The Effect Of Omni Channel Marketing On Customer Buying Interest Of Fashion Products (Center, Bold, 14 pt)

**Yusuf Iskandar1, Heliani2, Ujang Badru Jaman3 (10 pt bold)**

1 institution origin (9 pt)

2 institution origin (9 pt)

3 institution origin (9 pt)

|  |  |  |
| --- | --- | --- |
| **Article Info** |  | **ABSTRACT** (10 PT) |
| ***Article history:***  Received Jun 9, 20xx  Revised Nov 20, 20xx  Accepted Dec 11, 20xx |  | An abstract is often presented separate from the article, so it must be able to stand alone. A well-prepared abstract enables the reader to identify the basic content of a document quickly and accurately, to determine its relevance to their interests, and thus to decide whether to read the document in its entirety. The abstract should be informative and completely self-explanatory, provide a clear statement of the problem, the proposed approach or solution, and point out major findings and conclusions. **The Abstract should be 100 to 200 words in length.** References should be avoided, but if essential, then cite the author(s) and year(s). Standard nomenclature should be used, and non-standard or uncommon abbreviations should be avoided, but if essential they must be defined at their first mention in the abstract itself. No literature should be cited. The keyword list provides the opportunity to add 5 to 7 keywords, used by the indexing and abstracting services, in addition to those already present in the title (9 PT) |
| ***Keywords:***  First keyword  Second keyword  Third keyword  Fourth keyword  Fifth keyword |
| *This is an open access article under the* [*CC BY-SA*](https://creativecommons.org/licenses/by-sa/4.0/) *license.* |
| ***Corresponding Author:***  Name: Dr. Yusuf Iskandar, S.Si., M.M  Institution: The eastasouth institute Grand Slipi Tower, level 42 Unit G-H Jl. S Parman Kav 22-24, RT. 01 RW. 04 Kel. Palmerah Kec. Palmerah Jakarta Barat 11480  Email: [yusuf.iskandar@eastasouth-institue.com](mailto:yusuf.iskandar@eastasouth-institue.com) | | |

1. **INTRODUCTION (11 PT)**

The main text format consists of a flat left-right columns on A4 paper (quarto). The margin text from the left and top are 2.5 cm, right and bottom are 2.5 cm. The manuscript is written in Microsoft Word, single space, Palatino Linotype 10 pt. which can be downloaded at the website: https://mb.eastasouth-institute.com

The Example: In the introduction, state the background of your research, the purpose of your research, and/or anything else that you think is important to write as part of the introduction [2]. Follow the rules of writing good and correct Indonesian. Such as minimization of typos and the use of the number of sentences in the appropriate paragraph. (10 pt)

In the introduction, state the background of your research [3], the purpose of your research [4], and/or anything else that you think is important to write as part.Such as minimization of typos and the use of the number of sentences in the appropriate paragraph [6]. (10 pt).

The Introduction section should provide: i) a clear background, ii) a clear statement of the problem, iii) the relevant literature on the subject, iv) the proposed approach or solution, and v) the new value of research which it is innovation (within 3-6 paragraphs). It should be understandable to colleagues from a broad range of scientific disciplines. Organization and citation of the bibliography are made in Institute of Electrical and Electronics Engineers (IEEE) style in sign [7], [8] and so on. The terms in foreign languages are written italic (italic). The text should be divided into sections, each with a separate heading and numbered consecutively [9].

1. **LITERATURE REVIEW (11 PT)**

Each quote from the book is cited in the text, and cite the source in the bibliography. In-text citations are written like this: (Author's last name, year: page) or (Author's last name, year) for the source of the book. While citations for online sources are written like this: (Last name of author/ editor/ institution, year of posting).

* 1. ***First Literature (10pt)***

Convey concisely and clearly the literature review in your article (10 pt)

* 1. ***Second Literature (10pt)***

Convey concisely and clearly the literature review in your article (10 pt)

* 1. ***Third Literature (10pt)***

Convey concisely and clearly the literature review in your article (10 pt).

1. **METHODS (11 PT)**

The research method in the article text describes the type of research, the subject and object of the study, the time and location of the research, the research instrument, the sampling method, data collection, and data analysis (10 pt).

1. **RESULTS AND DISCUSSION (11 PT)**

The results of the study describe the main findings of the study. The presentations in the results and discussions are written in a systematic manner, only the results of data/information related to the research objectives. The discussion in the research article explains the results obtained from the research (10 pt).

The author compiles, analyzes, evaluates, interprets and compares the results of the latest findings with existing research findings. The author must pay attention to the consistency of the article from the title to the bibliography (10 pt).

