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ABSTRACT

An abstract is a concise, self-contained summary of a research article, designed to allow readers to quickly grasp its core content, assess its relevance, and decide whether to read the full document. A well-prepared abstract should be both informative and completely self-explanatory. It must provide a clear statement of the research problem, the study's proposed approach, its main findings, and its major conclusions. It should begin with a brief introduction to the topic, followed by a specific problem statement that identifies the knowledge gap. The abstract must then clearly articulate the research purpose. A concise overview of the research methods used, including the design and analytical techniques, should be included. Finally, it must present the brief research findings by highlighting the most significant results. The entire abstract should be a single, cohesive paragraph with a word count between 150 and 250 words. To adhere to formatting guidelines, it should be in Times New Roman, 11-point, single-spaced, and italicized. References should be avoided. The accompanying keyword list should contain 3 to 5 words arranged in alphabetical order and separated by commas (,), to aid in indexing and searchability.

Keywords: *Academic Quality, … (3-5 words, Times New Roman, Italic, 11)*

INTRODUCTION

[The introduction should be a single, cohesive paragraph or a series of paragraphs, using **Times New Roman 12**, **1.15 line spacing**, and **justified alignment**. The first line of each paragraph must be indented by **1 cm**. A well-structured introduction should guide the reader through the background of your research, the specific problem you are addressing, your research objectives, and the significance of your study. All statements should be supported by references to a wide range of relevant and up-to-date literature. Begin with a broad overview of the research topic and gradually narrow the focus to the specific problem or gap in existing literature. Clearly state the purpose of your study and outline its main research questions or hypotheses. Finally, explain the contribution your research makes to the field.]

BELTEI International School (BIS) is one of Cambodia's major private school networks, providing general education in accordance with the national curriculum as well as supplemental English, Chinese, and IMA (Intelligent Mental Arithmetic) programs. BELTEI International University (BIU), a private college with two campuses, offers bachelor's, master's, and doctorate degrees in 13 faculties and 45 majors (BELTEI Group, 2025).

RESEARCH METHODOLOGY

[The methodology section should be a single, cohesive paragraph formatted in **Times New Roman 12-point font** with **1.15 line spacing** and **justified alignment**. The first line must be indented by **1 cm**. This section provides a comprehensive overview of the research design, detailing the approach used, the research specifications, the types and techniques of data collection, and the methods for data analysis. It serves as a blueprint for the study, allowing readers to understand how the research was conducted and verify the findings.]

This study will use a phenomenological research technique to fully analyze and comprehend the lived experiences of BELTEI IS graduates when they choose a university for further education. Phenomenology, as a qualitative research tradition, is well suited to this inquiry since its fundamental purpose is to characterize the "essence" of a phenomenon as seen by individuals (Greening, 2019). This technique seeks to reveal the meanings, perceptions, and interpretations that participants have regarding their decision-making process when choosing a university, particularly when an institutional tie exists but is not the primary choice.

RESULTS AND DISCUSSION

[This section should be written in one or more cohesive paragraphs, using **Times New Roman 12-point font**, **1.15 line spacing**, and **justified alignment**. The first line of each paragraph must be indented by **1 cm**. The research results

and their discussion should be explained in a scientific, analytical, and critically descriptive manner, linking the findings to relevant theories and literature. If this section contains subsections, the sub-headings must be in **Times New Roman 12-point font** and **bold**.]

[Every table and figure presented in the article must be accompanied by a clear sub-heading, such as **Table 1. Table Title** or **Figure 1. Figure Title**. This sub-heading, along with the source, must use **Times New Roman 11-point font**, **center alignment**, and **1.15 line spacing**. Ensure that all visuals and supporting data are presented neatly and are easy to read.]

