

Paper Title

(Center, Bold, Cambria 15, Maximum 14 words, Initial Capitalization)

Author¹, Author¹, Author^{2*}

(Center, Cambria 10, First name Middle name Last name)

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Abstract

(Center, Bold, Cambria 9)

The abstract is a concise summary of the paper designed to help readers quickly determine the research objectives and their alignment with their research needs. The abstract must be clear and informative, providing a statement of the problem being studied along with its solution. The abstract should be between 90 and 180 words in length. Avoid uncommon abbreviations and define all symbols used in the abstract. It is recommended to use keywords related to the research topic.

Keywords: Service Quality, eWOM, Customer Satisfaction, Brand Equity, Repeat Purchase
(at most 5 words related to the content of the research separated by commas)

1. INTRODUCTION

(Center, Bold, Cambria 12, UPPER CASE)

The article should be formatted in a single-column layout on A4 paper size. The margins are as follows: Top Margin 3 cm, Left Margin 2.5 cm, Bottom Margin 1.5 cm, and Right Margin 1.5 cm. The manuscript should be prepared using Microsoft Word, single-spaced, in 10 pt Cambria font, and should not exceed 5–6 pages.

Choose the article title using the fewest words necessary to adequately describe the content. The introduction should describe the background of the research, the solutions offered, and related comparable works. If citations are included in the article, it is **MANDATORY** to use the **MENDELEY** citation tool in **APA Style format (with a minimum of 10 references)**. Foreign terms must be italicized.

Authors are encouraged to follow the suggested article structure: **INTRODUCTION (min. 700 words)** – **RESEARCH METHODS (min. 500 words)** – **RESULTS AND DISCUSSION (min. 1800 words)** – **CONCLUSION (min. 200 words)**. The article should be between **7–10 pages** in total. If the article exceeds 10 pages after the editing process, an additional charge will **apply per page**.

2. RESEARCH METHODS

2.1 Research Framework

This section contains an explanation of the fundamental framework for conducting research (**MANDATORY IN THE ARTICLE**). It should illustrate the workflow of the research process, define the variables, and describe the analytical methods used in the study. Additionally, it should provide a brief explanation of the data and its sources, the application of methods, and the testing procedures undertaken to achieve the expected research outcomes and objectives.

If there are figures and tables, they must be presented with titles and accompanied by sequential numbering. In the manuscript, table and figure numbers should be listed consecutively, as demonstrated in Table 1 and Figure 1.

Tabel 1. Research Respondents by Gender Gender

	Number (people)	Percentage
Male	18	60%
Female	12	40%
Total	30	100%

(Table title centered, no vertical line, **No writing TABLE made as a FIGURE**)

Figure 1. Logo of Politeknik Cendana (just as an example)

Use high-quality images in the manuscript. Formulas should be created using the Equation Editor available in Microsoft Word. Formula numbering should be sequential based on the order in which the formulas appear in the article, formatted as (1).

$$Z = \quad (1)$$

$$n = \frac{N}{1 + Ne^2} \quad (2)$$

$$t = \frac{xa - xb}{sp \sqrt{\left(\frac{1}{n_a}\right) + \left(\frac{1}{n_b}\right)}} \quad (3)$$

2.2 Subtitle 2 (Subtitle Cambria 10, Left, After 6 pt)

- a. Use lowercase letters and alphabetical order for list numbering.
- b. Apply a 5 mm indent for the left margin.
- c. If there is more than one level of numbering, use numeric numbering for the next level:
 1. Use numeric numbering.
 2. Next

2.1.1. Subsection Subtitle 2 (Subtitle Cambria 10, Left, After 6 pt)

2.2 Subtitle 3 (Subtitle Cambria 10, Left, After 6 pt)

3. RESULTS AND DISCUSSION

This section contains the analysis, results, and discussion of the research topic, which can be prepared after completing the research methodology. It also includes explanations, figures, tables, and other supporting elements.

3.1 Subtitle 1

(Subtitle, Cambria 11, Left)

- d. Use lowercase letters and alphabetical order for list numbering.
- e. Apply a 5 mm indent for the left margin.
- f. If there is more than one level of numbering, use numeric numbering for the next level:
 3. Use numeric numbering.
 4. Next

3.1.1 Subtitle 2

(For list numbering use a, b, c and soon)

4. CONCLUSION

The conclusion section should clearly state the benefits of the research findings, the limitations, and their potential applications. It should also address all the problems raised in the study. The conclusion must **not be in the form of bullet points** but should be presented in paragraph format (one paragraph). The conclusion section should consist of a **minimum of 200 words**.

ACKNOWLEDGMENTS (Optional)

Gratitude is expressed to all parties who have supported the completion of this research.

REFERENCES

All references cited in this article **MUST be included in the content** and **MUST** use the **MENDELEY reference tool in APA Style format. At least 80%** of the references should be from **PRIMARY** sources (journals, proceedings, research reports, patents, standards, historical documents, research-based books), and up to 20% can be from **SECONDARY** sources (trustworthy books, websites). References must be from the last five years, with a minimum of 10 references.

(Remove all additional red or gray information like this from your submission manuscript)