

**Manuscript title; written in English; font Palatino Type; size12; one space;
center alignment; attract readers and convey main findings of research**

Author name¹, Author name^{2*}, Author name³

¹ Affiliations, ²Affiliations, ³Affiliations

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Written in Bahasa. Choosing appropriate keywords is important, because these are used for indexing purposes. Please select a maximum of 5 words to enable your manuscript to be more easily identified and cited.

ABSTRACT

Written in English; concise and factual and is able to stand alone as a unit of information; describes the major points of the research, includes the background, purpose and focus of research, methods used, finding or results and conclusions of the full-length paper. Keep provides logical connections (or transitions) between the information included. Finish up with a final sentence that includes what you most want the reader to be thinking about as they move on to reading the paper. Typed with one space and the length of article between 100 - 150 words. If possible, avoid containing no information not included in the paper, trade names, acronyms, abbreviations, or symbols.

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* Corresponding author: e-mail: author@gmail.com

INTRODUCTION

The purpose of this section is to stimulate the reader's interest and to provide pertinent background information necessary to understand the rest of the paper. You must summarize the problem to be addressed, give background on the subject, discuss previous research on the topic, and explain *exactly* what the paper will address, why, and how. A good thing to avoid is making your introduction into a minireview. There is a huge amount of literature out there, but as a scientist you should be able to pick out the things that are most relevant to your work and explain why. This shows an editor/reviewer/reader that you really understand your area of research and that you can get straight to the most important issues.

Keep your introduction to be very concise, well structured, and inclusive of all the information needed to follow the development of your findings. Do not over-burden the reader by making the introduction too long. Get to the key parts other paper sooner rather than later.

LITERATURE REVIEW

This section represents the theoretical core of an article. In this section, we will discuss the purpose of a literature review. We will also consider how one should go about to find appropriate literature on which to base a literature review and how this information should be managed. Finally, we will answer four questions that first-time researchers often battle with when compiling a literature review. These questions are: which aspects should I include in a literature review?; how should I go about synthesizing information in a literature review?; how should I structure a literature review? what writing style should I use when compiling a literature review?

A good literature review does not merely summarise relevant previous research. In the literature review, the researcher critically evaluates, re-organizes and synthesizes the work of others (Leedy & Ormrod, 2005:84). In a sense, compiling a literature review is like making a smoothie or fruit shake: The end product is a condensed mix that differs totally in appearance from the individual ingredients used as inputs. The key to a successful literature review lies in your ability to “digest” information from different sources, critically evaluate it and present your conclusions in a concise, logical and reader-friendly” manner.

First-time researchers often naively believe everything they read or are scared to criticize the work of others. However, academic research is all about critical inquiry! It is, therefore, extremely important that you critically evaluate the material that you read. Do you agree with the arguments and conclusions of other researchers? If you disagree, why? Can you identify contradictory arguments or findings? How could one explain these contradictions? Do the findings of previous studies apply in all contexts or are the findings context-specific? What are the criticisms against the conceptual models or measurement approaches discussed in the literature? Which limitations should be considered when interpreting the results of previous research?

You have to carefully read the most recent available literature to identify specific gaps, inconsistencies and/or controversies that may form the basis of your own research. Always show that you have considered an issue from several angles and that you are aware of the arguments for and against a specific point of view. Many researchers in services marketing, for example, use the SERVQUAL measurement scale without considering existing criticisms against it.

To compile a proper literature review, one has to overcome three specific challenges, namely: finding appropriate literature on a specific topic, managing the information, and presenting a logical, synthesized, and reader-friendly review of the current knowledge relating to a specific topic.

METHOD

In this section, you explain *clearly* how you conducted your research order to: (1) enable readers to evaluate the work performed and (2) permit others to replicate your research. You must describe exactly what you did: what and how experiments were run, what, how much, how often, where, when, and why equipment and materials were used. The main consideration is to ensure that enough detail is provided to verify your findings and to enable the replication of the research. You should maintain a balance between brevity (you cannot describe every technical issue) and completeness (you need to give adequate detail so that readers know what happened).

