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TITLE MAX 20 WORDS (14pt, BOLD)

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Abstract

The abstract (150–200 words) should be written in English. It must concisely describe the research problem, objectives, methodology, and main findings. The abstract should be typed in single spacing, Times New Roman, 10-point font. The final sentence should emphasize the importance, implications, or overall conclusions of the study (Times New Roman, 10ft, 1 spacing).

Keywords: 3-5 words

How to Cite:



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INTRODUCTION (Times New Roman, 12ft, 1,15 spacing)

The formatting guidelines for the introduction section are as follows. First, the heading "INTRODUCTION" must be left-aligned, written in uppercase, and set in 12-point Times New Roman font, bolded. Second, there should be a single-line space between the "INTRODUCTION" heading and the first paragraph. Third, the text within the paragraphs of this section must be in 12-point Times New Roman font with single-line spacing. Fourth, the beginning of each paragraph must be indented from the left margin. Finally, there should be a single-line space between consecutive paragraphs in this section. The document must use A4

paper size with top, bottom, left, and right margins of 2.5 cm. The total length should be between 10 and 25 pages, including the bibliography.

The introduction section should provide a brief overview of the research problem that serves as the basis for the study, along with a concise summary of relevant prior research. The final part of the introduction should state the research objective(s) briefly, in 1–3 sentences. The research objective(s) may be presented as a narrative (in full sentences) or as a list of points (if there is more than one objective).

LITERATURE REVIEW

Contains the key theories used as a reference for the research (theoretical review), previous studies (empirical review) that explain the relationships between variables, the research conceptual framework, and the formulation of research hypotheses (if any).

METHOD

This section contains a description of the research methodology employed, covering the type of research, research location, sample and sampling techniques, data collection methods, operationalization/measurement of variables, and data analysis techniques. These components may be organized into subsections. Subsection headings should begin on a new line and be formatted in bold, using "Capitalize Each Word" style, in 12-point Times New Roman font. Subsection headings do not require numbering.

RESULT AND DISCUSSION

This section contains the research findings and discussion. The research findings include a description of the data (variables) obtained from the study, followed by the results of statistical testing (if a quantitative approach is used). Statistical test results should be presented only to the extent necessary for the discussion. The discussion section interprets the analysis results in relation to the theories employed and previous research.

Formatting Tables, Figures, and Formulas:

Tables or figures may be used to present research data and findings. The guidelines for formatting tables are as follows: First, each table must be numbered (using a single digit) according to the order in which it appears. Second, the table title must be placed above the table, formatted in 12-point Times New Roman font, bolded, with each word capitalized, and centered. Third, column headings and the content within the table should be in 12-point Times New Roman font (if a table exceeds the width of the article column, the font size may be reduced, down to a minimum of 8 points). An example of how to present a table is provided below.

Table 1. Example of Table Formatting

Hypothesis	Path Coefficient	Probability	Note
PQ (Y ₁) □ COO (X ₁)	0,477	0,031	Significant

BI (Y ₂) □ COO (X ₁)	0,707	0,298	Not Significant
PI (Y ₃) □ PQ (Y ₁)	0,877	0,006	Significant

Source: The source is typed in Times New Roman font size 10.

Presentation of Images

The technique for presenting images/ figure is essentially the same as that used for tables. The difference lies in the placement of the image title and its source reference. The image title is presented below (after) the image, while the source reference is written beneath the image title.

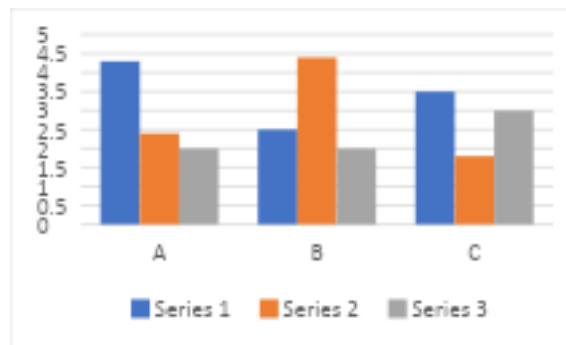


Figure 1. Example of Figure Labeling

Formulas are written using the "equation" feature to present mathematical equations in a math style.

$$f(t) = \int_0^t F(u)du + \frac{dg(t)}{dt}$$

CONCLUSION

This section contains a summary of the conclusions drawn from the research. The explanation of these conclusions must address the research objectives previously outlined in the Introduction. Potential avenues for future research may be included as suggestions for subsequent researchers. Conclusions should be presented as a coherent narrative rather than a numbered list. While the conclusions should provide a comprehensive account of the research findings, they should not merely repeat the content of the abstract.

REFERENCES

This section is the final part of the article. It contains only the references cited within the article; references that are not cited must not be included in this list. The cited references should be from the last 10 years, and there must be a minimum of 15 references. References should be formatted using Mendeley in the APA Fifth Edition style. The font used is Times

New Roman, size 11, with single line spacing and 12 pt spacing after each entry. An example is provided below:

Sources: Journal Article

- Yadav, M. S., & Pavlou, P. A. (2014). Marketing in Computer-Mediated Environments: Research Synthesis and New Directions. *Journal of Marketing*, 78(January), 20-40.
- Sinha, M., Arif, S., Ilyas, M., & Hameed, A. (2013). Student satisfaction and impact of leadership in private universities. *The TQM Journal*, 25(4), 399-416. doi:10.1108/17542731311314881
- Jatmiko, R. D., & Andharini, S. N. (2012). Analisis experiential marketing dan loyalitas pelanggan jasa wisata (studi pada taman rekreasi sengkaling malang). *Jurnal Manajemen dan Kewirausahaan*, 14(2), 128-137.

Source: Book

- Ghozali, I., & Latan, H. (2015). *Partial Least Squares Konsep, teknik dan aplikasi smartpls 3.0 untuk penelitian empiris* (2 ed.). Semarang: Badan Penerbit Universitas Diponegoro Semarang.
- Solomon, M. R., Bamossy, G., & Askegaard, S. (2014). *Consumer behaviour: A European perspective* (5 ed.). Harlow: Pearson Higher Education.

Source: Online Report

- Statistik Daerah Kota Batu 2016* (35790.1607). Retrieved from Badan Pusat Statistik Kota Batu Jawa Timur:
https://batukota.bps.go.id/website/pdf_publicasi/Statistik-Daerah-Kota-Batu-2016.pdf

Source: Online Media

- Salim, M. A. (2016). Kunjungan Wisatawan di Kota Batu Tembus 3,5 Juta Orang. Retrieved from
<http://www.malangtimes.com/baca/8357/20160105/185357/kunjungan-wisatawan-di-kota-batu-tembus-35-juta-orang/>

Source: Thesis

- Wicaksana, D. F. (2011). Analisis pengaruh pembiayaan mudharabah dan Musyarakah terhadap profitabilitas bank syariah di Indonesia. Skripsi Fakultas ekonomi. Universitas Malang.