Existing tables or figures are presented with sufficient explanations and by including numbers and titles. Complete the existing tables and figures by writing the source under each table/figure. The table is created without a vertical border. Example table.

Table 1.Write table title (10 pt)

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Variable (9pt) | Min (9pt) | Max (9pt) | Skew (9pt) | C.R. (9pt) | Kurtosis (9pt) | C.R. (9pt) |
| GTE1 | 1 | 5 | -1,504 | -9,11 | 2,04 | 6,178 |
| GTE2 | 1 | 5 | -0,799 | -4,835 | 0,171 | 0,517 |
| GTE3 | 1 | 5 | -0,435 | -2,634 | -0,462 | -1,398 |
| GTE4 | 1 | 5 | -1,001 | -6,061 | 1,877 | 5,682 |
| GTE5 | 1 | 5 | -0,968 | -5,864 | 2,175 | 6,587 |
| KW1 | 2 | 5 | -0,192 | -1,164 | -0,032 | -0,098 |
| KW2 | 1 | 5 | -0,85 | -5,146 | 2,945 | 8,917 |
| KW3 | 2 | 5 | -0,64 | -3,873 | 0,132 | 0,4 |

*Source: Processed primary data (2017) (9pt)*

****

Figure 1.research result model (10pt)

1. **CONCLUSION (11 PT)**

The content of the conclusion should be an answer to the question and research objectives. Conclusions are presented in one paragraph, not bullet points, and are expressed not in statistical sentences. The conclusion is equipped with one paragraph of research results suggestions (10pt).

**ACKNOWLEDGEMENTS (10 PT)**

Author thanks ... . In most cases, sponsor and financial support acknowledgments (10pt).

**REFERENCES (10 PT)**

The main references are international journals and proceedings. All references should be to the most pertinent, up-to-date sources **and the minimum of references** are **25 entries** (for original research paper)and **50 entries** (for review/survey paper). References are written in **IEEE style**. For more complete guide can be accessed at (http://ipmuonline.com/guide/refstyle.pdf). Use of a tool such as **EndNote**, **Mendeley**, or **Zotero** for reference management and formatting, and choose **IEEE style**. Please use a consistent format for references-see examples (8 pt):

1. **Journal/Periodicals**

*Basic Format:*

J. K. Author, “Title of paper,” *Abbrev. Title of Journal/Periodical*, vol. *x,* no. *x,* pp*. xxx-xxx,* Abbrev. Month, year, doi: *xxx*.

*Examples:*

* M. M. Chiampi and L. L. Zilberti, “Induction of electric field in human bodies moving near MRI: An efficient BEM computational procedure,” *IEEE Trans. Biomed. Eng.*, vol. 58, pp. 2787–2793, Oct. 2011, doi: 10.1109/TBME.2011.2158315.
* R. Fardel, M. Nagel, F. Nuesch, T. Lippert, and A. Wokaun, “Fabrication of organic light emitting diode pixels by laser-assisted forward transfer,” *Appl. Phys. Lett.*, vol. 91, no. 6, Aug. 2007, Art. no. 061103, doi: 10.1063/1.2759475.

1. **Conference Proceedings**

*Basic Format:*

J. K. Author, “Title of paper,” in *Abbreviated Name of Conf.*, (location of conference is optional), year, pp. *xxx–xxx*, doi: *xxx.*

*Examples:*

* G. Veruggio, “The EURON roboethics roadmap,” in *Proc. Humanoids ’06: 6th IEEE-RAS Int. Conf. Humanoid Robots*, 2006, pp. 612–617, doi: 10.1109/ICHR.2006.321337.
* J. Zhao, G. Sun, G. H. Loh, and Y. Xie, “Energy-efficient GPU design with reconfigurable in-package graphics memory,” in *Proc. ACM/IEEE Int. Symp. Low Power Electron. Design (ISLPED)*, Jul. 2012, pp. 403–408, doi: 10.1145/2333660.2333752.

1. **Book**

*Basic Format:*

J. K. Author, “Title of chapter in the book,” in *Title of His Published Book*, X. Editor, Ed., *x*th ed. City of Publisher, State (only U.S.), Country: Abbrev. of Publisher, year, ch. *x*, sec. *x*, pp. *xxx–xxx.*

*Examples:*

* A. Taflove, *Computational Electrodynamics: The Finite-Difference Time-Domain Method* in Computational Electrodynamics II, vol. 3, 2nd ed. Norwood, MA, USA: Artech House, 1996.
* R. L. Myer, “Parametric oscillators and nonlinear materials,” in *Nonlinear Optics*, vol. 4, P. G. Harper and B. S. Wherret, Eds., San Francisco, CA, USA: Academic, 1977, pp. 47–160.

