CV ABID ABADI JAYA
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Judul (Font: Capitalize Each Word Book Antiqua, Bold, size 16) (Judul harus mencerminkan isu dan fokus pengabdian, subyek pengabdian, aksi dan strategi, serta perubahan sosial yang dicapai/diinginkan)

First Author[a,*], Second Author[b], Times New Roman 12pt, after 8pt, Line spacing Exactly

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ABSTRACT

Covers the issues and focus of the community service, its objectives, the methods/approaches/strategies employed, and the outcomes (maximum 150 words). Times New Roman, 9pt. In English.

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INTRODUCTION

In this section, the language of manuscript is English. Manuscript is written in Times New Roman, font pt 12. The introduction should cover 5 subs. Sub 1 outlines a general introduction to the topic. The author must also describe the importance of the topic. General introduction and importance of the topic refer to several sources. Sub 2 outlines some previous research related to the topic. We recommend that you use an updated reference (last 5 years). References are referenced from internationally reputed databases (we prefer). These databases include Sciencedirect (https://www.sciencedirect.com/), Splinger link (https://link.springer.com/), Taylor and Francis (https://tandfonline.com/), Sage Publishing (https://journals.sagepub.com/) etc. In sub-3 outlines the gap (gap analysis) of previous studies. The author must also write the difference between the submitted article and the previous article (previous research). In sub 4, the author must describe the research objectives. Research contributions must also be written in this sub-4. The last sub (5) contains the organization of articles in each section.

Previous research (state of the art) must be in sub 2. The author must write some previous research. From the comparison, the reader knows the gap between the theory or the results of previous research with the current state. Thus, the contribution of the resulting research will be seen. Filling the gap between the results of previous studies and the researchers' findings is 'delta'. Delta shows the contribution of research results to science and technology. So, the writer needs to clearly formulate the research problem to be solved.

To show possible gaps, start by reviewing the latest literature and synthesizing the problem. Acknowledgment of previous research is very important to support the writer's

ideas and arguments. To write a good paragraph, don't cite the library as the first sentence. Express your thoughts or ideas as topic sentences, the first sentence in a paragraph. Plagiarism must be avoided by giving recognition to other people's ideas, opinions or theories, facts, statistics, graphics, pictures and or pieces of information. Recognition is given by citing and writing the source of origin. Although there is no harm in quoting verbatim, citation sentences should be made in a paraphrase. The citations and citations model used in the article is APA 6th Edition by displaying a DOI of the article and URL.

In sub 4, the authors describe the differences of previous research with this study. One example of gap analysis is "several studies have examined methods X, Y, Z. However, research with the K method has never been found." The introduction can end with one or several statements of researchers and end with a statement of research objectives. In addition, describe the contribution of research to the development of science.

In sub 5 (last), the authors describe the organization of the articles presented. Foreign terms in papers are written in italics. The writer is advised to write the organization of his paper systematically. Examples of paper organizations are as follows; Part 1 describes the Introduction. Section 2 outlines the literature review, supporting theoretical framework, relevant studies (Part 2 may or may not exist). Section 3 describes (1) research design; (2) population and sample (research target); (3) data collection techniques and instrument development; (4) and data analysis techniques. Section 4 outlines the Results and Discussion, and conclusions are presented in section 5.

Introduction section comes after the abstract. Introduction section should provide the reader with a brief overview of your topic and the reasons for conducting research. The introduction is a perfect place to set the scene and make a good first impression. Regarding word count, introduction typically occupies 10-15% of your paper, for example, if the total word count of your paper is 3000, then you should aim for an introduction of around 600 words. It is often recommended that the introduction section of the paper is written after finishing the other sections of the paper. This is because it is difficult to figure out what exactly to put in the introduction section of the paper until you have seen the big picture. Sound very confident about your chosen subject area and back up your arguments with appropriate references. After reading the introduction, the reader must have a clear idea of what to expect from the rest of your research paper.

