ABSTRACT

The abstract should summarise the context, content and conclusions of the paper in less than 250 words. It should not contain any reference citations or displayed equations. Typeset the abstract in 10 pt roman with baseline skip of 12 pt, with indentation of 0.63 cm on both the left and the right sides. Papers are allowed to be written in either English or Bahasa Melayu (Malay).

Keywords: Provide five key words. keyword1; keyword2; keyword3

(* If the manuscript is written in Bahasa Melayu, translate the tajuk and the Abstrak in English and place them below the Malay version)

1. The Main Text

Authors are encouraged to have their contribution checked for grammar. British English should be used. Abbreviations are allowed but should be spelt out in full when first used. Integers ten and below are to be spelt out. Foreign language phrases should be italicised (e.g. Latin, French).

The text is to be typeset in 11 pt Times New Roman font single spacing including the list of references. Text should be prepared in A4 size (21 cm · 29.7 cm) area with margins of 3.81 cm on top, 3.50 at the bottom, and 3.17 cm on the left and the right sides. Header and footer should be set at 2.3 cm and 2.2 cm from the edge, respectively. The first paragraph begins with no indentation but subsequent paragraphs to have the first line 0.5 cm indented.

2. Major Headings

Major headings should be typeset in boldface with the first letter of important words capitalised.

1.1. Sub-headings

Sub-headings should be typeset in boldface italic and capitalise the first letter of the first word only. Section number should be in boldface roman.

2.1.1. Sub-subheadings

Typeset sub-subheadings in medium face italic and capitalise the first letter of the first word only. Section numbers to be in roman as above. Note that a period is inserted after the number, and there is only a single space before the text.

2.2. Numbering and spacing

Sections, sub-sections and sub-subsections are numbered in Arabic.
2.3. Lists of items

List may be presented with each item marked by bullets and numbers.

**Bulleted items**

- item one
- item two
- item three

**Numbered items**

(1) item one  
(2) item two  
(3) item three.

The order of subdivisions of items in bullet and numbered lists may be presented as follows:

**Bulleted items**

- First item in the first level  
- Second item in the first level  
  - First item in the second level  
  - Second item in the second level  
  o First item in the third level  
  o Second item in the third level  
  - Third item in the second level  
  - Fourth item in the second level  
- Third item in the first level  
- Fourth item in the first level

**Numbered items**

(1) First item in the first level  
(2) Second item in the first level  
(i) First item in the second level  
(ii) Second item in the second level  
  a. First item in the third level  
  b. Second item in the third level  
(iii) Third item in the second level  
(iv) Fourth item in the second level  
(3) Third item in the first level

3. Equations

Equations should be numbered consecutively, especially those that are to be referred, and they should start at the first tab stop (5mm inside), with the number set flush right and enclosed in parentheses as shown below. The equation numbers should be consecutive within the contribution.
\[
\Re\left(\frac{2zf'(z)}{f(z) - f(-z)}\right) > 0, \quad (z \in D) \tag{1}
\]

Equations should be referred to in abbreviated form, e.g. from (1). In multiple-line equations, the number should be given on the last line.

Equations should be typed using MathType. Standard English letters like x are to appear as x (italicised) in the text if they are used as mathematical symbols. Punctuation marks are used at the end of equations as if they appeared directly in the text.

4. Definitions and Theorem Environments

Definitions, theorems, lemmas, corollaries etc. are set on a separate paragraph, with extra 1 line space above and below. They are to be numbered consecutively within the contribution.

Definition 4.1. Definitions are set on a separate paragraph, with extra 1 line space above and below. Definitions are not italicised but the defined term is.

Lemma 4.2. Lemmas are set on a separate paragraph, with extra 1 line space above and below. They are to be numbered consecutively within the contribution and are italicised.

Theorem 4.3. Theorems are set on a separate paragraph, with extra 1 line space above and below. They are to be numbered consecutively within the contribution and are italicised.

Proof. Proofs should end with ‘•’.

5. Illustrations and Photographs

Figures are to be inserted in the text nearest their first reference. Figure placements can be either on top or bottom. Original drawings of glossy prints are preferred. Please send one set of originals with copies. If the author requires the publisher to reduce the figures, ensure that the figures (including letterings and numbers) are large enough to be clearly seen after reduction. If photographs are to be used, black and white ones are preferred.

Figures are to be sequentially numbered in Arabic numerals. The caption must be placed below the figure. Typeset caption in 9 pt Times Roman with baseline skip of 11 pt. Long captions are to be justified by the “page-width”. Use double spacing between a caption and the text that follows immediately, e.g. Figure 1.

