCERMINKAN ISI NASKAH
(*Berbahasa Indonesia, Time New Roman 14, Bold, Center, Huruf Kapital, Spasi 1*)
(*Judul diberikan dalam bahasa Indonesia. Judul harus singkat, jelas dan mencerminkan isi naskah*) (*12 pt Bold Capital*)

Judul dalam bahasa Indonesia atau Inggris, dirumuskan dengan singkat dan jelas, tidak lebih dari 40 karakter; ditulis dengan huruf Times New Roman, ukuran 14, bold, 1 spasi, margin tengah, huruf kapital dan kurang dari 12 kata. Topik diangkat atau merupakan hasil penelitian dengan berbagai metode sesuai tema jurnal pada edisi ini. Nama penulis semua tanpa gelar, ditulis dengan huruf Time New Roman, ukuran 12 pts, bold, margin tengah. Nama lembaga pada baris kedua sesuai urutan lembaga penulis, ditulis dengan huruf Time New Roman, ukuran 10, margin tengah. Alamat email penulis pada baris ketiga. Jika ada penulis kedua dan seterusnya, penulisan identitas sama dengan penulis pertama. Untuk bahasa Inggris tulisan dicetak miring.

Huzatul fadillah

Afiliasi Penulis (12 pt)

Email: *Huzatulfdlh@gmail.com*

Abstract: Penelitian ini dilaksanakan dengan tujuan untuk menganalisis pengaruh strategi (TBYB) terhadap keputusan pembelian, serta untuk mengetahui perbedaan keputusan pembelian antara konsumen dan pengguna TBYB dan non- pengguna pada produk Fashion

Keywords: *We would like to encourage you to list your keywords in this section (5-8 words).*

PENDAHULUAN

What is the purpose of the study? Why are you conducting the study? The main section of an article should start with an introductory section, which provides more details about the paper's purposes, motivation, research methods, and findings. The introduction should be relatively nontechnical, yet clear enough for an informed reader to understand the manuscript's contribution.

KAJIAN PUSTAKA

The literature review represents the theoretical core of an article. In this section, we will discuss the purpose of a literature review. We will also consider how one should go about to find appropriate literature on which to base a literature review and how this information should be managed. Finally, we will answer four questions that first-time researchers often battle with when compiling a literature review.

The literature review represents the theoretical core of an article. In this section, we will discuss the purpose of a literature review. We will also consider how one should go about to find appropriate literature on which to base a literature review and how this information should be managed. Finally, we will answer four questions that first-time researchers often battle with when compiling a literature review.

These questions are: which aspects should I include in a literature review?; how should I go about synthesizing information in a literature review?; how should I structure a literature review? what writing style should I use when compiling a literature review?

The purpose of a literature review is to “look again” (re + view) at what other researchers have done regarding a specific topic (Leedy & Ormrod 2005:70). A literature review is a means to an end, namely to provide background to and serve as motivation for the objectives and hypotheses that guide your own research (Perry et al. 2003:660)

A good literature review does not merely summarise relevant previous research. In the literature review, the researcher critically evaluates, re-organizes and synthesizes the work of others (Leedy & Ormrod, 2005:84). In a sense, compiling a literature review is like making a smoothie or fruit shake: The end product is a condensed mix that differs totally in appearance from the individual ingredients used as inputs. The key to a successful literature review lies in your ability to “digest” information from different sources, critically evaluate it and present your conclusions in a concise, logical and reader-friendly” manner.

First-time researchers often naively believe everything they read or are scared to criticize the work of others. However, academic research is all about critical inquiry! It is, therefore, extremely important that you critically evaluate the material that you read. Do you agree with the arguments and conclusions of other researchers? If you disagree, why? Can you identify contradictory arguments or findings? How could one explain these contradictions? Do the findings of previous studies apply in all contexts or are the findings context-specific? What are the criticisms against the conceptual models or measurement approaches discussed in the literature? Which limitations should be considered when interpreting the results of previous research?

You have to carefully read the most recent available literature to identify specific gaps, inconsistencies and/or controversies that may form the basis of your own research. Always show that you have considered an issue from several angles and that you are aware of the arguments for and against a specific point of view. Many researchers in services marketing, for example, use the SERVQUAL measurement scale without considering existing criticisms against it.

To compile a proper literature review, one has to overcome three specific challenges, namely: finding appropriate literature on a specific topic, managing the information, and presenting a logical, synthesized, and reader-friendly review of the current knowledge relating to a specific topic. Consider the following search strategies: Blackwell Synergy; Proquest Data Basis; EBSCOhost (Business Source Premier and Business Source Premier); Emerald; Taylor and Francis; Infotrac; Wiley Interscience; and others open access journal using Google Scholar. To view information about the "literature review" more fully, please visit the link http://www.btsau.kiev.ua/sites/default/files/scopus/%D0%A1%D1%83%D0%BF%D0%B5%D1%80%20-%20writing_an_academic_journal_article.pdf.

