<https://doi.org/10.00000/semmr.0000000> 11 (2024) 11.-25

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| **ARTICLE INFO** | **ABSTRACT** |
| Article history:  Received: \*\*.\*\*.20\*\*  Received in revised form:\*\*.\*\*.20\*\*  Published Online: \*\*.\*\*.20\*\*    Keywords:  Keyword 1  Keyword 2  Keyword 3  Keyword 4  Keyword 5  Corresponding Author:  …………………………………………. | The abstract should be in 9 pt, Times New Roman font, right and left margins 1 cm inside the main text, single-spaced, single paragraph. The abstract should be between 200-250 words and should summarise the purpose, methods, findings and results of the study. The number of keywords should be between 4-6. The abstract should be in 9 pt, Times New Roman font, right and left margins 1 cm inside the main text, single-spaced, single paragraph. The abstract should be between 200-250 words and should summarise the purpose, methods, findings and results of the study. The number of keywords should be between 4-6. The abstract should be in 9 pt, Times New Roman font, right and left margins 1 cm inside the main text, single-spaced, single paragraph. The abstract should be between 200-250 words and should summarise the purpose, methods, findings and results of the study. The number of keywords should be between 4-6. The abstract should be in 9 pt, Times New Roman font, right and left margins 1 cm inside the main text, single-spaced, single paragraph. The abstract should be between 200-250 words and should summarise the purpose, methods, findings and results of the study. The number of keywords should be between 4-6. |

1. **INTRODUCTION**

The title of the article should be short and concise and reflect the content. The main title should be written in capital letters, 14 pt. and bold letters, Times New Roman font, single-spaced and centred on the page. All sentences in the article (abstract, introduction, tables and figures, references, etc.) should be written in Times New Roman font. All sentences in the article (with exceptions such as tables, figures, footnotes, etc.) should be 1.5-line spaced and in 12 pt. font size. The articles can contain a maximum of 8000 words excluding references. This range covers the entire text, including the structured abstract, bibliography, all text in tables, tables and figures, and extended abstract.

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Sub-headings should be written with the first letter of each word capitalised, in 12-point font and bold. Sub-subheadings should be written in 12-point font and italicised with the first letter of the first word capitalised.

* + 1. *Italicized with the first letter of the first word capitalized*

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**Equations**

Equations should be numbered starting from 1 from the beginning. The numbers should be shown in brackets (1) and should be placed on the right side of the equation or formula. The characters in the equation must be understandable. For this reason, it is recommended to write equations or formulae in ‘Math Type’. All variables and statistical tests (such as *t*-statistics, *F*-statistics) should be italicised. *t*=4.69; df= 3, p<0.01 and *F*=7.89; df1=2; df2= 34; p<0.05)

(1)

**Table and figure example**

**Table** **Design**

For the table title, 10 pt. font size should be used and the title should be aligned to the left. **Tables should be prepared to lean on both sides. There should be a paragraph space before the table title and after the table.Tables should be shown within the text. The table number should be at the top and written normally. The table title should be at the bottom and the first letters of the words should be in italics, capitalized.** All tables should be numbered sequentially in the text (Table 1, Table 2, etc.).Tables should be descriptive and clearly organized. Tables should not have vertical lines; only horizontal lines should be used. Tables should be single-spaced and the expressions in the table should be written in 8 pt.

Table 1.

*Demographic Characteristics of the Sample*

|  |  |  |  |
| --- | --- | --- | --- |
| Variable | Variable levels | Frequancy | Percent (%) |
| Gender | Male | 199 | 66.30 |
| Female | 101 | 33.70 |
| Educational status | Master degree | 47 | 15.70 |
| University | 243 | 81.00 |
| High school | 9 | 3.00 |
| Primary school | 1 | 0.30 |
| Monthly income | Less than 1500 TL | 7 | 2.30 |
| 1501-2500 TL | 5 | 1.70 |
| 2501-3500 TL | 25 | 8.30 |
| More than 3501 TL | 263 | 87.70 |
| Age | 18-25 | 14 | 4.70 |
| 26-35 | 118 | 39.30 |
| 36-45 | 99 | 33.00 |
| 46-55 | 51 | 17.00 |
| 56-65 | 18 | 6.00 |

*Table 2.*

*Hypothesis Testing Results*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Hypotheses** | **Path coefficient** | **t-value** | **P-value** | **Results** |
| H1: ATT→INT | 0.407\*\*\* | 5.563 | P<0.01 | Supported |
| H2: EC→ATT | 0.148\* | 1.802 | P<0.10 | Supported |
| H3: EC→PBC | 0.171\*\* | 2.565 | P<0.05 | Supported |
| H4: EK→ATT | 0.229\*\*\* | 2.648 | P<0.01 | Supported |

\*\*\*P<0.01; \*\*P<0.05; \*P<0.01; NS: Not significant

**Both the figure and the figure title should be centered. A paragraph space should be left before the figure and after the figure title. Figures should be shown within the text. The figure number should be written in italics. The figure title should be written normally, with the first letters of the words capitalized. Both the figure and the figure title should be in 10-point font size and should be centred on the page.** In the article, pictures, figures, and graphics should be shown under the name ‘figure’. All figures should be numbered sequentially in the text (Figure 1, Figure 2, etc.). Figure captions should be placed below the figure and should be descriptive. Figures should be explained by giving references in the text. Explanations of the abbreviations used in the figures should be given as explanations under the table.



1200dpi for line art,

600dpi for greyscale,

300dpi for colour

*Figure 1.* Research Model

A: Image, B: Customer Expectations, C: Perceived Quality, D: Trust, E: Perceived Value, F: Customer Satisfaction, G: Customer Complaints, H: Customer Loyalty

**In-text citations**

Example for one author(surname, 2024).

Example for two authors(surname&surname, 2024).

Example for more than two authors(surname, et al., 2024)

**Reference List**

All references should be listed in alphabetical order and in APA format.

Sample Reference:

Book: Author, A.A. (year). Book Title. Publisher.

Article: Author, A.A., & Author, B.B. (year). Article Title, Journal Name, Volume (issue), Page Ranges. doi

Website: Author, A.A. (Day/Month/Year of the news), subject title. URL

Footnotes

Footnotes should be placed at the end of the footnoted page in a numbered manner.

Footnotes should be written in 10 pt, 1 line spaced and justified to the left.

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