

**TITLE WRITTEN WITH CAPITAL LETTERS  
FONT TIMES NEW ROMAN 14 THICK PRINT  
(MAXIMUM 12 WORDS)**

**Wahyu Suci Nazia <sup>1)</sup>, Author<sup>2)</sup>est. [Font Times New Roman 12 in Bold and**

<sup>1</sup>Universitas Putra Indonesia YPTK Padang [Font Times New Roman 11]

Corresponding Email: author [1@gmail.com](mailto:1@gmail.com) [Font Times New Roman 10 in link]

**ARTIKEL INFO**

**Sejarah Artikel:**

Diterima 19 Maret 2023

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**KATA KUNCI:**

Harga, Kualitas Pelayanan,  
Brand Image Dan Kepuasan  
Pengguna

Ini Adalah Artikel Terbuka Dibawah

Lisensi Cc By-Sa

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**Abstract.** *The abstract consists of not more than 200 words, describing the phenomenon being studied (one or two sentences, maximum 10 [ten] words), the purpose of study, research methodology, and general findings.*

**Keywords:** *provide 5 esensial/important keywords to easy find article*

**Abstrak.** *Penulisan abstrak sebaiknya memberikan deskripsi secara singkat mengenai konten/isi artikel sehingga pembaca mendapatkan gambaran yang jelas. Abstrak hendaknya dibuat tidak melebihi 200 kata, dan berisikan penjelasan fenomena (1 atau 2 kalimat, maksimal 10 kata), tujuan, sampel, metodologi, dan temuan penelitian secara umum (3-4 kalimat) dan simpulan.*

**Katakunci:** *Sediakan 5 kata kunci yang terpenting untuk memudahkan pencarian terhadap artikel*

## **Introduction (include research objective, theoretical framework, and hypothesis development if available)**

This section describes three main components. First, it describes the phenomenon being studied. Secondly, the author explains the relationship between phenomenon and existing theories (at least one of the journals cited should be less than five years old); and finally describes the purpose of the study. Furthermore this section also contains previous theories, both from primary reference (grand theory) and journal articles (including at least one journal published in the last ten years). This section also discusses arguments on the relationship between the variables being studied and ends with the hypothesis depicting the relationships of the variables (there should be some argument for each hypothesis).

**\*For an exploratory study, this section should consist of previous theories underlying the Research Question. (Please provide strong argument(s) that reference variable(s) or explanation(s) as to why research will fill the gap from the literature.**

## **Research Methodology**

This section consists of approaches taken by the author, whether qualitative or quantitative approach. This section also includes a sample description (respondent/case profile), sampling method, sampling size, error level, data collection method, variable operationalization, and analysis method.

## **Results and Discussion**

This section consists of the results of validity and reliability tests and analysis of the results. Furthermore this section discusses the results of the current study and how they relate to the hypothesis presented. The discussion section also explains possible reasons for why a certain hypothesis is rejected or accepted and how they relate to previous research. Furthermore, the author should show how the current result supports or contradicts previous studies, limitation of the study, and implication of the study (both managerial and scientific implications). This section also discusses the recommendation(s) for future research based on the limitation of the study.

Table 1. Format

No		Jumlah
.	Status Kepemilikan Bank	
1	Bank Milik Pemerintah (BUMN/Persero)	4
2	Bank Milik Swasta Nasional (BUMS)	31
3	Bank Milik Asing (BUMA)	0
4	Bank Milik Campuran (BUMC)	1
	Jumlah	36

Sumber: Bursa Efek Indonesia (2015)

