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ABSTRACT

The abstract contains a brief explanation that contains an overview of the contents of the entire writing, consisting of one paragraph (100-200 words). The abstract is written in English with a book antiqua 9pt font, single-space faced. The content of the abstract includes: an introduction (brief description of the problem under study), research objectives, methods used, results/conclusions, and recommendations

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INTRODUCTION

Scientific article manuscripts are written in the book Antiqua, 10 pt, single spaced on A4 sized paper, one column with right-left-top-bottom margins each 1" (one inch/ 2.54 cm). Manuscript length ranges from 10-20 pages (including a bibliography).

The introduction is written to bring the reader to understand the problems that will be discussed in scientific articles in an orderly, clear, and detailed manner. The introduction or background section describes the importance of the research/study or the reasons for selecting the research title. The author can relate it to current issues and complete it with supporting data. The introduction must contain (sequentially) general background, a previous literature review (state of the art) as the basis for the scientific novelty statement of the article, a scientific novelty statement, and research problems or hypotheses. At the end of the introduction, the purpose of the study should be written. The format of a scientific article is not permitted to have a literature review as in a research report but is realized in the form of a state-of-the-art review to show the scientific novelty of the article.

This manuscript is a template, which can be used as a guideline for writing formats. You can write articles directly in this template. The paper size must match the A4 page size, which is 210 mm (8.27") wide and 297 mm (11.69") long

LITERATURE REVIEW

Research variable

This section contains theories or concepts and previous studies that are relevant to the research. The citation writing technique of the theory or concept used is using the APA style, namely by displaying the author's last name and year of publication. Each citation used must be listed in the bibliography. In writing, it is permissible to use tables and figures

METHOD

The method section contains the research design, research subjects, instruments, data collection procedures, and data analysis which are presented in the form of paragraphs. Paragraphs must be regular. All paragraphs must be written using alignment justified, that is justified left and right. All documents must use Times New Roman font. Graphs and tables must be centered. The loading of tables or images must be mentioned in the sentence. The text in the table uses a single spaced or single space. The table name is placed above the table while the image name is placed below the image. Graphics are allowed in color. Use solid coloring that contrasts well for display on a computer screen, as well as for black and white prints, as shown in Fig. 1. Figures are numbered using numbers. Image captions must be in 10 pt regular font. Captions for figures or tables must be explained after the related figures or tables.

Table 1. Statistics Descriptive
Descriptive Statistics

| | N | Minimum | Maximum | Means | std. Deviation |
|-----------------------|-----|---------|---------|---------|----------------|
| Price | 102 | 9.00 | 26.00 | 18.0490 | 4.10355 |
| Service quality | 102 | 14.00 | 30.00 | 23.4902 | 3.67961 |
| Trust | 102 | 11.00 | 28.00 | 21.1667 | 3.59616 |
| Customer satisfaction | 102 | 14.00 | 31.00 | 23.8725 | 3.44022 |
| Valid N (listwise) | 102 | | | | |

Source : Research Results, 2022

RESULT AND DISCUSSION

Results

The results of the research present a description of the research data which describes the minimum value, the maximum value of the research variable with a brief and clear description

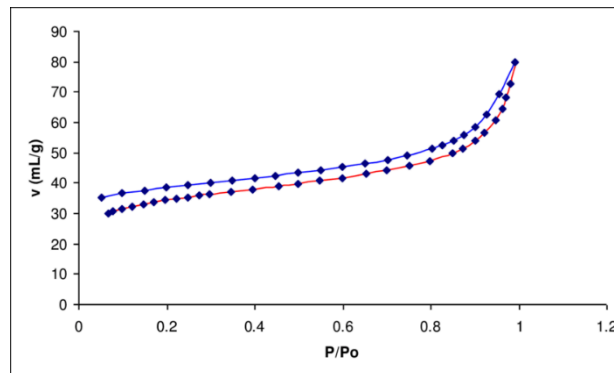


Figure 1 Line Graph Using Contrasting Colors

Data analysis

Data analysis contains a research model that focuses on answering the problem formulation that has been presented in the introduction section. The results section contains research findings obtained from research data and related hypotheses.