METODE

The methods section describes the steps followed in the execution of the study and also provides a brief justification for the research methods used (Perry et al., 2003:661). It should contain enough

detail to enable the reader to evaluate the appropriateness of your methods and the reliability and validity of your findings. Furthermore, the information should enable experienced researchers to replicate your study (American Psychological Association, 2001:17).

The methodology section typically has the following sub-sections:

- Sampling (description of the target population, research context, and units of analysis; sampling; and respondent profile)
- Data collection

Measures (Alternatively: Measurement)

HASIL

The results section summarizes the data collected for the study in the form of descriptive statistics and also reports the results of relevant inferential statistically analysis (e.g., hypothesis tests) conducted on the data. You need to report the results in sufficient detail so that the reader can see which statistical analyses were conducted and why, and to justify your conclusions. Mention all relevant results, including those that are at odds with the stated hypotheses (American Psychology Association 2001: 20).

There is no fixed recipe for presenting the findings of a study. We will, therefore, first consider general guidelines and then turn our attention to options for reporting descriptive statistics and the results of the hypothesis test.

Laporan Hasil Penelitian

You should present your findings as concisely as possible and still provide enough detail to adequately justify your conclusions, as well as enable the reader to understand exactly what you did in terms of data analysis and why. regression analysis, and factor analysis) in non-technical terms. Figures and Tables (detached from main of the manuscript) often allow one to present findings in a clear and concise manner

You may assume that the reader has a working knowledge of basic statistics (i.e., typically the contents covered in a 1st statistics course). It is, therefore, not necessary to discuss basic statistical procedures in detail. You may, however, have to explain advanced multivariate statistical methods (e.g., repeated measures ANOVA, two- or –way ANOVA, multiple

Example:

Insert Table 1 Here

Insert Figure 1 Here

DISKUSI

In many ways, it is the most important section in an article (Feldman, 2004:4). Because it is the last thing a reader sees, it can have a major impact on the reader's perceptions of the article and the research conducted (Summers 2001:411).

Different authors take different approaches when writing the discussion section. According to Feldman (2004:5), Perry et al. 2003: 658), and Summers 2001: 411412), the discussion section should:

- Restate the study's main purpose
- Reaffirm the importance of the study by restating its main contributions
- Summarize the results in relation to each stated research objective or hypothesis without introducing new material
- Relate the findings to the literature and the results reported by other researchers
- Provide possible explanations for unexpected or non-significant findings
- Discuss the managerial implications of the study
- Highlight the main limitations of the study that could influence its internal and external validity

- Discuss insightful (i.e., non-obvious) directions or opportunities for future research on the topic

The discussion section should not merely restate the findings reported in the result section or report additional findings that have not been discussed earlier in the article. The focus should instead be on highlighting the broader implications of the study's findings and relating these back to previous research. Make sure that the conclusions you reach follow logically from and are substantiated by the evidence presented in your study (Varadarajan 1996: 5).

KESIMPULAN

In this section, the author presents brief conclusions from the results of research with suggestions for advanced researchers or general readers. A conclusion may review the main points of the paper, do not replicate the abstract as the conclusion.

Not only does the author write down the major flaws and limitations of the study, which can reduce the validity of the writing, thus raising questions from the readers (whether, or in what way), the limits in his studies may have affected the results and conclusions. Limitations require critical judgment and interpretation of their impact. The author should provide the answer to the question: is this a problem with error, method, validity, and or otherwise?

Writing an academic article is a challenging but very fulfilling endeavor. Hopefully, the guidelines presented here will enable you to write your first academic article with relative ease. Students, however, often underestimate the time required to produce a “polished” first effort. You cannot write a proper research article in a weekend or even a week. It is, therefore, extremely important to allow yourself enough time –at least three to four weeks—to work on the successive draft.

Penulisan Tabel dan Gambar *Tabel*

Untuk format penulisan Tabel, judul Tabel berada di atas Tabel dan diberi nomor sesuai urutan tabel, seperti contoh di bawah ini:

Tabel 1. Jumlah Sampel Wilayah KTR

Wilayah	Lokasi Penelitian	Kategori Wilayah			Jumlah
		A	B	C	
Pulau Jawa	Prop Jawa Barat	5	4	3	12
Luar Pulau Jawa	Prop Sulawesi Selatan	5	7	5	17
Jumlah		10	11	8	29

Gambar (Level IV)

Untuk format pencantuman Gambar, judul gambar berada di bawah gambar dan diberi nomor sesuai urutan gambar, seperti contoh di bawah ini:



Gambar 2. Indonesian Journal of Educational Review

Judul Gambar dan nomor gambar ditulis dengan huruf Arial, ukuran 10 pts, margin tengah, untuk tulisan Gambar dan nomor tabel ditulis cetak tebal.

