RESEARCH

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ABSTRACT

The abstract is a brief summary of the entire article's contents. The abstract is written clearly, concisely and using powerful sentences in a paragraph of 150-200 words. The abstract should be able to help the reader understand the points out the essential parts of the article. It should give a clear general description of the article's contents. Abstract writing consists of four main parts arranged in sequence. The first part explains the primary objectives and research problem(s) discussed. The second part explains basic design of research methods. The third part explains the major findings or results as the results of the analysis. The fourth part outlines the interpretation and conclusions. Abstracts are not allowed to put an extensive background, cite a literature, using abbreviations or unfamiliar terms, include sort statistics, tables, figures or references to those tables/figures. The abstract is not allowed to add information not contained in the original work. The abstract is not for defining a term. The abstract is presented in both Bahasa Indonesia and English.

KEYWORDS *:*

INTRODUCTION

The introduction must be able to explain the rationality of the research, so that it can be justified why this research is important for the field of economics and business [1]. This section must be able to state the gap on which the research is based. The introduction includes the formulation of research problems, research questions, and research benefits. Articles should be A4 (8.5" x 11") pages, double-spaced 1.15, except for long quotations (more than five lines) that are single-spaced and indented. Papers should be concise and written in effective language. Page margins follow the article template available at ejournal.uksw.edu/jeb. The review process is conducted by blind review. As such, authors are not allowed to directly or indirectly identify themselves in the paper. Single authors are not allowed to use the personal pronoun "we". The cover page should contain the title, author's name, affiliated institution, and e-mail address. All pages must be numbered. Numbers in the article are written with letters, unless they are in a table, or used in units and quantities (distances, weights, and measurements), For example: three days, 3 kilometers, 30 years. In the text, the writing of the symbol "%" is made with the word "percent". While in tables and figures, it is still written as a "%" symbol. The title should not exceed 12 words if in Indonesian, and no more than 10 words if in English.

RESEARCH METHODS

This section explains explicitly how the research was conducted. The research methods section should be written effectively, so that the author can get a complete and clear picture of the data, tools and steps taken in order to answer the research question. This section also provides an explanation of the measurement method so that it can be easily replicated. If applicable, the model can be formulated as follows:

$$PS_i=\beta_0+\beta_1 EO_i+\beta_3 SC_i+\varepsilon_1$$

Where PS is pricing strategy; EO is entrepreneurial orientation; SC is social capital; β1, β2 and β3 are estimation parameters; ε is confounding variable; i is the i-th company.

ANALYSIS AND DISCUSSION

The research results directly present the data and results obtained from the research. This section only provides a narrative description of the research results without any interpretation or evaluation.

The discussion section interprets the meaning of the research results, whether they are in line with expectations or not.

CONCLUSIONS, LIMITATIONS AND SUGGESTIONS

This section briefly summarizes the results and discussion of the research. This section also explains the implications of the results, limitations of the research and recommendations for the development of future research.

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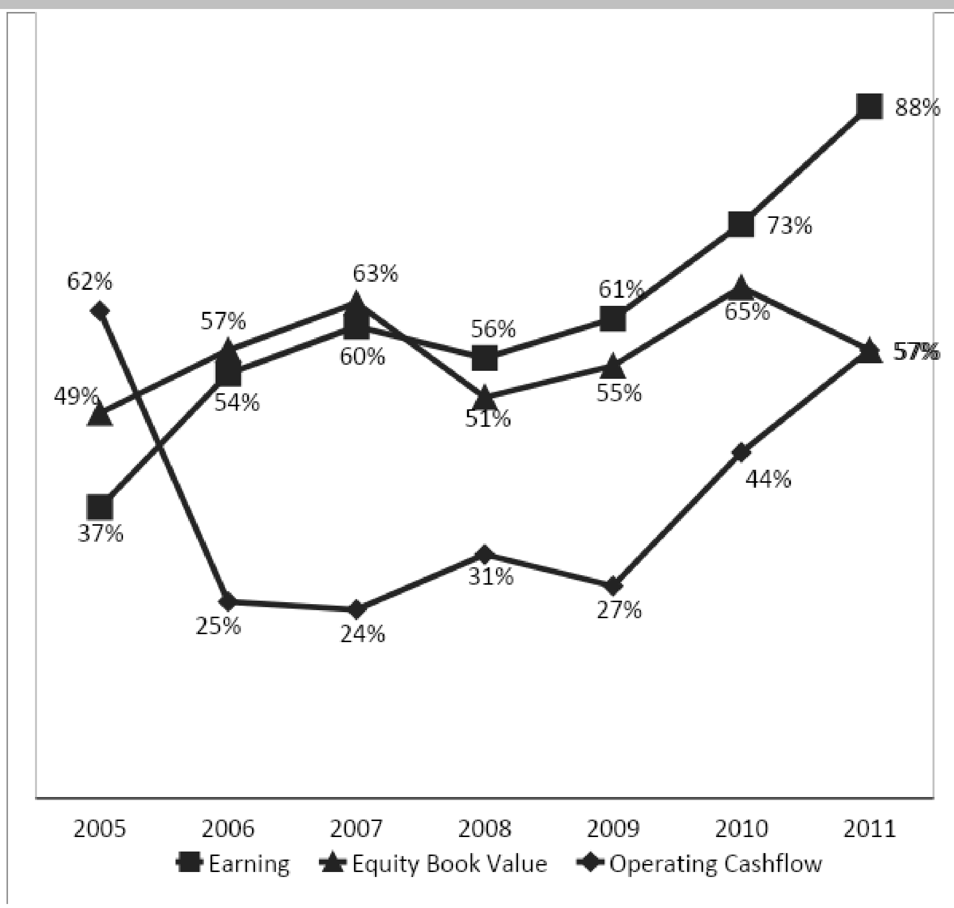
LAMPIRAN

Tabel 1
Ringkasan *output* SPSS atas pengujian uji beda antara VAR dan TVA

	P Value						
	2005	***2006***	***2007***	***2008***	***2009***	***2010***	***2011***
Panel A : VAR							
T +/- 1	*0,511*	*1*	*0,880*	*1*	*0,775*	*1*	*0,892*
T +/- 2	*0,907*	*0,910*	*0,915*	*0,576*	*0,762*	*0,624*	*0,923*
T +/- 3	*0,849*	*0,579*	*0,542*	*0,235*	*0,869*	*0,378*	*0,814*
Panel B : TVA							
T +/- 1	*0,503*	*0,307*	*1*	*0,710*	*0,499*	*0,749*	*0,280*
T +/- 2	*1*	*0,002**	*0,281*	*0,245*	*0,086***	*0,815*	*0,064***
T +/- 3	*1*	*0,000**	*0,082***	*0,090***	*0,072***	*0,338*	*0,015**

**Significant on α = 0,05*
***Significant on α = 0,1*



Sumber: IDX (2012)

Gambar 1
Tren Indikator Keuangan