Previously published material must be accompanied by written permission from the author and publisher.
6. Tables

Tables should be inserted in the text as close to the point of reference as possible. Use double spacing before and after the table and main text, e.g. Table 1. Tables should be numbered sequentially in the text using Arabic numerals. Captions are to be centralised above the tables. Typeset tables and captions in 9 pt Times Roman with baseline skip of 11 pt. Long captions are to be justified by the “table-width”. If tables need to extend over to a second page, the continuation of the table should be preceded by a caption, e.g., “Table 1 (Continued)”. Notes to tables are placed below the final row of the table and should be flush left. Footnotes in tables should be indicated by superscript lowercase letters and placed beneath the table.

Table 1: Measurement of the SEM model

<table>
<thead>
<tr>
<th>(i) Constructs and Indicators</th>
<th>Std. Loadings</th>
<th>Standard Errors</th>
<th>Critical Ratio</th>
<th>Probability</th>
</tr>
</thead>
<tbody>
<tr>
<td>(a) TQM</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Top management commitment</td>
<td>0.416</td>
<td>0.097</td>
<td>8.153</td>
<td>0.000</td>
</tr>
<tr>
<td>Customer focus</td>
<td>0.773</td>
<td>0.054</td>
<td>15.84</td>
<td>0.000</td>
</tr>
<tr>
<td>Benchmarking</td>
<td>0.586</td>
<td>0.074</td>
<td>11.77</td>
<td>0.000</td>
</tr>
<tr>
<td>Training</td>
<td>0.800</td>
<td>0.074</td>
<td>15.84</td>
<td>0.000</td>
</tr>
<tr>
<td>Employee focus</td>
<td>0.805</td>
<td>0.058</td>
<td>16.39</td>
<td>0.000</td>
</tr>
<tr>
<td>(b) Customer Satisfaction (CS)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Customer satisfaction on service quality (Cquality)</td>
<td>0.743</td>
<td>0.053</td>
<td>16.466</td>
<td>0.000</td>
</tr>
<tr>
<td>Customer satisfaction on facilities provided (Cfacility)</td>
<td>0.808</td>
<td>0.069</td>
<td>16.115</td>
<td>0.000</td>
</tr>
<tr>
<td>Customer satisfaction on service given by counter employees (Cemploy)</td>
<td>0.901</td>
<td>0.058</td>
<td>17.759</td>
<td>0.000</td>
</tr>
<tr>
<td>(ii) Exogenous/endogenous Path</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(a) TQM→ CS</td>
<td>0.222</td>
<td>0.074</td>
<td>3.835</td>
<td>0.000</td>
</tr>
</tbody>
</table>

*footnote for table should be place here, left aligned.
5. Footnotes

Footnotes should be numbered sequentially in superscript lowercase Roman letters.¹

Acknowledgments

This section should come before the References. Funding information may also be included here.

Appendix A. Appendix (if any)

Appendices should be used only when absolutely necessary. They should come after the References. If there is more than one appendix, number them alphabetically. Number displayed equations occurring in the Appendix in this way, e.g. (A.1), (A.2), etc.

\[
\hat{f}(u) = \begin{cases} 
\lambda_n n^{-1} \exp[\lambda_n(u - \xi_1)], & u \in (-\infty, \xi_1) \\
\lambda_n n^{-1} \exp[-\lambda_n(u - \xi_{i-1})], & u \in (\xi_{i-1}, \infty) 
\end{cases}, \quad i = 2, \ldots, n-1
\]  

(A.1)

References

The references section should be labeled “References” and should appear at the end of the paper. Authors should follow a consistent format for the reference entries. For journal names, use the standard abbreviations. A sample format is given in the following pages.

Citations in Text

References in APA publications are cited in text with an author-date citation system and are listed alphabetically in the reference list.

Brown (2003) found that among the samples…

The study also showed that there was a high rate of comorbidity with alcohol abuse (Brown, 2003).

When a work has three, four, or five authors, cite all authors the first time the reference occurs. Include only the surname of the first author followed by et al. (not italicized and with a period after al) and the year thereafter.

Lee, Wong, Fung, and Willibroad (2020) found [Use as first citation in text.]
Lee et al. (2020) found [after first citation in text.]

It is reported that students are eager to have more interactive activities (Lee, Wong, Fung, & Willibroad, 2020). [first citation in text]

It is reported that students are eager to have more interactive activities (Lee et al., 2020). [subsequent citation in text].
When a work has more than seven authors, cite only the surname of the first author followed by et al. (not italicized and with a period after al) and the year for the first and subsequent citations. For more examples, refer to the Publication Manual of the American Psychological Association, 6th Edition.

Reference List
Typeset reference list in 9 pt roman with single spacing.

References