1. **M. Theses (B.S., M.S.) and Dissertations (Ph.D.)**

*Basic Format:*

J. K. Author, “Title of thesis,” M.S. thesis, Abbrev. Dept., Abbrev. Univ., City of Univ., Abbrev. State, year.

J. K. Author, “Title of dissertation,” Ph.D. dissertation, Abbrev. Dept., Abbrev. Univ., City of Univ., Abbrev. State, year.

*Examples:*

* J. O. Williams, “Narrow-band analyzer,” Ph.D. dissertation, Dept. Elect. Eng., Harvard Univ., Cambridge, MA, USA, 1993.
* N. Kawasaki, “Parametric study of thermal and chemical nonequilibrium nozzle flow,” M.S. thesis, Dept. Electron. Eng., Osaka Univ., Osaka, Japan, 1993.

\*In the reference list, however, list all the authors for up to six authors. Use *et al.* only if: 1) The names are not given and 2) List of authors more than 6. *Example*: J. D. Bellamy *et al.*, Computer Telephony Integration, New York: Wiley, 2010.

See the exemple

**REFERENCES**

[1] M. Sigala, A. Beer, L. Hodgson, and A. O’Connor, *Big Data for Measuring the Impact of Tourism Economic Development Programmes: A Process and Quality Criteria Framework for Using Big Data*. 2019.

[2] G. Nguyen *et al.*, “Machine Learning and Deep Learning frameworks and libraries for large-scale data mining: a survey,” *Artif. Intell. Rev.*, vol. 52, no. 1, pp. 77–124, 2019, doi: 10.1007/s10462-018-09679-z.

[3] C. Shorten and T. M. Khoshgoftaar, “A survey on Image Data Augmentation for Deep Learning,” *J. Big Data*, vol. 6, no. 1, 2019, doi: 10.1186/s40537-019-0197-0.

[4] R. Vinayakumar, M. Alazab, K. P. Soman, P. Poornachandran, A. Al-Nemrat, and S. Venkatraman, “Deep Learning Approach for Intelligent Intrusion Detection System,” *IEEE Access*, vol. 7, pp. 41525–41550, 2019, doi: 10.1109/ACCESS.2019.2895334.

[5] K. Sivaraman, R. M. V. Krishnan, B. Sundarraj, and S. Sri Gowthem, “Network failure detection and diagnosis by analyzing syslog and SNS data: Applying big data analysis to network operations,” *Int. J. Innov. Technol. Explor. Eng.*, vol. 8, no. 9 Special Issue 3, pp. 883–887, 2019, doi: 10.35940/ijitee.I3187.0789S319.

[6] A. D. Dwivedi, G. Srivastava, S. Dhar, and R. Singh, “A decentralized privacy-preserving healthcare blockchain for IoT,” *Sensors (Switzerland)*, vol. 19, no. 2, pp. 1–17, 2019, doi: 10.3390/s19020326.

[7] F. Al-Turjman, H. Zahmatkesh, and L. Mostarda, “Quantifying uncertainty in internet of medical things and big-data services using intelligence and deep learning,” *IEEE Access*, vol. 7, pp. 115749–115759, 2019, doi: 10.1109/ACCESS.2019.2931637.

[8] S. Kumar and M. Singh, “Big data analytics for healthcare industry: Impact, applications, and tools,” *Big Data Min. Anal.*, vol. 2, no. 1, pp. 48–57, 2019, doi: 10.26599/BDMA.2018.9020031.

[9] L. M. Ang, K. P. Seng, G. K. Ijemaru, and A. M. Zungeru, “Deployment of IoV for Smart Cities: Applications, Architecture, and Challenges,” *IEEE Access*, vol. 7, pp. 6473–6492, 2019, doi: 10.1109/ACCESS.2018.2887076.

[10] B. P. L. Lau *et al.*, “A survey of data fusion in smart city applications,” *Inf. Fusion*, vol. 52, no. January, pp. 357–374, 2019, doi: 10.1016/j.inffus.2019.05.004.

[11] Y. Wu *et al.*, “Large scale incremental learning,” *Proc. IEEE Comput. Soc. Conf. Comput. Vis. Pattern Recognit.*, vol. 2019-June, pp. 374–382, 2019, doi: 10.1109/CVPR.2019.00046.

[12] A. Mosavi, S. Shamshirband, E. Salwana, K. wing Chau, and J. H. M. Tah, “Prediction of multi-inputs bubble column reactor using a novel hybrid model of computational fluid dynamics and machine learning,” *Eng. Appl. Comput. Fluid Mech.*, vol. 13, no. 1, pp. 482–492, 2019, doi: 10.1080/19942060.2019.1613448.