The introduction section of your research paper should include the following:

a) General introduction
b) Problem definition
c) Gaps in the literature
d) Problems solution
e) Study motivation
f) Aims & objectives
g) Significance and advantages of your work

The introduction, should include the literature review which descibe the state of the art of discourse as follows:

Many studies have attempted to propose some factors that affect customer’s satisfaction. Maritn-Consugera, Molina, Esteban, (2007) stated that price is the factor that influence the income or inflow of resources. Therefore, pricing decision is a need in a company that affect to the loyalty of consumer or costumer if the company or the manager understood how the consumer and costumer respond to the price changes (Nazari, Hosseini, Tabatabaie, 2014;

Malik, Ghafoor, Hafiz, 2012). The price defined as what is given up or sacrificed to obtain a product or service (Razak, Nirwanto, Triatmanto, 2016). The price also suggested by Kotler and Armstrong (2012) as the amount of money charged for a product or a service or the sum of the values that customers exchange for the benefits of having or using a product or service.

Furthermore, Razak, Nirwanto, Triatmanto (2016) stated that customer perceived a certain price, which the high-low of the price of a product could significantly affected consumer intention to purchase a product. On the other hand, the price of food in the item menu could greatly influence the customer perception (Razak, Nirwanto, Triatmanto, 2016). Wheather the product is high-cost or low-cost, as long as it meets the consumer expectation, it always came with good perception to the company. Indeed, fairness of price would lead to better perception of the product and the company (Malik, Ghafoor, Hafiz, 2012). According to Hermann, et.al (2007), price fairness was influenced by procedural and distributive consideration. Whereas the fairness of perceived price is playing significant role in decision making in order to balance the consumer price perception (Kaura, Prasad, Sharma, 2015).

On the other hand, promotion has it own role to the product and the successful of selling it (Park & Lennon, 2009). Although, promotion became the last thing thought by the company, it could affect a lot to the price of product, and indeed, to the consumer decision whether to purchase it or not (Honea & Dahl, 2005). Stimulating interest to the brand, creating positive brand attitude, showing how the product could satisfy consumer wants, needs and desire, can be define as promotion goals (Graeff, 1995). The type of promotion could be categorized in form of price-based promotion (Walters & Bommer, 1996) and non-price-based promotion (Parson, 2003).

Rowley (1998) stated that tools of promotion consist of some tools such: advertising, direct marketing, sales promotions, public relations and publicity, personal selling, and sponsorship. Osman, Fah & Foon (2011) stated that promotion is the techniques to attract the consumer or customer to purchase more or to try a product or service. Promotion also can be defined as marketing and communication activities that could change the price-value relationship of product or service that perceived by target (Andreti, et, al., 2013). Furthermore, the tools of promotion for food or cafe is product promotion (Carlson, 2018) such as extra product and extra volume (Smith & Sinha, 2000), sales promotion (Santini, et, al., 2015) such as Card sales (Schultz & Block, 2014), coupons, discount day, price adjustment, and display (Schultz & Peltier, 2013).

However, there have been no previous studies that have conducted research related to customer satisfaction in relation to the use of exploratory factor analysis. .....

METHOD

This section describes the way the research was done. The main materials must be written here: (1) research design; (2) population and samples; (3) sample collection techniques and instrumental development; and (4) data analysis techniques. The specification and type of tools and materials must be written in case the researches have been conducted by using them.

The qualitative research, such as classroom action research, case studies, and so forth, need to mention the researcher attendance, research subject, and participated informants, as well as the methods used to explore the data, research location, research duration, and the description of research results validation.

It is suggested that the authors avoid organizing the article content into the smaller parts than second subheading in this section. However, in case of unavoidable factors, the writing style must follow the "Results and Discussion" section. In this Part, authors should follow the direction:

a) Use Past Tense
b) Justify why each one of your methodological choices is appropriate and scientifically sound.
c) Sampling: target population, research context, units of analysis, respondent demographic and behavioral profile, sampling method (disadvantages for generalizability, target sample size and how to determine, realized sample size, response rate, number of questionnaires and why this is not that.

The methods section that follows the introduction section should provide a clear description of the experimental procedure, and the reasons behind the choice of specific experimental methods. The methods section should be elaborate enough so that the readers can repeat the experimental procedure and reproduce the results. The scientific rigor of the paper is judged by your materials and methods section, so make sure you elaborate on all the fine details of your experiment. Explain the procedures step-by-step by splitting the main section into multiple sub-sections. Order procedures chronologically with subheadings. Use past tense to describe what you did since you are reporting on a completed experiment. The methods section should describe how the research question was answered and explain how the results were analyzed. Clearly explain various statistical methods used for significance testing and the reasons behind the choice.

