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

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1. **INTRODUCTION (11 PT)**

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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)

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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 [1], [2] 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 [3].

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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).

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|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| 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)*

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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):

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* 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.

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* 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**

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*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.

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See the exemple

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