Tips:

1. Define the population and the methods of sampling;
2. Describe the instrumentation;
3. Describe the procedures and if relevant, the time frame;
4. Describe the analysis plan;
5. Describe any approaches to ensure validity and reliability;
6. State any assumptions;
7. Describe statistical tests and the comparisons made; ordinary statistical methods should be used without comment; advanced or unusual methods may require a literature citation, and;
8. Describe the scope and/or limitations of the methodology you used.

In the *social* and behavioral sciences, it is important to always provide sufficient information to allow other researchers to adopt or replicate your methodology. This information is particularly important when a new method has been developed or an innovative use of an existing method is utilized. Last, please avoid to make a sub section in Methods.

HASIL DAN PEMBAHASAN/ RESULT AND DISCUSSION

The purpose of this section is to state your findings and make a interpretations and/or opinions, *explain* the implications of your findings, and make suggestions for future research. Its main function is to answer the questions posed in the Introduction, explain how the results support the answers and, how the answers fit in with existing knowledge on the topic. The Discussion is considered the heart of the paper and usually requires several writing attempts.

The discussion will always connect to the introduction by way of the research questions or hypotheses you posed and the literature you reviewed, but it does not simply repeat or rearrange the introduction; the discussion should always explain how your study has moved the reader's understanding of the research problem forward from where you left them at the end of the introduction.

To make your message clear, the discussion should be kept as short as possible while clearly and fully stating, supporting, explaining, and defending your answers and discussing other important and directly relevant issues. Care must be taken to provides commentary and not a reiteration of the results. Side issues should not be included, as these tend to obscure the message.

Tips:

1. State the Major Findings of the Study;
2. Explain the Meaning of the Findings and Why the Findings Are Important;
3. Support the answers with the results. Explain how your results relate to expectations and to the literature, clearly stating why they are acceptable and how they are consistent or fit in with previously published knowledge on the topic;
4. Relate the Findings to Those of Similar Studies;
5. Consider Alternative Explanations of the Findings;
6. State the Clinical Relevance of the Findings;
7. Acknowledge the Study's Limitations, and;
8. Make Suggestions for Further Research.

It is easy to inflate the interpretation of the results. Be careful that your interpretation of the results does not go beyond what is supported by the data. The data are the data: nothing more, nothing less. Please avoid and make over interpretation of the results, unwarranted speculation, inflating the importance of the findings, tangential issues or over-emphasize the impact of your research.

Work with Graphic:

Figures and tables are the most effective way to present results. Captions should be able to stand alone, such that the figures and tables are understandable without the need to read the entire manuscript. Besides that, the data represented should be easy to interpret.

Tips:

1. The graphic should be simple, but informative;
2. The use of color is encouraged;
3. The graphic should uphold the standards of a scholarly, professional publication;
4. The graphic must be entirely original, unpublished artwork created by one of the co-authors;
5. The graphic should not include a photograph, drawing, or caricature of any person, living or deceased;
6. Do not include postage stamps or currency from any country, or trademarked items (company logos, images, and products), and;
7. Avoid choosing a graphic that already appears within the text of the manuscript.

Look the example below:

Tabel X. Title of Table			
Model	Unstandardized Coefficient		T
	B	Std.Error	

1 (Constant)	6.089	2.784	2.187	.031
<i>Sense</i>	.060	.056	1.060	.292
<i>Feel</i>	.047	.084	.559	.578
<i>Think</i>	.048	.056	.845	.401
<i>Act</i>	.424	.197	2.149	.034
<i>Relate</i>	.086	.121	.714	.477

Source: Name (Year)