Here the example to dicover The Respondent's Profile:

Table 1. Respondent's Profile

No	Content	Frequency	Percentage
1	*Gender*		
	Male	115	92.7%
	Female	9	7.3%
2	*Occupation*		
	Student of University	83	67.2%
	Lecturer of University	28	22.1%
	Staff of University	6	5%
	Teacher of Madrasah	3	2.5%
	Other Occupation	4	3.2%
3	*Visitor*		
	Yes	104	83.9%
	Never	20	16.1%
4	*Potential Customer*		
	Regular Customer	20	16.1%
	Probably Regular Customer	28	22.6%
	Irregular Customer	76	61.3%
5	*Visiting Intensity (in a week)*		
	Less than 3 times	110	88.7%
	4 to 6 times	12	9.7%
	More than 7 times	2	1.6%
6	*Age of customer (in yeras)*		

	Bellow 20	13	10.5%
	20-29	95	76.6%
	30-39	14	11.3%
	40-49	2	1.6%
7	*Income (in RM)*		
	Bellow 144	45	36.1%
	145 – 430	44	35.3%
	431 – 718	19	15.1%
	719 or above	16	13.4%

Meanwhile, to running the collected data from the respondent, twentytwo variables are composed based on the theoretical framework. The twenty two variables that allegedly influence the consumer satisfaction in Parklatz café Ponorogo presented on the table 2 below.

Table 2. Variables that allegedly influence the consumer satisfaction

X	Variables
1	Direct marketing
2	Disseminating promotions through electronic media (adevertising)
3	Sales promotion
4	Fairness of food price
5	Suitable price of food with the quality
6	Fairness of beverages price
7	Suitable price of beverages with the quality
8	Product variety
9	Product Favourable
10	Product quality
11	Featured product or brand image
12	Product return services
13	Empathy services of the café employee
14	Responsiveness of the café employee
15	Compliment to costumer from the café staff and employee
16	Free charge of wi-fi services
17	Reliability of the café employee
18	Delivery services of café
19	Promotion satisfaction
20	Price satisfactions
21	Product satisfaction
22	Parklatz café services satisfied the consumer

RESULT AND DISCUSSION

This section is the main part of the research result article in which the "fix" results are served. The data analysis processes, such as statistical computing and hypothesis testing, are not necessary to be served. The materials reported are the analysis results and hypothesis testing results. In addition, tables and graphics are also can be showed to

enunciate the verbal narration. Tables and images must be given a comment or discussion. The details of qualitative research written in some sub-topics which directly related to the focused category.

The discussion of article aims to: (1) answer the problems and research questions; (2) show the ways the findings obtained; (3) interpret the findings; (4) relate the finding results to the settled-knowledge structure; and (5) bring up new theories or modify the exist theories.

Research results must be clearly concluded in answering the research questions. Interpreting the findings should be done by using logics and present theories. The findings in form of facts found in the research fields are integrated to previous researches or present theories. This must be supported by reliable references. In case the researchers bring a new theory, the old theories can be confirmed or rejected, or modify the old theories.

End the Discussion section with a reasoned and justifiable commentary on the importance of your findings. This concluding section may be brief or extensive provided that it is tightly reasoned, self-contained, and not overstated. In this section, you might briefly return to a discussion of why the problem is important (as stated in the introduction); what larger issues, those that transcend the particulars of the subfield, might hinge on the findings; and what propositions are confirmed or disconfirmed by the extrapolation of these findings to such overarching issues.

The results and discussion sections are one of the challenging sections to write. It is important to plan this section carefully as it may contain a large amount of scientific data that needs to be presented in a clear and concise fashion. The purpose of a Results section is to present the key results of your research. Results and discussions can either be combined into one section or organized as separate sections depending on the requirements of the journal to which you are submitting your research paper. Use subsections and subheadings to improve readability and clarity. Number all tables and figures with descriptive titles. Present your results as figures and tables and point the reader to relevant items while discussing the results. This section should highlight significant or interesting findings along with P values for statistical tests. Be sure to include negative results and highlight potential limitations of the paper. You will be criticised by the reviewers if you don't discuss the shortcomings of your research. This often makes up for a great discussion section, so do not be afraid to highlight them.

The results and discussion section of your research paper should include the following:

a) Findings
b) Comparison with prior studies
c) Limitations of your work
d) Casual arguments
e) Speculations
f) Deductive arguments

Here the example of the dicovery of Result in the Tabel:

The examination method of KMO that used to measure sampling adequacy suggested that the sample was factorable where about 0.898, and Bartlett's test of sphericity scored 1980.484 with significant level of 0.000 less than 0.05, which means there are correlations between variables. Table below shows KMO and Bartlett's test.

