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 and e-mail (9 pt)

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| **ABSTRACT (10 PT)**  The abstract is made in the form of paragraphs with a word count of 100 to 250 words. Abstract consists of the core background of the problem, research objectives, research methods, data analysis methods, data analysis techniques, main conclusions, research, and research novelties (9 pt)  ***Keywords:*** *First keyword, Second keyword****,*** *Third keyword, Fourth keyword.* |
|

**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://westscience-press.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 of the introduction [5]. Follow the rules of writing good and correct Indonesian.

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paragraph [6]. (10 pt).

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In the introduction, state the background of your research [16], the purpose of your research, and/or anything else that you think is important to write as part of the introduction [17]. Follow the rules of writing good and correct Indonesian [18]. Such as minimization of typos and the use of the number of sentences in the appropriate paragraph [19].

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 [20]. Follow the rules of writing good and correct Indonesian [21]. Such as minimization of typos and the use of the number of sentences in the appropriate paragraph [22].

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].

**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).

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

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**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).

**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)

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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)

**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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*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**

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* 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**

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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.

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*Basic Format:*

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* J. O. Williams, “Narrow-band analyzer,” Ph.D. dissertation, Dept. Elect. Eng., Harvard Univ., Cambridge, MA, USA, 1993.
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\*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

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**BIOGRAPHIES OF AUTHORS (10 PT)**

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

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