

GOLDEN RATIO

OF

Marketing and Applied Psychology of Business

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Behavioral Stimulus for Using Bank Mestika Mobile Banking Services: UTAUT2 Model
Perspective

Designing of Service Dominant Logic and Business Model Canvas: Narrative Study of Village
Tourism

Usability Factors as Antecedent and Consequence on Business Strategy and SERVQUAL:
Nielsen & Mack Approach

Service Quality (SERVQUAL) Dimensions on Customer Satisfaction: Empirical Evidence
from Bank Study

The Effect of Service Quality Elements on Customer Satisfaction

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Publication Frequency

Twice Issue Per Year: Issue 1, July - January, and Issue 2, February to June

Focus and Scope

Golden Ratio of Marketing and Applied Psychology of Business publishes original research articles, reviews, and notes dealing with the application of psychological theories and techniques to marketing. As an interdisciplinary journal, Golden Ratio of Marketing and Applied Psychology of Business encourages courageous and bold new ideas, focusing on contribution, theoretical, managerial, and social life implications. Golden Ratio of Marketing and Applied Psychology of Business fosters the exploration of online and offline marketing phenomena spanning the entire spectrum of products (goods & services), price, promotion (advertising, publicity, public relations, and selling), place (channels and distribution), and politics (public opinion, law, and ethics), all revolving around the individual and collective psyche of consumers. The Golden Ratio of Marketing and Applied Psychology of Business (GRMAPB) to be the journal for publishing articles reporting the results of research on business. The GRMAPB invites manuscripts in the areas:

- Marketing Management,
- Strategic Management,
- Operation Management,
- E-business,
- Knowledge Management in Marketing Fields,
- Management Information System for Marketing Fields,
- International Business,
- Business Economics,
- Business Ethics and Sustainable,
- Islamic Marketing,
- Consumer Behavior,
- Marketing Research,
- Entrepreneurship.

Golden Ratio of Marketing and Applied Psychology of Business requires a research design with a high standard of methodological transparency. Manuscripts may be conceptual or empirical in nature and feature quantitative and/or qualitative analysis with well-illustrated tables, figures, and supportive material to enhance readers' readability. Golden Ratio of Marketing and Applied Psychology of Business expects manuscripts to present research with no fatal methodological flaws, and with generalizable findings that go beyond a single cross-sectional study measuring self-reported behavioral intentions. Golden Ratio of Marketing and Applied Psychology of Business explores the application of marketing principles and practices within academic, commercial, industrial, public sector, and non-governmental organizational settings. Marketing covers many important aspects of strategy, planning, communications, direct response marketing, and media development, as well as retailing, technological innovations, and social responsibility.

The Golden Ratio of Marketing and Applied Psychology of Business features:

Basic and applied research that reflects current business marketing theory, methodology, and practice.

Articles from leading researchers covering topics of mutual interest for the applied psychology of business and academic communities. A summary for business marketing practitioners and a structured abstract accompanying each article.

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- Total table(s) / figure(s) is maximum 7 (seven). For Long table(s) please put it as appendix in the last page.
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We are pleased to present the first issue of the first volume of the Golden Ratio of Marketing and Applied Psychology of Business (GRMAPB).

In this issue, the journal publishes a number of original articles on topics relevant to marketing and applied psychology of business expertise field in different part of the world from a myriad of interdisciplinary perspective.

We are delighted to include articles on the perception of the topic form marketing based on digital marketing, service dominant logic and business model canvas for tourism management, Service quality (SERVQUAL) and topic related on customer satisfaction

We hope you will enjoy reading this issue. Of course, we expect various valuable inputs from all of our readers so that we can further optimize our performance and dedication to the development of science.

Sincerely,

Dr. Aditya Halim Perdana Kusuma Putra
Editor in Chief, Golden Ratio of Marketing and Applied Psychology of Business

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