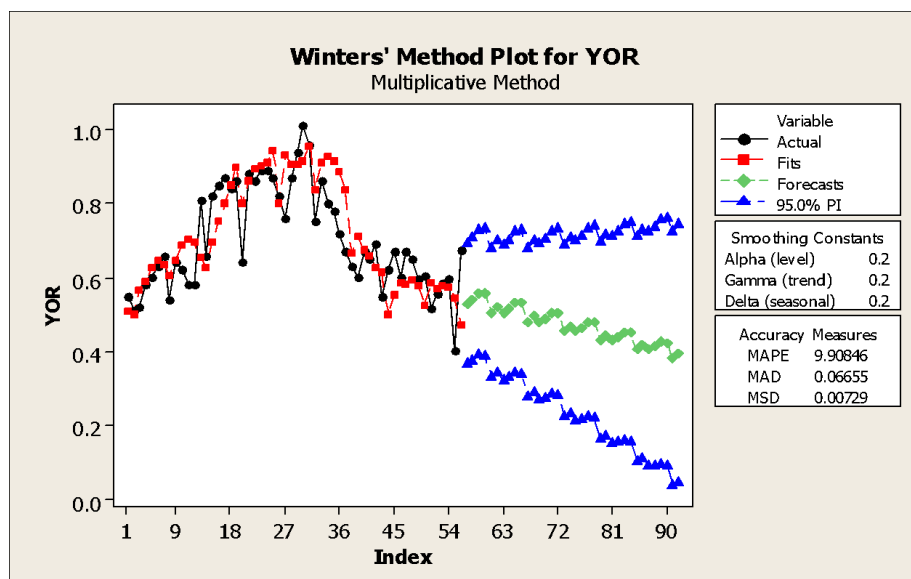


Figure 1. Sample figure

## Conclusion

This section provides a brief explanation of the study and the impact of the study.

## References

This section consists of all references used in the article. The number of references should be no less than 15 references, where the number of journal articles (includes at least one journal article published within the last ten years) should exceed the number of textbooks, and other types of references. Follow the author instructions in the APA style.

## Example:

- Putro, U.S., Hermawan, P., Utomo, D.S., Nuraeni, S., & Ariyanto, K. (2013). Analyzing co-creation process in cluster industry using agent-based simulation case study: cluster industry batik solo. *Jurnal Manajemen Teknologi*, 12 (1), 102-114.
- Hermann, A., Xia, L., Monroe, K.B. & Huber F. (2007). The influence of price fairness on customer satisfaction: an empirical test in the context of automobile purchases. *Journal of Product & Brand Management*, 16(1), 49-58.
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- Malik, S.A., Jaswal, L.H., Malik, S.A. & Awan, T.M. (2013): Measuring service quality perceptions of the customers of restaurant in Pakistan. *International Journal for Quality Research*, 7(2), 187-200.
- Meldarianda, R., & Lisan S, H. (2010). Pengaruh store atmosphere terhadap minat beli konsumen pada resort café atmosphere Bandung. *Jurnal Bisnis dan Ekonomi (JBE)*, 17(2), 97 – 108.
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- Sabir, R.I., Ghafoor, O., Hafeez, I., Akhtar, N., & Rehman, A.U. (2014). Factors affecting customers satisfaction in restaurant industry in Pakistan. *International Review of Management and Business Research*, 3(2):869-876.

## Tables and Figures

Tables and Figures should be numbered separately and sequentially using Arabic numerals. Each Table and Figure should be given an informative title. Tables and Figures should be presented on separate pages at the end of the manuscript. Tables should be submitted as data - .doc, .rtf, Excel file- Tables submitted as image data are not accepted, because they cannot be edited for publication.

Figures that are provided electronically must be in .tif or .gif file extensions. All figures and graphics must also be supplied as good quality originals that allow for clear resolution of the image in its printed application.

## Additional information APA Style:

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Bass, M. A., Enochs, W. K., & DiBrezzo, R. (2002). Comparison of two exercise programs on general well-being of college students. *Psychological Reports*, 91(3), 1195-1201.

## **b) Electronic - with DOI**

Author last name, Author First Initial. Author Second Initial. (Publication Year). Title of article. *Title of Journal. volume(issue)* (if issue numbered), pages. doi: *number*

Stankus, T. (2008, September). Turning meat, poultry, eggs, and dairy products Into nutraceuticals through increasing their conjugated linoleic acid levels, part one: Reviewing the literature of benefits claimed for conjugated linoleic acids in human health. *Journal of Agricultural & Food Information*, 9(3), 229-255. doi:10.1080/10496500802286152

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Author last name, Author First Initial. Author Second Initial. (Publication Year). Title of article. *Title of Journal. volume(issue)* (if issue numbered), pages. Retrieved from (database name or URL).

Turner, L., Hunt, S., DiBrezzo, R., & Jones, C. (2004, June). Design and implementation of an osteoporosis prevention program using the health belief model. *American Journal of Health Studies*, 19(2), 115-121. Retrieved from Academic Search Premier data base.

## **Article in a Popular Magazine**

### **a) Print**

Author last name, Author First Initial. Author Second Initial. (Publication Year, Month Day). Title of article. *Title of Magazine. volume*, pages.

Holloway, M. (2005, August). When extinct isn't. *Scientific American*, 293, 22-23.