Penulisan Judul dan Subjudul

Untuk penulisan Judul dan sub judul diatur dengan *level*/tingkatan sebagai berikut:

- Semua capital, bold, margin tengah, Times New Roman ukuran 14 (contoh penulisan **JUDUL ARTIKEL**)
- Semua capital, bold, rapat kiri, Times New Roman ukuran 14 (Contoh penulisan **subjudul METODE, HASIL, PEMBAHASAN, KESIMPULAN, DAFTAR PUSTAKA**)
- Hanya huruf awal kata yang capital, bold, rapat kiri, Times New Roman ukuran 12 (contoh penulisan **subjudul Penulisan Tabel dan Gambar**)
- Hanya huruf awal yang capital, italic, rapat kiri, Times New Roman ukuran 12 (contoh penulisan **subjudul Tabel**)

DAFTAR PUSTAKA

Each manuscript must include a reference list containing only the quoted work and using the [Mendeley](#), [EndNote](#), or [Zotero](#) tool. Each entry should contain all the data needed for unambiguous identification. With the author-date system, use the following format recommended by APA Citation Style.

A basic reference list entry for a journal article in APA must include:

- Author or authors. The surname is followed by first initials.
- Year of publication of the article (in round brackets).
- Article title.
- Journal title (in *italics*).
- Volume of journal (in *italics*).
- Issue number of journal in round brackets (no italics).
- Page range of article.
- [DOI](#) or URL
- The first line of each citation is left adjusted. Every subsequent line is indented 5-7 spaces.

Daftar pustaka berisi rujukan yang digunakan **hanya** dalam penulisan artikel ini. Format penulisan mengikuti format **APA** sebagai berikut:

- Engeldmore, R., Morgan, A. eds. (1986). *Blackboard Systems*. Reading, Mass.: Addison-Wesley. ← **BUKU**
- Robinson, A.L. (1980). New Ways to Make Microcircuits Smaller. *Science*, 208: 1019-1026. ← **JURNAL ILMIAH**
- Bhavsar, D.S., Saraf, K.B. (2002). Morphology of PbI₂ Crystals Grown by Gel Method. *Crystal Research and Technology*, 37: 51–55 ← **JURNAL ILMIAH**
- Hasling, D.W., Clancey, W.J., Rennels, G.R. (1983). Strategic Explanations in Consultation. *The International Journal of Man-Machine Studies*, 20(1): 3-19. ← **JURNAL ILMIAH**
- Clancey, W.J. (1983). Communication, Simulation, and In-telligent Agents: Implications of Personal Intelligent Machines for Medical Education. In *Proceedings of the Eighth International Joint Conference on Artificial Intelligence*, 556-560. Menlo Park, Calif.:

International Joint Conferences on Artificial Intelligence, Inc.

← **KONFERENSI/PROSIDING**

- Rice, J. (1986). Poligon: A System for Parallel Problem Solving, *Technical Report*, KSL-86-19, Dept. of Computer Science, Stanford Univ. ← **REPORT**
- Clancey, W.J. (1979). Transfer of Rule-Based Expertise through a Tutorial Dialogue. *PhD Dissertation*, Department of Computer Science, Stanford University.
← **TESIS/DISERTASI**
- Ivey, K.C. (2 September 1996). *Citing Internet sources* URL <http://www.eei-alex.com/eye/utw/96aug.html>. ← **WEBSITE**

Standar Penulisan Daftar Pustaka/Referensi berdasarkan **APA Style** : 1. APA -system-Harvard, 2. APA System

Example:

Cohen, J. W. (1988). *Statistical power analysis for behavioural sciences* (2nd ed.), Hilladale, Lawrence Erlbaum Associates, New Jersey.

Creswell, J. W. (1994). *Research design. Qualitative and quantitative approaches*. London: Sage.

Eisenhardt, K.M., & Martin, J.A. (2000). *Dynamic capabilities: What are they? Strategic Management Journal*, 21, 1105–1121.

Ekah, U.J., & Iloke, J. (2022). Performance evaluation of key performance indicators for UMTS Networks in Calabar, Nigeria. *GSC Advanced Research and Reviews*, 10(01), 047–052.

Ezenwakwelu, C. A., Akpan, E. E., & Ogbogu-Asogwa, O. I. (2021). Enabling service innovation through dynamic capabilities: Insight from telecommunication firms. *International Journal of Business and Management Invention*, 10(5), 54-63.

Fincham, J. (2008). Response rates and responsiveness for surveys, standards, and the journal. *American Journal of Pharmaceutical Education (Article 43)*, 72(2), 1-3.