Multiple Linear Regression

Table 2 Multiple Linear Regression Test
Coefficients^a

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
|-----------------|-----------------------------|------------|---------------------------|-------|------|-------------------------|-------|
| | B | std. Error | Betas | | | tolerance | VIF |
| 1 (Constant) | 4,609 | 1,770 | | 2,604 | .011 | | |
| Price | .187 | .058 | .223 | 3,211 | .002 | .922 | 1,085 |
| Service quality | .539 | .070 | .576 | 7,660 | .000 | .787 | 1,271 |
| Trust | .153 | .073 | .160 | 2,106 | .038 | .772 | 1,295 |

a. Dependent Variable: CustomerSatisfaction

Source : Research Results, 2022

Based on Table 5 above, results equality multiple linear regression are as follows :

$$\text{Satisfaction Customers} = 4,609 + 0.187 \text{ Price} + 0.539 \text{ Quality Service} + 0.153 \text{ Trust}$$

The equation regression they said has meaning as follows.

1. Constant worth of 4,609 indicates that if not their variable Price (X1), Quality Service (X2) and Trust (X3) = 0 then Satisfaction Customer will be worth 4,609 units.

2. Variable (X1) has a value positive of 0.187 which means that every increased price variable of 1 unit, then the score on Satisfaction Customer will be an increase of 0.187 units with assumptions that the other variables are fixed.
3. Variable Quality Service (X2) is a valuable positive of 0.539 which means that every increase variable Quality Service equal to 1 unit, then score on Satisfaction Customer will rise 0.539 units with assumptions that the other variables are fixed.
4. Variable Trust (X3) is worth positive of 0.153 which means that every increase variable Trust equal to 1 unit, then score on Satisfaction Customer will rise 0.153 units with assumptions that the other variables are fixed

Testing F-Test Hypothesis

Table 3 F-test

ANOVA^a

| Model | Sum of Squares | df | Mean Square | F | Sig. |
|--------------|----------------|-----|-------------|--------|-------------------|
| 1 Regression | 674,134 | 3 | 224,711 | 42,251 | .000 ^b |
| residual | 521,209 | 98 | 5.318 | | |
| Total | 1195.343 | 101 | | | |

a. Dependent Variable: CustomerSatisfaction

b. Predictors: (Constant), Trust, Price, QualityService

Source : Research Results, 2022

The results of the F test_{are} illustrated in table 7 which states F count > F table (42,251 > 2.70), then H1 is accepted, this is because the calculated F value is big from the F table and *the significance* does not exceed 0.05 then can concluded, so it can be concluded that There is influence positive simultaneous between Price, Quality Service and Trust to Satisfaction Customers at PT. Stara Solar Earth

Hipotesis Testing

Tabel 4 Uji-t
Coefficients

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
|-----------------|-----------------------------|------------|---------------------------|-------|------|-------------------------|-------|
| | B | Std. Error | | | | Tolerance | VIF |
| 1 (Constant) | 4.609 | 1.770 | | 2.604 | .011 | | |
| Harga | .187 | .058 | .223 | 3.211 | .002 | .922 | 1,085 |
| Service quality | .539 | .070 | .576 | 7,660 | .000 | .787 | 1,271 |
| Trust | .153 | .073 | .160 | 2.106 | .038 | .772 | 1,295 |

a. Dependent Variable: customer satisfaction

Source: Research Results, 2022

The results of the t-test in this study can be described in table 8 where results testing statistics on the variable X_1 (Price) is obtained t count value = 3. 211, then t-table is with df = 102 levels significance of 5% (0. 05) two-tailed test is 1. 98260. because count > t table (3. 211 > 1. 98422) and significant 0. 002 < 0. 05 then H_0 is rejected and H_1 is accepted, Price is Partially influential, positive and significant to the Satisfaction Cof customers at PT. Stara Solar Earth.

Variable X_2 (Quality Service) is obtained mark t-count = 7. 660, t count > t table (7. 660 > 1. 98422), and significant 0. 000 < 0. 05. then H_0 rejected and H_1 , that is Quality Service in a manner Partial influential positive and significant to Satisfaction Customers at PT. Stara Solar Earth

Variable X_3 (Trust) is obtained mark t-count = 2. 106, t-count > t-table (2. 106 > 1. 98422), and significant 0. 038 < 0. 05. then H_0 rejected and H_1 that is Trust in a manner Partial influential positive and significant to Satisfaction Customers at PT. Stara Solar Earth

Discussion

Contains a discussion of research results that are elaborated to answer research hypotheses by presenting research results related to research findings in the field, expert opinions, and theories related to previous studies that support this research.

CONCLUSION

The closing contains the final conclusions of the research based on data analysis and discussion, the full cover must contain some suggestions and also hopes for further research and reveal new findings from the scope studied

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