Table 1 shows the demographic information for the 80 research participants. The bulk of participants are men (81.3%, 65 persons), with women accounting for 18.8% (15 individuals). The majority graduated lately, between 2023 and 2024 (61.3%, 49 persons). Participants came from several BELTEI IS campuses, with Campus 15 having the most representation (41.3%, 33 persons). These graduates currently attend a wide range of universities, but only 1.3% (1 individual) are enrolled at BELTEI International University 5, with the Institute of Foreign Languages (12.5%, 10 individuals) 6 and the Institute of Technology of Cambodia (8.8%, 7 individuals) 7 among other notable options. These graduates majored in a variety of fields, with Business Administration accounting for 7% (10 persons).

Table 1. Demographic Information

Demographic Information	**Descriptions**	**Frequency**	**Percentage**
Gender	Male	65	81.3%
	Female	15	18.8%
Years of Graduation	2019-2020	22	27.5%
	2021-2022	9	11.3%
	2023-2024	49	61.3%
BELTEI IS Campus	BIS campus 9	22	27.5%
	BIS campus 12	12	15%
	BIS campus 15	33	41.3%
	BIS campus 16	5	6.3%
	BIS campus 17	4	5%
	BIS campus 18	4	5%
Current University	Institute of Technology of Cambodia	7	8.8%

	University of Health Sciences	7	8.8%
	Institute of Foreign Languages	10	12.5%
	American University of Phnom Penh	4	5%
	University of Economic and Finance	7	8.8%
	BELTEI International University	1	1.3%
	National Polytechnic Institute of Cambodia	4	5%
	Norton University	5	3.5%
	International University	4	2.8%
	ACLEDA University of Business	4	2.8%
	American University of Phnom Penh	4	2.8%
	Limkokwing University	4	2.8%
	Western University	5	3.5%
	CamEd Business School	5	3.5%
	SETEC Institution	5	3.5%
	University of Puthisastra	4	2.8%
Major	Electronic and Automatic	7	8.8%
	Doctor	7	8.8%
	Business Administration	10	7%

	BA of English	4	2.8%
	Finance and Banking	7	4.9%
	Accounting	1	0.7%
	Software Engineer	4	2.8%
	Civil Engineering	5	3.5%
	Pharmacy	4	2.8%
	Computer Science	4	2.8%
	Architecture	4	2.8%
	General Management	4	2.8%
	International Relation	5	3.5%
	Artificial Intelligence Engineering and Cybersecurity	5	3.5%
	Civil Aviation	5	3.5%

Source: Processed Data by Researcher (2025)

CONCLUSION

[The conclusion section should be a single, cohesive paragraph, using **Times New Roman 12-point font**, **1.15 line spacing**, and **justified alignment**. The first line of each paragraph must be indented by **1 cm**. This section contains a brief summary of the research conclusions, summarizing the main findings and their implications.]

The research of 80 BELTEI IS graduates demonstrates a gap between the institution and its alumni, with just a tiny fraction deciding to continue their studies at BELTEI IU. Students prefer other colleges because to greater employment opportunities, family recommendations, and reputation. BELTEI IS personnel has minimal impact over students' decisions. Students want a contemporary campus with sophisticated curricula, research opportunities, and fewer class sizes. They also want globalization and a student-centered approach. Financial concerns like as tuition cost and accessibility to housing are also essential. Students see higher education as a long-term investment, with word-of-mouth and firsthand college experiences affecting their decisions.

REFERENCES

[The composition of the bibliography must consist of **80% primary sources**, such as national and international journals, theses, dissertations, and national and international seminar proceedings. Other sources (**20%**) may include books or other reference materials. All references should be to the most pertinent,

up-to-date sources. A minimum of **10 (ten) references** is required, and only references that are cited in the manuscript should be included in the reference list. The use of a reference management tool such as **Mendeley** is recommended for consistency in formatting. All references must be written using the **APA 7th edition format**. Please use a consistent format for references and see examples for guidance.]

Fitri, R. S., & Hafidzah, D. (2024). PENGARUH PERUBAHAN HARGA GABAH TERHADAP KESEJAHTERAAN PETANI DI SUMATERA BARAT. *Inovasi Dan Kreativitas Dalam Ekonomi*, *7*(12), 210–218. https://oaj.jurnalhst.com/index.php/ike/article/view/7680

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