Table 3. KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.898
Bartlett's Test of Sphericity	**Approx. Chi-Square**	1980.458
	df	231
	Sig.	.000

Table 4. Result of Factor Analysis

Factors	Measurement Items	Factor Loadings
I Product and Customer Services	Empathy	0.825
	Delivery Service	0.761
	Reliability	0.703
	Responsive	0.673
	Brand Image	0.628
	Product Quality	0.612
	Favourable Product	0.609
II Price Satisfaction	Price Satisfaction	0.836
	Drink Price Fairness	0.787
	Food Quality	0.739
	Food Price Fairness	0.730
	Product Satisfaction	0.657
III Promotion	Advertising	0.808
	Sales Promotion	0.763
	Promotion Satisfaction	0.728
	Direct Marketing	0.638
IV Customer Hospitality	Compliment to Customer	0.777
	Free WiFi	0.762

Here the example of the discussion in the article manuscript:

In connection with sum up, from the table 4 shows that product services are the totality of features and characteristics of a product or service that bears on its ability to satisfy given needs, and it aim to gain higher profit from sold product and indeed to insure customer loyalty, build strong barrier against the competitor (Kanovska, 2010). Product and service quality, simultaneously affects the intention of customer to purchase a product, in this case, to purchase product and hangout at parklatz café, service of product and quality directly affects satisfaction and satisfaction directly affects the positive behavioural intentions (Jahanshahi, et, al., 2011).

On the other hand, Price satisfaction is a complex construct consisting of several dimensions, i.e. price-quality ratio, price fairness, price transparency, price reliability and relative price (Matzler, Wurtele & Renzl, 2006). These dimensions constitute the determinants of price satisfaction, and consequently their satisfaction could affect to customer loyalty. Then, promotion is an action-focused marketing event whose purpose is to have a direct impact on the behaviour of the firm's customer in order to purchase the product or services (Blattberg & Bresich, 2012). An effective promotion requires a good understanding of the process Power of persuasion and how this process affects Environmental factors (Alam, Almotairi & Gaadar, 2013).

Finally, the customer hospitality that define as the design of structure of quality and customer services which focusing on location and facilities and directly linked to customer satisfaction and the development of customer loyalty (Kuhn, et, al., 2018). In this case, parklatz café were on of food industry which directly selling the product to the customer or consumer. Which mean, hospitality have had an essential part that contributes to satisfy the physiological needs and dining experiences of the customer or consumer (Kandampully, Zhang & Jaakkola, 2017).

CONCLUSION

This section provides the summary of results and discussion which refers to the research aims. Thus, the new principal ideas, which are essential part of the research findings, are developed. Conclusions should answer the objectives of research. Tells how your work advances the field from the present state of knowledge. Without clear Conclusions, reviewers and readers will find it difficult to judge the work, and whether or not it merits publication in the journal. Do not repeat the Abstract, or just list experimental results. Provide a clear scientific justification for your work, and indicate possible applications and extensions. You should also suggest future experiments and/or point out those that are underway.

The suggestions, which are arranged based on research discussed-findings, are also written in this part. These should be based on practical activities, new theoretical development, and/or advance research.

A research paper should end with a well-constructed conclusion. The conclusion is somewhat similar to the introduction. You restate your aims and objectives and summarize your main findings and evidence for the reader. You can usually do this in one paragraph with three main key points, and one strong take-home message. You should not present any new arguments in your conclusion. You can raise some open questions and set the scene for the next study. This is a good place to register your thoughts about possible future work. Try to explain to your readers what more could be done? What do you think are the next steps to take? What other questions warrant further investigation? Remember, the conclusion is the last part of the essay that your reader will see, so spend some time writing the conclusion so that you can end on a high note.

The conclusion section of your research paper should include the following: (a) Overall summary, (b) suggestion for further research.

ACKNOWLEGMENT *(If Any)*

This section allows you to thank all the people who helped you with the project. Write a thank you to the sponsor for research. Also write a thank you to the person who helped intensely in the research and writing of the article.

REFERENCES

The Style of References using APA 6th Edition by displaying a DOI of the article and its URL.

Examples: APA Style and we suggestion to using Mendeley and minimal 5 references. (Times New Roman, size 10, Spacing: after 6 pt, Line spacing: single).

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