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No	Item of Assesment	Yes	No
1	Length of article: 5000-7000 words (<i>excluding references</i>)	☐	☐
2	Maximum abstract: 250 words	☐	☐
3	Topic of article is related to management	☐	☐
4	Citation model used: APA Style 17 th edition	☐	☐
5	Minimum references: 30 references	☐	☐
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7	Title of article: maximum 15 words	☐	☐
8	International Collaboration of Authorship (with minimum one different countries)	☐	☐
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10	Written in English in good academic writing style (<i>paper should be proofread</i>)	☐	☐

Title (21,5Pt, Bold, Capitalize Each Word)

Author Name^{*1}, Author Name², dan Author Name³ (Cambria 12,5 pt)

Affiliated Institution¹, Affiliated Institution², Affiliated Institution³

Email¹, email², email³

Abstract

Objective – This research aims to examine the influence of green brand image, religiosity, customer satisfaction, and the greenwashing phenomenon on brand loyalty of bottled water consumers.

Design/methodology/approach – Using a quantitative approach, this research uses Partial Least Square (PLS) Structural Equation Modeling (SEM) analysis on 348 respondents. The variables of this research include green brand image, religiosity, customer satisfaction, and greenwashing of brand loyalty.

Findings – Customer satisfaction is the most critical factor in customer loyalty, followed by green brand image and religiosity. However, greenwashing practices can weaken the relationship between religiosity and customer loyalty.

Research limitations/implications – This research was only conducted in Indonesia. As a recommendation, the author suggests further study in the same context of other countries. Researchers also suggest that further research can explore other constructs that can influence the brand loyalty construct.

Practical implications – This study will encourage the bottled water industry to pay more attention to customer satisfaction. Customer satisfaction is essential in mediating the relationship between environmentally friendly brand image and loyalty. Besides that, companies must avoid greenwashing practices, especially in countries with high religiosity, because it can weaken their loyalty to the brand.

Originality/value – This research examines the impact of greenwashing on the relationship between green brand image, religiosity, customer satisfaction, and brand loyalty. Its originality lies in combining greenwashing and religiosity to understand the factors that influence consumer loyalty. This research also provides insight into marketing strategies that are transparent and appropriate to environmental and religious values.

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Author's phone number*:

*Corresponding author

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INTRODUCTION

Your purpose statement is a great starting point. The introduction should outline the aims of your paper, as well as describe why the topic is important and what it contributes to the body of knowledge. You should also provide background to the research project, highlight the structure of the paper, and explain what made you decide to research this topic/write the article.

What is an ideal word count for an introduction?

This will depend on the length of your paper, the discipline you are working in, and the journal you've chosen to submit to. Generally, it's good to be concise – it's important the introduction doesn't overwhelm the rest of your paper. At the same time, you want to give the reader enough information to understand why the work is important – after all, this is your opportunity to convince them to read on.

In general, the introduction presents the background of the chosen theme or title of the article, the significance of the discussion in this article and the systematics of the article in general. Written in 11 Times New Roman font, left and right aligned, single spacing. The introduction to the bibliography is written in one column. B5 paper size with normal margins. For the sake of mutual convenience, the article writing pattern should follow the instructions presented in this template. Articles should be between 5000 and 7000 words in length. This includes all text, for example, the structured abstract, references, all text in tables, and figures and appendices. Please allow 280 words for each figure or table.

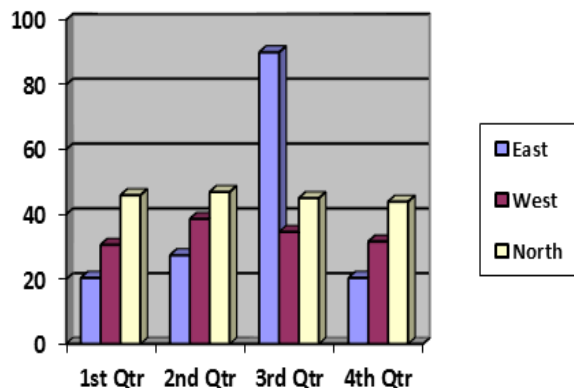
THEORETICAL BACKGROUND AND RESEARCH MODEL

Theoretical background contains a critical review of existing literature that supports the main theme in the discussion of this article. This sub-chapter should be able to conclude that the topic in this article was chosen based on a careful and in-depth literature review. In-text citation refers to the APA pattern (www.apastyle.org). Citations should be written with the help of reference software (Mendeley, End Note, Zotero, etc.). A research model is a framework or structure that helps organize and understand the various aspects of a research topic. Hypotheses are written in each discussion of the influence between variables such as the example below.