[13] V. Palanisamy and R. Thirunavukarasu, “Implications of big data analytics in developing healthcare frameworks – A review,” *J. King Saud Univ. - Comput. Inf. Sci.*, vol. 31, no. 4, pp. 415–425, 2019, doi: 10.1016/j.jksuci.2017.12.007.

[14] J. Sadowski, “When data is capital: Datafication, accumulation, and extraction,” *Big Data Soc.*, vol. 6, no. 1, pp. 1–12, 2019, doi: 10.1177/2053951718820549.

[15] J. R. Saura, B. R. Herraez, and A. Reyes-Menendez, “Comparing a traditional approach for financial brand communication analysis with a big data analytics technique,” *IEEE Access*, vol. 7, pp. 37100–37108, 2019, doi: 10.1109/ACCESS.2019.2905301.

[16] D. Nallaperuma *et al.*, “Online Incremental Machine Learning Platform for Big Data-Driven Smart Traffic Management,” *IEEE Trans. Intell. Transp. Syst.*, vol. 20, no. 12, pp. 4679–4690, 2019, doi: 10.1109/TITS.2019.2924883.

[17] S. Schulz, M. Becker, M. R. Groseclose, S. Schadt, and C. Hopf, “Advanced MALDI mass spectrometry imaging in pharmaceutical research and drug development,” *Curr. Opin. Biotechnol.*, vol. 55, pp. 51–59, 2019, doi: 10.1016/j.copbio.2018.08.003.

[18] C. Shang and F. You, “Data Analytics and Machine Learning for Smart Process Manufacturing: Recent Advances and Perspectives in the Big Data Era,” *Engineering*, vol. 5, no. 6, pp. 1010–1016, 2019, doi: 10.1016/j.eng.2019.01.019.

[19] Y. Yu, M. Li, L. Liu, Y. Li, and J. Wang, “Clinical big data and deep learning: Applications, challenges, and future outlooks,” *Big Data Min. Anal.*, vol. 2, no. 4, pp. 288–305, 2019, doi: 10.26599/BDMA.2019.9020007.

[20] M. Huang, W. Liu, T. Wang, H. Song, X. Li, and A. Liu, “A queuing delay utilization scheme for on-path service aggregation in services-oriented computing networks,” *IEEE Access*, vol. 7, pp. 23816–23833, 2019, doi: 10.1109/ACCESS.2019.2899402.

[21] G. Xu, Y. Shi, X. Sun, and W. Shen, “Internet of things in marine environment monitoring: A review,” *Sensors (Switzerland)*, vol. 19, no. 7, pp. 1–21, 2019, doi: 10.3390/s19071711.

[22] M. Aqib, R. Mehmood, A. Alzahrani, I. Katib, A. Albeshri, and S. M. Altowaijri, *Smarter traffic prediction using big data, in-memory computing, deep learning and gpus*, vol. 19, no. 9. 2019.

[23] S. Leonelli and N. Tempini, *Data Journeys in the Sciences*. 2020.

[24] N. Stylos and J. Zwiegelaar, *Big Data as a Game Changer: How Does It Shape Business Intelligence Within a Tourism and Hospitality Industry Context?* 2019.

[25] Q. Song, H. Ge, J. Caverlee, and X. Hu, “Tensor completion algorithms in big data analytics,” *arXiv*, vol. 13, no. 1, 2017.

**BIOGRAPHIES OF AUTHORS (10 PT)**

**The recommended number of authors is at least 2. One of them as a corresponding author.**

*Please attach clear photo (3x4 cm) and vita. Example of biographies of authors (9 pt):*

|  |  |
| --- | --- |
|  | **Yusuf Iskandar**     Include your education from undergraduate to present, such as where, how many years, and where you took the course. In addition, you are asked for your area of ​​expertise and your interest in conducting research. Can add email: Example [yusuf.iskandar@eastasouth-institue.com](mailto:yusuf.iskandar@eastasouth.com) |
|  |  |
|  | **Heliani**    Include your education from undergraduate to present, such as where, how many years, and where you took the course. In addition, you are asked for your area of ​​expertise and your interest in conducting research. Can add email: Example [heliani@eastasouth-institue.com](mailto:heliani@eastasouth.com) |
|  |  |
| /var/folders/7k/h6__4rq16f7265k1pm7yztsh0000gn/T/TemporaryItems/NSIRD_screencaptureui_EHuQd5/Screen Shot 2022-05-11 at 14.15.10.png | **Ujang Badru Jaman**    Include your education from undergraduate to present, such as where, how many years, and where you took the course. In addition, you are asked for your area of ​​expertise and your interest in conducting research. Can add email: Example [ujang.badru@eastasouth-institue.com](mailto:ujang.badru@eastasouth-institue.com) |