### **b) Electronic - without DOI**

[Note: Popular magazines with DOIs are rare.]

Author last name, Author First Initial. Author Second Initial. (Publication Year, Month Day). Title of article. *Title of Magazine. volume*, pages. Retrieved from (database name or URL).

Holloway, M. (2005, August). When extinct isn't. *Scientific American*, 293, 22-23. Retrieved from Academic Search Premier database.

## **Article in a Newspaper**

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Gorman, J. (2005, April 29). Deep in the swamp, an 'extinct' woodpecker lives. *New York Times*, p. A18.

**b) Electronic - without DOI**

[Note: Newspaper articles with DOIs are rare.]

Author Last Name, Author First Name or initials. (Publication Year, Month Day). Title of article. *Title of Newspaper*, p. (single page) pp. (multiple pages). Retrieved from (database name or URL).

Gorman, J. (2005, April 29). Deep in the swamp, an 'extinct' woodpecker lives. *New York Times*, p. A18. Retrieved from Lexis Nexis Academic.

**Review**

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Reviewer Last Name, Reviewer First Initial. Reviewer Second Initial. (Publication year). Title of Review (if separately titled). [Review of the book/motion picture/play *Title of work being reviewed*]. *Journal or Magazine Name*, volume, pages.

Horowitz, M. and J. Krebs. (2005) [Review of the motion picture *Crash*]. *Sound & Vision*, 70(9), 106.

**b) Electronic - with DOI**

Reviewer Last Name, Reviewer First Initial. Reviewer Second Initial. (Publication year). Title of Review (if separately titled). [If needed - add - Review of the book/motion picture/play *Title of Work being reviewed*]. *Journal or Magazine Name*, volume, pages. doi: number

Heinze, J. (1996). The ants revisited. [Review of *Social Evolution in Ants*.] *Nature* 380: 682. doi:10.1038/380682a0

**c) Electronic - without DOI**

Reviewer Last Name, Reviewer First Initial. Reviewer Second Initial. (Publication year). Title of Review (if separately titled). [Review of the book/motion picture/play *Title of Work being reviewed*]. *Journal or Magazine Name*, volume, pages. Retrieved from: [database name or URL].

Atkinson, M. (2005, May 3). [Review of the motion picture *Crash*]. *Village Voice Online*. Retrieved from [http://www.villagevoice.com/film/0518\\_atkinson2,63638,20.html](http://www.villagevoice.com/film/0518_atkinson2,63638,20.html)

**Entire Book**

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Cochran, R. (1996). *Our own sweet sounds: A celebration of popular music in Arkansas*. Fayetteville, AR: University of Arkansas Press.

**(ii) multiple authors or edited work:**

First Author last name, First Author First Initial., First Author Second Initial. & Second Last Name, Second Author First Initial. Second Author Second Initial.(Eds.). (Publication Year). *Title of book*. Place: Publisher.

Donovan, T., Gatewood, W., & Whayne, J. (Eds.). (1995). *The governors of Arkansas*. (2nd ed.). Fayetteville, AR: University of Arkansas Press.

**b) Electronic - with DOI**

Author last name, Author First Initial. Author Second Initial. (Publication Year). *Title of book*. [Electronic version]. doi: *number*

Rhoads, Robert A. & Howard, J.P.F. (1998) *Academic service learning : a pedagogy of action and reflection*. [Electronic version from Wiley Interscience]. doi:10.1002/tl.7300

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Author last name, Author First Initial. Author Second Initial. (Publication Year). *Title of book*. [Electronic version]. Retrieved from (database name or URL).

Paludi, M. A., & Barickman, R. (1991) *Academic and workplace sexual harassment: A resource manual*. [Electronic version]. Retrieved from netLibrary.

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Author last name, Author First Initial. Author Second Initial. (Publication Year). Title of chapter. In Editor First Initial. Editor Second Initial. Editor Last Name (Ed.), *Title of book* (pages of chapter). Place: Publisher.

West, E. (1997) The Exhausted west: a last look at landscape. In J.P. Rhonda (Ed.), *Thomas Jefferson and the changing West: from conquest to conservation* (pp. 240-64). Albuquerque, NM: University of New Mexico Press.

