



Type The Paper Title, Capitalize First Letter (17pt)

First Author ^{a,1,*}, Second Author ^{b,2}, Third Author ^{c,3} (11pt)

^a First Affiliation, Country (7pt)

^b Second Affiliation, Country (7pt)

^c Third Affiliation, Country (7pt)

¹ First Author Email*; ² Second Author Email; ³ Third Author Email (7pt)

* corresponding author

INFO ARTIKEL

Progress
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Keywords

ABSTRACT

The following is the new author guidelines and article templates of Equilibrium Journal published by Faculty of Economics and Business Universitas Wijaya Kusuma Surabaya. The Article should be started with the Title of Article followed by Author/s' Name/s and Affiliation and email address. This abstract must be typed in Times New Roman font, Italic, 11 pt with total number of words 200-250, using 25 mm left margin, 30 mm top margin, and 20 mm right and bottom margins. The abstract should only be typed in one paragraph and one-column format. The single spacing should be used between lines in this abstract and body text. If the article is written in Indonesian, the abstract must be in English and in Indonesian. If the article is written in English, the abstract only in English. The abstract should be typed as concise as possible and should be composed of: problem statement, research methodology, scientific findings, and brief conclusion.

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1. Introduction (*Heading 1*) (bold, 12 pt)

The introduction must contain a general background, a review of previous literature or state of the art as a basis for a statement of the scientific novelty of the article, a statement of scientific novelty, and a research problem or hypothesis. At the end of the introduction, the formulation of the problem of the article study must be written in sequence.

Subtitles are written in bold letters in Title Case format and aligned left aligned without underlining. Sub-titles are written in bold letters in Sentence Case format and arranged left aligned and using a level two numbering format.

Manuscripts can be written in Indonesian or English with a word count of at least 5,000 words including figures and tables. Manuscripts must be written according to the template. Articles must be written in A4 size (210 x 297 cm) and with a left margin of 2.5 cm, right margin of 2 cm, bottom margin of 2.5 cm and top margin of 3 cm. Manuscripts must be written in Times New

Roman font with a font size of 11 pt (except the article title, author's name, and abstract title), single spaced, and in one column format.

Kata-kata atau istilah asing digunakan huruf miring (*Italic*). Sebaiknya hindari penggunaan istilah asing untuk artikel berbahasa Indonesia. Antar paragraf tidak diberi spasi antara.

2. Literature Review (bold, 12 pt)

Di dalam format artikel ilmiah tinjauan pustaka diwujudkan dalam bentuk kajian literatur terdahulu dan *state of the art* untuk menunjukkan kebaharuan ilmiah artikel tersebut.

2.1. Selecting a Template (Heading 2)

First, confirm that you have the correct template for your paper size. This template has been adapted for output on A4 paper size.

2.2. Specification

Templates are used to format your articles and style your article text. All margins, column widths, line spacing, and text fonts are specified; please don't change it. You may find oddities. For example, the head margin in this template is proportionally larger than usual. Please do not change anything in this template.

3. Research Methods (bold, 12 pt)

Research methods contain the type of research, definition and measurement of variables, data collection procedures, and analysis techniques if the research is the result of research. If the scientific work is a conceptual study, the systematics are adjusted accordingly. Finally, complete content and organizational editing before formatting. Please take note of the following items when proofreading spelling and grammar:

3.1. Abbreviations and Acronyms

Define abbreviations and acronyms the first time they are used in the text, even after they have been defined in the abstract. Do not use abbreviations in titles or headers unless unavoidable.

3.2. Units

Use zero before the decimal. Using Indonesian sizes. Use a comma (,) instead of a period (.).

3.3. Equation

These equations are exceptions to the specifications specified in this template. You need to determine whether your equation should be typed using Times New Roman or Symbol font (please do not use any other font). To create nested equations, it may be necessary to treat the equations as graphs and insert them into the text after your paper is organized.

Sequential equations of numbers. The equation number, in parentheses, should be positioned flush to the right, as in (1), using the tab stop on the right. To make your equations more concise, you can use the solidus (/), exp function, or appropriate exponents. Italicizes Roman symbols for quantities and variables, but not Greek symbols. Use a long hyphen, not a hyphen, for the minus sign. Punctuate equations with commas or periods if the equation is part of a sentence, as in

$$a \otimes b \bullet \blacksquare$$



Note that the equation is centered using the center tab stop. Make sure the symbols in your equation are defined before or immediately after the equation. Use "(1)" instead of "Eq. (1)" or "equation (1)", except at the beginning of the sentence: "Equation (1) is..."

4. Result and Discussion (bold, 12 pt)

The discussion contains research results and scientific discussion. The discussion contains research results and scientific discussion. Apart from that, it must also explain the comparison with the results of other researchers on almost the same topic and supporting theories. Research results and findings must be able to answer the research problem formulation in the introduction.

4.1. Table and Figure

Positioning Images and Tables: Place images and tables at the top and bottom of the column. Avoid placing it in the middle of a column. Large images and tables can be spread across both columns. Image captions should be below the image; The table header will appear above the table. Insert figures and tables after they are cited in the text. Use the text Figure 1 or Table 1.

Table 1. Table Title

Variable	Description		
	Mean	Median	Sig
X			

Source:



Figure 1. Figure Title

Table and Figure Labels: Use 10 point Times New Roman for Table Titles and Figure Titles. Use words, not symbols or abbreviations. For example, write "Chi Square" instead of just the notation "R2". If you include units on the label, display them in parentheses.

5. Closing (bold, 12 pt)

Providing a statement that what is expected as stated in the "Introduction" chapter can ultimately result in the "Results and Discussion" chapter, so that there is conformity. Apart from that, prospects for developing research results and prospects for applying further research to the next stage can also be added (based on the results and discussion).

5.1. Conclusion

The conclusion describes the answer to the scientific problem formulation obtained. The conclusion does not contain a repetition of the results and discussion, but rather a summary of the research results as expected.

5.2. Research Limitations

Contains things that are limitations in research which then become recommendations or ideas for further research.

References

All references referred to in the text of the article must be listed in the Bibliography section. The bibliography must contain book sources or previous research and other reliable sources that are relevant to the content of the article. Writing a reference system in the article text and writing a bibliography should use a reference management application program, for example: Mendeley, End Note, or Zotero, or others. Writing references uses the Harvard Style model.

- Banerjee, S., & Saha, S. (2012). Impulse Buying Behaviour in Retail Stores-Triggering The Senses. *Asia Pacific Journal of Marketing & Management Review*, 1(2): 1-21.
- Glaser, B. G. & Strauss, A. L. (2009). *The Discovery of Grounded Theory: Strategies for Qualitative Research*. New Jersey: Transaction Publishers.
- Hausman, A. (2006). A Multi-method Investigation of Consumer Motivations in Impulse Buying Behaviour. *Journal of Consumer Marketing*, 17(5), 403-419.
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