

Paper Title

(Center, Bold, Cambria 15, Maximum 14 kata, Capitalized Each Word)

Author¹, Author¹, Author^{2*}

(Center, Cambria 10, First name Middle name Last name)

¹Faculty, Study Program, Institution Name, City, Country

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Abstrak

(Center, Bold, Cambria 9)

The abstract is a brief summary of the paper to help the reader quickly ascertain the purpose of the research and fit the research needs. The abstract should be clear and informative, providing a statement for the problem under study as well as its solution. The abstract should be between 90 and 180 words long. Avoid unusual abbreviations and define all symbols used in the abstract. Using keywords related to the research topic is recommended.

Keyword: Service Quality, eWOM, Customer Satisfaction, Brand Equity, Repurchase Intention
(at most 5 words related to the content of the research separated by commas)

1. INTRODUCTION

(Center, Bold, Cambria 12, UPPER CASE)

manuscripts are made into 1 column pages with A4 paper size. For Top Margin 3 cm, Left Margin 2.5 cm, Bottom Margin 1.5 cm, and Right Margin 1.5 cm. Manuscripts are made using Microsoft Word, single spaced, 10 pt Cambria, and no more than 5-6 pages.

Please choose an article title with the fewest possible words needed to adequately describe the content. The introduction should describe the background of the research, the solution offered and comparable related work. If there are citations in the article, **use them** and so **MUST** use the **MENDELEY** citation tool in **APA Style format (minimum number are 10 references)**. Foreign language terms are *italicized*.

It is recommended for authors to use the following article structure: **INTRODUCTION (min 700 words)** – **RESEARCH METHOD (min 500 words)** – **RESULT AND DISCUSSION (min 1800 words)** – **CONCLUSION (min 200 words)**. The maximum article contains **7-10 pages**, if the article exceeds 10 pages after the editing stage, it will be **charge per page**.

2. RESEARCH METHODE

2.1 Research Framework

Contains an explanation of the basic framework in conducting research (**MANDATORY IN THE ARTICLE**) which describes the framework in conducting research, definitions of variables, and analytical methods used in the study, data and sources briefly, application of methods and testing in obtaining research results in accordance with expectations and research description.

If there are figures and tables, they should be presented with table and figure names accompanied by sequential numbers. In the manuscript, table numbers and figure numbers are consecutive as shown in Table 1 and Figure 1

Table 1. Research Respondents by Gender

Gender	Number (people)	Percentages
Male	18	60%
Female	12	40%
Total	30	100%

(Table title centered, no

forbidden to be written as a FIGURE)

vertical line, TABLE is



Figure 1. Cendana Polytechnic Logo (just as an example)



Use high quality for the images used. Formulas use the Formula Editor found in Microsoft Word. The numbering of formulas is made sequentially based on the order of the formulas contained in the article, and the writing is as follows (1).

$$Z = \frac{\frac{r}{1}}{\sqrt{n-1}} \frac{\frac{r}{1}}{\sqrt{n-1}} \quad (1)$$

$$n = \frac{N}{1+Ne^2} \frac{N}{1+Ne^2} \quad (2)$$

$$t = \frac{\frac{xa-xb}{Sp\sqrt{\left(\frac{1}{n_a}\right)+\left(\frac{1}{n_b}\right)}}}{\frac{xa-xb}{Sp\sqrt{\left(\frac{1}{n_a}\right)+\left(\frac{1}{n_b}\right)}}} \quad (3)$$

2.2 Subtitle 2 (Subtitle Cambria 10, Left, After 6 pt)

- a. Use lowercase letters and alphabets for list numbering.
- b. set 5 mm for the left overhang.
- c. If there is more than 1 level of numbering, use numeric numbering for the next list:
 1. Use numbering.
 2. Next

2.1.1. Sub part of Subtitle 2 (Subtitle Cambria 10, Left, After 6 pt)

2.2 Subtitle 3 (Subtitle Cambria 10, Left, After 6 pt)

3. RESULT AND DISCUSSION

This section contains analysis, results and discussion of the research topic, which can be made in advance of the research methodology. This section also represents explanations in the form of explanations, figures, tables and others..

3.1 Subtitle 1

(Subtitle, Cambria 11, Left)

- a. Use lowercase letters and alphabets for list numbering.
- b. set 5 mm for the left overhang.
- c. If there is more than 1 level of numbering, use numeric numbering for the next list:
 1. Use numbering
 2. next

3.1.1 Subtitle 2

(For list numbering use a, b, c and so on)

4. CONCLUSION

In the conclusion section clearly state the advantages of the research results, limitations and possible applications. The conclusion also contains answers to all the problems contained in the research. Contents of the conclusion **not in the form of points**, but in the form of a paragraph (1 paragraph). The number of words in this section is **min 200 words**.

THANK YOU NOTE (Optional)

Thank you to those who have supported the implementation of this research.

REFERENCES

(All references cited in this article **MUST BE IN THE CONTENTS OF THE ARTICLE** and **MUST** use **MENDELEY** reference tool with **APA Style format with a minimum of 80% PRIMARY literature** (journals, proceedings, research reports, patents, standards, historical documents, research books) and 20% **SECONDARY literature** (books, reliable websites) within at least the last 5 years. Number of references at least 10 references

(Delete all additional red and gray information like this in your submission)