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Author last name, Author First Initial. Author Second Initial. (Publication Year). Title of chapter. In Editor First Initial. Editor Second Initial. Editor Last Name (Ed.), *Title of book* (pages of chapter). [Electronic version]. doi: *number*

Gonzales, K.P., Jovel, J.E., & Stoner, C. (2004) Latinas: The new Latino majority in college. In Anna Ortiz (Ed.), *Addressing the unique needs of Latino American students* (pp. 17-27). doi: 10.1002/ss.113



**c) Electronic - without DOI**

Author last name, Author First Initial. Author Second Initial. (Publication Year). Title of chapter. In Editor First Initial. Editor Second Initial. Editor Last Name (Ed.), *Title of book* (pages of chapter). [Electronic version]. Retrieved from (database name or URL).

Arnold, E. T. (1995) Donald Harington. In J. Giles & W. Giles (Eds.), *Dictionary of literary biography, volume 152: American novelists since World War II, fourth series* (pp. 82-91). [Electronic version]. Retrieved from Gale Literature Resource Center.

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"Ivory-billed woodpecker." (2002). In *The new encyclopædia britannica*. (Vol. 5, p.). 15th ed. Chicago, IL: Encyclopædia Britannica.

**b) Electronic**

Author Last Name, Author First Initial. Author Second Initial. (if there is no author move entry title to first position) (Publication year). Title of article or entry. In *Work title*. Retrieved from (database name or URL).

Ivory-billed woodpecker. (2006). In *Encyclopædia britannica online*. Retrieved from <http://search.eb.com/eb/article-9043081>

**Published Conference Paper**

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Woods, R. B. (2000). The Rhetoric of Dissent: J. William Fulbright, Vietnam, and the Crisis of International Liberalism. In M.J. Medhurst. & H.W. Brands (Eds.), *Presidential rhetoric: Critical reflections on the Cold War linking rhetoric and history, 4th Annual Conference, 1988* (pp. 187-298). College Station, TX: Texas A&M University Press.

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Author last name, Author First Initial. Author Second Initial. (Publication Year). Title of the paper. In Editor First Initial. Editor Second Initial. Editor Last Name (Ed.), *Title of Conference Proceedings* (pp. pages). doi: *number*

Chongqang, W. Daneshmand, M. (2008). On object identification reliability using RFID. In *Third International Conference on Communications and Networking in China, 2008. ChinaCom 2008*. (pp. 768 - 773). doi: 10.1109/CHINACOM.2008.4685137



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United States. Executive Office of the President. (2006). *The Federal response to Hurricane Katrina: Lessons learned*. (PREX 1.2:K 15). Washington DC: GPO.

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United States. Congress. House. Committee on Energy and Commerce. (2007). *Renewable fuels infrastructure*. (H. Rpt. 110-306, pt. 1, Y1.1/8:110306/PT.1.). Retrieved from: <http://purl.access.gpo.gov/GPO/LPS85462>

**ERIC Document**

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Salmani-Nodoushan, M. A., & Alavi, S. M. (2004). *APA style and research report writing*. Tehran: Zabamladeh Publications. (ERIC Document Reproduction Service No. ED490068).

**b) Electronic**

Author last name, Author First Initial. Author Second Initial. (Publication Year). *Title of the document*. Retrieved from: ERIC database (ED1234567).

Salmani-Nodoushan, M. A., & Alavi, S. M. (2004). *APA style and research report writing*. Retrieved from ERIC database (ED490068).

**Unpublished Thesis or Dissertation**

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Author last name, Author First Initial. Author Second Initial. (Publication Year). Title of thesis. (Unpublished doctoral dissertation / Unpublished master's thesis). University Name, Location.

Linn, J.A. (2003). Active or avoidant: Two methods of resisting persuasion. (Unpublished doctoral dissertation). University of Arkansas, Fayetteville, AR.

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Author last name, Author First Initial. Author Second Initial. (Publication Year). Title of thesis. (Doctoral dissertation / master's thesis). Available from: (database name or url). (*If available from ProQuest: UMI No. 12-12345*)

Linn, J.A. (2003). Active or avoidant: Two methods of resisting persuasion. (Doctoral dissertation). University of Arkansas, Fayetteville. Available from ProQuest Dissertations and Theses database. (UMI No. 31-2381)

**Web Page****Electronic**

Page Author Last Name, Page Author First Initial. Page Author Second Initial. *Page title* [nature of work - web site, blog, forum posting, etc.]. (Publication Year). Retrieved from (URL)

Sabo, G., et al. *Rock art in Arkansas* [Web site]. (2001). Retrieved from <http://rockart.uark.edu/>