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Abstract (Cambria 12)

The abstract should focus on the study's objectives, research methods, findings, and conclusions. It should be a paragraph without citations, acronyms, software names, and statistical numbers. The abstract should not be in mathematical form, pose questions, or make conjectures. It should be between 150 and 250 words in length. (Cambria 11; 1.15 space)

Keywords: Keyword 1; Keyword 2; Keyword 3; Keyword 4; Keyword 5 (alphabetical)

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JEL Classification: M41, M42 (See https://www.aeaweb.org/jel/guide/jel.php)

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INTRODUCTION

In the introduction, the author should explain the background of the phenomenon that caused this research to be carried out, the research gap found, the theory that will be used to close the gap, and the novelty of this study. After that, it is crucial to emphasize the research objectives to be carried out, highlighting their necessity and relevance.

HYPOTHESES DEVELOPMENT

In hypothesis development, the author is expected to explain how the hypothesis is formed based on concepts from previous research and theory. It is crucial to use the latest research results so that the hypothesis formed can close the research gap presented in the introduction. Furthermore, the conceptual framework is developed with an explanation.

METHOD

The methodology section presents a research design consisting of the research methods used, data (both primary and secondary), data collection techniques, data analysis techniques, and the variables' measurement. All information is explained in paragraph form.

RESULTS AND DISCUSSION

Results

In this section, the author must present the statistic descriptive and hypothesis testing results followed by the explanation.

Discussion

In the discussion section, the author must interpret the research results described in the results section. The author must be able to provide arguments regarding the results obtained according to the method used and demonstrate the novelty of the findings (if any). In addition, the author needs to compare and relate to previous studies and show his analytical skills regarding the results obtained.

CONCLUSION

The conclusion should answer research questions, limitations, managerial implications, and theoretical implications. Theoretical implications, in addition to containing gaps to be filled, need to be supplemented with suggestions based on research limitations and rejected hypotheses. It should be a paragraph, not be expressed in statistical sentences, and without citations.

Author contribution: Describe each author's contribution.
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Acknowledgments: Authors may acknowledge a person or organization that helped in many ways.
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REFERENCES

The paper should include at least 50 references, with 80% being within the last ten years. It is important to note that the majority of these references, 80%, should be primary sources derived from national and international research articles. Authors are advised to limit self-citation to a maximum of three articles. The bibliography should adhere to the 7th American Psychological Association (APA) style. When writing the manuscript, it is recommended to use reference applications such as Mendeley, Zotero, RefWorks, and Endnote for scriptwriting and citation.

Example:

Citation:
a. Scientific journals : (Good et al., 2020)
b. Books : (Hair et al., 2019)
c. Report: (BPS, 2023)
d. Webpage: (We Are Social, 2024)
e. Conference: (Kristaung & Pratomo, 2020)

References:

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Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2019). *Multivariate Data Analysis* (8th ed.). Cengage Learning.

Kristaung, R., & Pratomo, L. A. (2020). *The Green Hotel Knowledge Towards Consumer Behavior Intention: Empirical Model Testing*. *151*(ICMAE), 38–40. https://doi.org/10.2991/aebmr.k.200915.010
We Are Social. (2024). *Digital 2024: 5 billion social media users*. https://wearesocial.com/id/blog/2024/01/digital-2024-5-billion-social-media-users/

Notes: The number of the manuscript is between 12 and 24 pages. This text consists of one column.

Example for table and figure:

Table 1
Hypothesis testing

Hypothesis	Estimate	p-value	Decision

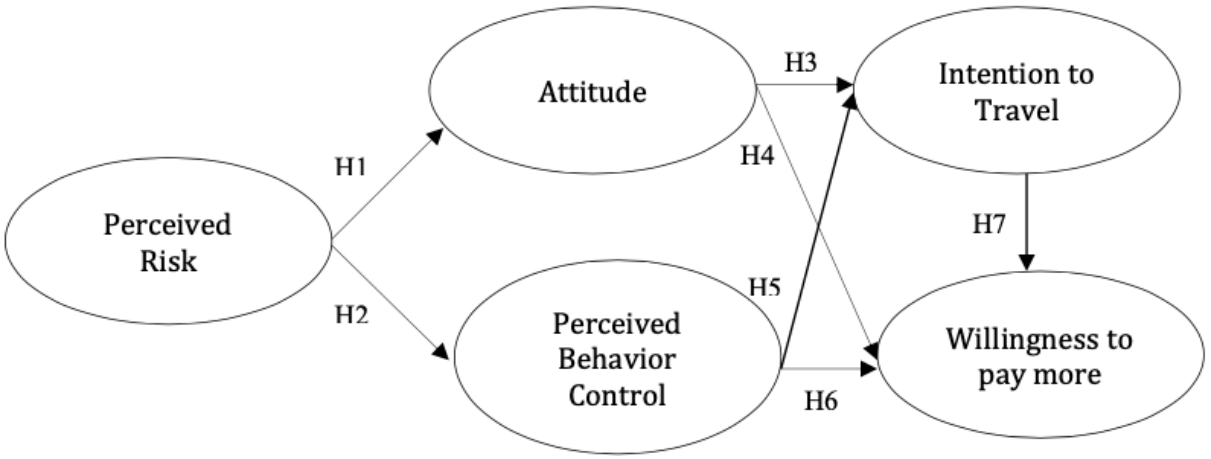


Figure 1
Conceptual framework