

**Judul Jurnal (Times New Roman, 12, Bold, Left )**

Pristiyono<sup>1</sup>, Yudi Prayoga<sup>2</sup>, Syaiful Zuhri Harahap<sup>3</sup>

*Manajemen, Universitas Labuhanbatu, pristiyo@gmail.com*

*Akuntansi, Universitas Labuhanbatu, yudiprayoga@gmail.com*

*Sistem Informasi, Universitas Labuhanbatu, syaifulzuhriharahap@gmail.com*

**ABSTRACT (Times New Roman, 12, Bold)**

*The abstract contains a brief description about overall article's, problems and research objectives, research methods, research results, conclusions and suggestions. Abstract consists of 200-250 words. (Times New Roman 12, 1 space, italic)*

**Keywords:** *one; two; three (consist of 3-5 words that describe important concepts or variables in the article, to facilitate the searching. Times New Roman 12, italic)*

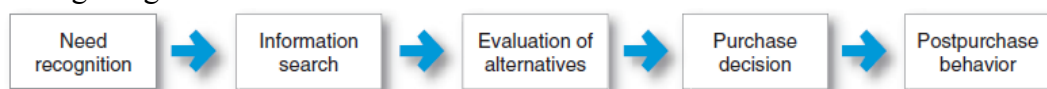
**INTRODUCTION (Times New Roman 12, Bold)**

The introduction consists of (1) the background of the study, (2) the formulation of the research problem, (3) the purpose of the study, (4) the summary of theoretical studies relating to the problem or phenomenon being studied. The introduction is written in Times New Roman 12, 1 Space, with an indentation of 1 cm at the beginning of a new paragraph. Foreign languages are italicized. Writing abbreviations and acronyms is written in parentheses after its actual extension words. After the first writing the new acronym can be written directly without its extension. For example, Customer Relationship Management (CRM).

**LITERATURE REVIEW (Times New Roman 12, 1 space, Bold)**

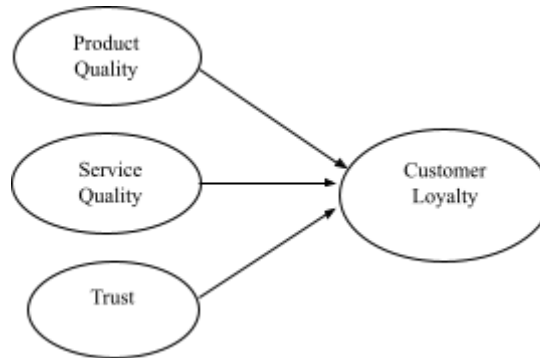
Literature review contains related theories about variables or topics raised in the article. Literature reviews must be containing the results from previous studies related to the research topic. In this section, quantitative research indicators are also used to measure research variables. Literature reviews can also contain research hypotheses, research questions, or propositions. Articles that include figures (charts, pictures, photographs and histograms) must be written in the following format.

Figures in the article must be accompanied by sources, image titles, and sequential image numbers. Writing the figure title is placed below the figure, and the source is written below the figure's title. The source of the image is written in Times New Roman font size 10. The format of the image text wrap is "in line with text". Examples of including images are as follows:



Source: Kotler and Armstrong (2012)

**Gambar 1.** The Five Stage Model of the Consumer Purchase Decision Process



**Gambar 2.** Conceptual Framework of the Antecedents of Customer Loyalty

Articles that include tables must be written in the following format. Tables, written in articles must be accompanied by sources, table titles, and sequential table numbers. Writing the title of the table is placed above the table, and the source is written below the table. The source of the table is written in Times New Roman size 10. The contents of the table are typed in Times New Roman, size 10pt due to the limited space. Writing number in decimals using point (.) not a comma. All tables must be followed by its explanation or description. Table contents number is written in bold. Table border style is like the following example:

**Tabel 1.** Erha Clinic Visitor Data for 3 Years

Month	2013	2014	2015
January	301	413	465
February	268	370	478
March	337	345	441
April	364	348	515
May	348	405	489
June	326	453	466
July	347	446	554
August	361	438	536
Septembe r	352	487	565
October	407	486	543
Novembe r	365	498	574
December	364	473	539
Total	4.14 0	5.16 2	6.16 5

Source: Erha Clinic Malang (2017)

Mathematical equations written in italics with cambria math letters, size 11, and centered. Writing decimal numbers separated by commas (.) and if more than one use

semicolon (;) as separator. Writing explanations of mathematical equations must be in narrative form, not allowed in bullet or numbering form.

For the information, PI is the profitability index, which is the ratio of the activity of the value of the net present value to the present value of net income with the value of investment expenditure over the life of the investment. Net Cash PV is the present value of net cash, and PV Investment is the present value of a company's investment.

#### **RESEARCH METHOD (Times New Roman 12, 1 space, Bold)**

In this section contains the type of research conducted, population and sample research, research locations, data collection methods and data analysis techniques used. If there are figures or tables from the results of the data analysis, then use the provisions that have been explained in the sample figures and tables above.

#### **RESULT AND DISCUSSION (Times New Roman 12, space 1, Bold)**

Please provide the results systematically, concisely, and clearly. Next, compare your findings with various literatures, both of which tend to support or contradict. If there is a contradiction, convey the possible cause based on your analysis accompanied by supporting theories or other relevant research results.

#### **CONCLUSION (Times New Roman 12, 1 space, Bold)**

Based on the discussion you have made, conclude the finding. The conclusion must answer the research objectives in the introduction. Conclusions must contain clearly the results obtained and written in narrative form (not in bullet form).

#### **REFERENCES (Times New Roman 12, 1 space, Bold)**

Please use reference managers like Mendeley, Zotero, or Endnote to manage the citation (manual write doesn't allow), use primary references from journals for a maximum of the last ten years. Use APA Style. The reference must match or synchronize with the citation used in the article. The bibliography is adjusted according to the procedure below and is sorted alphabetically in the APA style (based on the author's last name). Bibliography is written in a hanging format with a distance of 1 cm.