H1: Inflation has a negative effect on the Composite Stock Price Index for the 2012-2016 Period

Figures, Tables, and Mathematical Equations

The required images and tables can be displayed between the texts in the center and not exceeding the specified manuscript margins. The number of images and tables listed in the article is a maximum of three each. Each image and table is given a number and title. Please allow 280 words for each figure or table. The image title is placed right below the image with Arabic serial numbers such as example image 2, while the table title is placed right above the table such as example table 1.



Source:

Figure 1. SALES PROJECTION

Tables or images that are estimated to require more space can be presented in portrait form, or presented on a separate page. Tables or images should also not be interrupted on a page and then continued on the next page. Tables or images must be described by stating the table number or image number. Explanations of tables or images should be on the same page as the page where the table or image is presented.

Table 1.
RESPONDENT CHARACTERISTICS

Keterangan	Frekuensi	%
Strata satu	20	21,5
SMU/SMK	37	39,8
SMP	15	17,4
Total	72	100

Source:

If the manuscript contains mathematical equations, these equations should be written using Microsoft Equation Editor or the Math Type add-on (<http://www.mathtype.com>) for equations in your paper (Insert | Object | Create New | Microsoft Equation or Math Type Equation). “Float over text” should not be selected. Mathematical equations should be described by stating the equation number. The explanation of the mathematical equation should be on the same page as the page where the equation is presented.

$$Q^2 = 1 - (\sqrt{1 - R_1^2}) \times (\sqrt{1 - R_2^2}) \dots \dots \dots (1)$$

RESEARCH METHODS

The research method describes the type of research, how to obtain data and analyze data. In the research method, it is not necessary to include the definition of the assumption test used. Focus on telling the main story, stating the main stages of your research, the methods used, the influences that determined your approach, and why you chose particular samples, etc. Additional detail, such as previously published procedures, can be given in appendices.

If you have done empirical research, you need to state your methodology clearly and under a separate heading. It's important that you provide detail – other researchers should be able to reproduce the experiment. If the work is computational or theoretical, then code, computational, or analytical methods must be included.

It is also important to include the equipment and materials used in experiments, along with their sources if there is a risk that the quality of items used may vary.

ANALYSIS AND RESULTS

This section presents the research results and discussion of the research results. Various implications, both theoretical and practical, should be presented here.

DISCUSSION

As with the methodology, focus on the essentials, the main facts and those with wider significance. Don't go into great detail about each statistic in your results.

Again, you want to tell a story and explain it in the most logical order. What are the really significant facts that emerge? For example, findings that further understanding in the field, those that differ from previous findings, and any unexpected results.

Consider presenting key facts in tables or graphs or using images to explain your findings. See your chosen journal's Author Guidelines for information on how these should be formatted, used and displayed. This section on results may include a discussion of the significance of the findings.

CONCLUSIONS

This section presents the research conclusions, research limitations, and future research agendas. The conclusion should summarise the main state of play at point of writing and consider the next steps.

Summarise and conclude, restating the main argument, and presenting key conclusions and recommendations

State how your findings/new framework can be applied in practice

Explain what the implications are for further research

Say to what extent your original questions have been answered

Highlight the limitations of your research

Most journal editors and reviewers are keen on a statement of implications for the practitioner, so this should be included where possible. All research papers should explain the implications of the findings for the research community.

REFERENCE

The writing of the bibliography refers to the APA style (www.apastyle.org), where the writing order is alphabetical. Only references cited or presented in the in-text citation are mentioned in the bibliography. The bibliography should be written with the help of reference software (Mendeley, End Note, Zotero, etc.).

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