



Management and Business Review

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The title should be clear and informative and not more than 14 words (Bold 14-pt)

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Keywords : Keywords consist of 3-6
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Abstract: The abstract is a complete summary and explains the entire content of the article consisting of the background, research objectives, methods used, and research results as well as the significance or benefits of the research. The abstract is written in English and Indonesian, the word count is between 150-200 using Palatino Linotype 10 pt, single-spaced. The author needs to explain the findings, and theoretical and practical implications according to the research results.

Abstrak: abstrak merupakan ringkasan lengkap dan menjelaskan keseluruhan isi artikel yang terdiri dari latar belakang, tujuan penelitian, metode yang digunakan dan hasil penelitian serta signifikansi atau manfaat penelitian. Abstrak ditulis dalam bahasa Inggris dan Indonesia, jumlah kata antara 150-200 dengan menggunakan Palatino Linotype 11 pt, spasi tunggal. Penulis perlu memaparkan temuan, implikasi teoritis dan praktis sesuai hasil penelitian.

Introduction (13pt)

The author explains the background of the research, reviews of previous research, as well as gap analysis from previous studies and research objectives. It is written in Palatino Linotype font, 12-pt size. The important point in this section is that the author should be able to point out the importance and novelty of the research being carried out. The author also needs to clearly convey the research objectives. The literature used is 80% using primary literature originating from national and international journals in the last 10 years. **(12pt)**

The flow of all the ideas are required to be clear, linked, wellcrafted and well developed. It serves as the source of the research question and especially the base or

the hypotheses that respond to the research objective. For quantitative research with hypothesis testing, write your hypothesis in the following format: **(12pt)**

H1: Write the formulated hypothesis

Method (13pt)

The research method must be able to explain in full and in detail the stages of carrying out the research. It contains the research procedures, sampling and data collection techniques, and data analysis methods which are presented briefly and concisely and written in Palatino Linotype font, 12-pt size. **(12pt)**

Result (13pt)

This segment presents the analysis of the related results, theories, and hypotheses (if any) based on the author's reasoning. It can be equipped with tables, pictures and descriptive explanations in a concise and clear manner. Data analysis should be presented briefly and clearly and not be dominated by the presentation of tables. It is written in Palatino Linotype font, 12-pt size. **(12pt)**

The tables should be numbered according to the order in which they are presented (e.g. Table 1. etc.). The table contains row lines only without column lines, the source of the table is written below the table, while the number and title of the table are written above the table. **(12pt)**

Table 1. KMO Test

Variable	KMO	Sig.	Result
Brand awareness	0,599	0,005	Valid
Religious Commitment	0,613	0,000	Valid
Purchase Intention	0,543	0,000	Valid

Source: Data analysis, 2020

The figures should be numbered according to the order in which they are presented (e.g. Figure 1. etc.). The source, number and title of the figure are written below the figure. The figure number and title are written in Palatino Linotype, 12pt, centered.

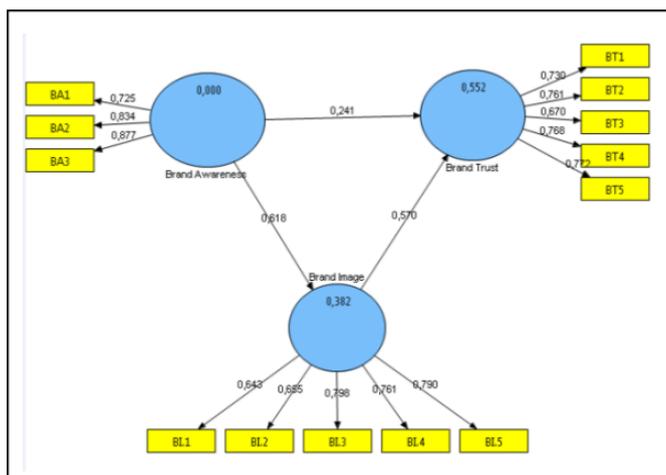


Figure 2. Model Analysis

The equations should be numerically numbered consecutively in parentheses with aligning right margin, and it can use either the same font (Palatino Linotype) or the formula font. **(12pt)**

Discussion (13pt)

In this section, the author discusses the results of research that explain what/how, why and explores novelty or research contributions according to the topics discussed. In the discussion, the author is also obliged to compare the results of the study with the results of other researchers and relevant theories. It is written in Palatino Linotype, 12-pt size. **(12pt)**

Simpulan (13pt)

In the conclusion section, the author presents a summary of the elements presented in the results and a discussion of the research. Conclusion writing is not presented in numerical form but written in paragraphs. In addition, this section contains the author's suggestions for theoretical implications and practical implications for organizations. It is written in Palatino Linotype font, 12-pt size. **(12pt)**

Daftar Pustaka (13pt)

The reference list must be 80% primary sources originating from national and international research articles, and it is best to avoid referring to unpublished bibliography. Writing a bibliography using APA style and preferably using citation software such as Mendeley or Endnote or others whose purpose is to reduce errors in writing bibliography both in the body of the article and in the bibliography. **(12pt)**

APA Style example:

Journal Article

Fisher, R., Maritz, A., & Lobo, A. (2014). Evaluating entrepreneurs' perception of success: Development of a measurement scale. *International Journal of Entrepreneurial Behaviour and Research*, 20(5), 478–492. <https://doi.org/10.1108/IJEER-10-2013-0157>

Kakouris, A. (2016). Exploring entrepreneurial conceptions, beliefs and intentions of Greek graduates. *International Journal of Entrepreneurial Behaviour and Research*, 22(1), 109–132. <https://doi.org/10.1108/IJEER-07-2014-0137>

Proceeding

Din, S. M., Ramli, R., & Bakar, A. A. (2018). A review on trust factors affecting purchase Intention on Instagram. In *2018 IEEE Conference on Application, Information and Network Security (AINS)* (pp. 49–53). IEEE.

Book

Hair Jr, J. F., Black, W. C., Babin, B. J., Anderson, R. E. (2009). *Multivariate Data Analysis*. Upper Saddle River: Prentice Hall.