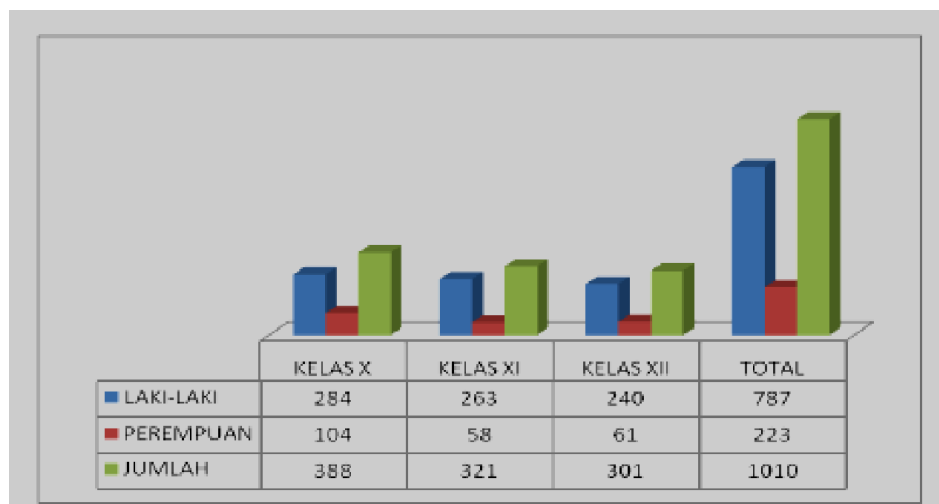


Figure #. Title of Figure

CONCLUSSION

This section is intended to help the reader understand why your research should matter to them after they have finished reading the paper. A conclusion is not merely a summary of the main topics covered or a re-statement of your research problem, but a synthesis of key points. It is important that the conclusion does not leave the questionn unanswered.

Tips:

1. State your conclusions clearly and concisely. Be brief and stick to the point;
2. Explain why your study is important to the reader. You should instill in the reader a sense of relevance;
3. Prove to the reader, and the scientific community, that your findings are worthy of note. This means setting your paper in the context of previous work. The implications of your findings should be discussed within a realistic framework, and;
4. Strive for accuracy and originality in your conclusion. If your hypothesis is similar to previous papers, you must establish why your study and your results are original.

For most essays, one well-developed paragraph is sufficient for a conclusion, although in some cases, a two or three paragraph conclusion may be required. The another of important things about this section is (1) do not rewrite the abstract; (2) statements with "investigated" or "studied" are not conclusions; (3) do not introduce new arguments, evidence, new ideas, or information unrelated to the topic; (4) do not include evidence (quotations, statistics, etc.) that should be in the body of the paper.

REFERENCES

References should follow the style detailed in the APA 6th Publication Manual. Make sure that all references mentioned in the text are listed in the reference section and vice versa and that the spelling of author names and years are consistent. Please to not be used footnote or endnote in any format.

Tips: (Please cross check for)

1. Spelling of author names;
2. Punctuation;

3. Number of authors to include before using “etc”, and;
4. Reference style

We suggest all of you using software ENDNOTE, MENDELEY, ZOTERO, or EASYBIB for easily citation. References should be the most recent and pertinent literature available (about 5 years ago) and at least 30 sources. Authors must also carefully follow APA6th Publication Manual guidelines for nondiscriminatory language regarding gender, sexual orientation, racial and ethnic identity, disabilities, and age. In addition, the terms counseling, counselor, and client are preferred, rather than their many synonyms.

Look the example below:

- Zietsman, M. L., Mostert, P & Svensson, G. (2019). Perceived price and service quality as mediators between price fairness and perceived value in business banking relationships: A micro-enterprise perspective. *International Journal of Bank Marketing*, 37 (1), 2-19.
- Schmitt, Berndt H. (2010). *Experiential Marketing, How to Get Customer to Sense, Feel, Think, Act, Relate, to Your Company and Brands*. New York: The Free Press.
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- Abu-Kharmeh, S. (2012). Evaluating the Quality of Health Care Services in the Hashemite Kingdom of Jordan. *International Journal of Business and Management*, 7(4), 195-205. Retrieved from www.ccsenet.org/journal/index.php/ijbm/article/download/12638/10229.
- Zamil, A., Areiqat, A., & Tailakh, N. (2012). The Impact of Health Service Quality on Patients' Satisfaction over Private and Public Hospitals in Jordan: A Comparative Study. *International Journal of Business and Social Science*, 4(1), 123-137. Retrieved from <http://www.ccsenet.org/journal/index.php/ijms/article/view/13152>.