

**BUKTI KORESPONDENSI JURNAL INTERNASIONAL BEREPUTASI**



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Program Studi Magister Manajemen  
Universitas Paramadina  
Jakarta  
2024

Yang Terhormat Penilai Usulan PAK

Dengan hormat,

Bersama ini, saya sampaikan proses korespondensi artikel ilmiah yang berjudul Counterfeit Purchase Intention of Fashion Brands: The Personal Values and Social Aspect of Consumers as Determinants yang diterbitkan pada Gajah Mada International Journal of Business Vol. 24, No. 1 (January-April 2022). Jurnal tersebut merupakan jurnal bereputasi internasional terindeks Scopus Q3 dengan SJR 0,28 dengan ISSN: PRINT 1411-1128 | ONLINE 2338-7238.

Bukti korespondensi juga dilampirkan dan diharapkan bisa menjadi bahan pertimbangan sebagai syarat khusus untuk kenaikan jabatan akademik dari Lektor Kepala menjadi Guru Besar.

Jakarta, 26 Maret 2024

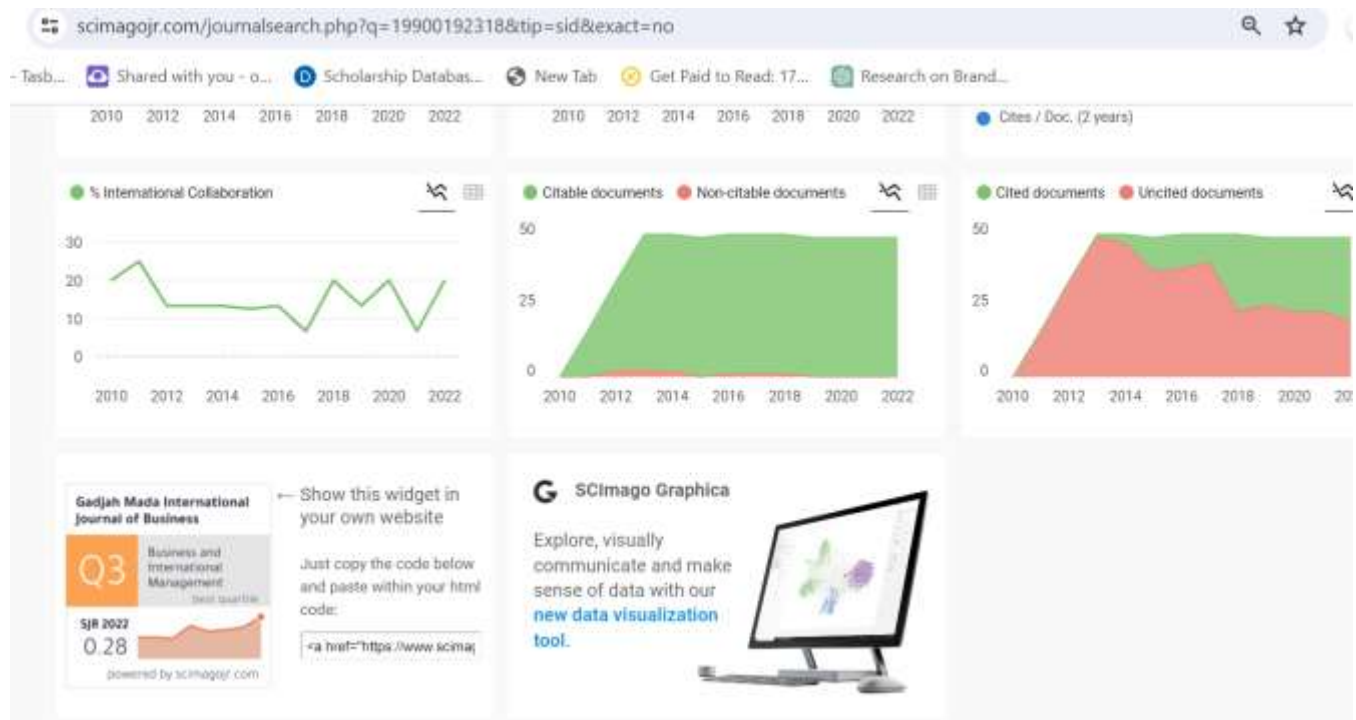
Hormat saya



Dr. Iin Mayasari, SIP, SPd, MM, MSi,

## Tautan SJR Jurnal yang Diajukan

<https://www.scimagojr.com/journalsearch.php?q=19900192318&tip=sid&exact=no>



Gambar 1. Bukti SJR Jurnal yang Diajukan

## Bukti Korespondensi pada OJS

journal.ugm.ac.id/gamajb/author/submissionReview/54660

Home About Issue Submissions Contact Statistics Indexing Journal History

### Submission

<b>Authors</b>	irin mayasari, Handrix Chris Haryanto, Iyus Wiadi, Adrian Azhar Wijanarko, Willy Abdillah
<b>Title</b>	Counterfeit Purchase Intention of Fashion Brands: The Personal Values and Social Aspect of Consumers as Determinants
<b>Section</b>	Articles
<b>Editor</b>	Bayu Sutikno

### Peer Review

#### Round 1

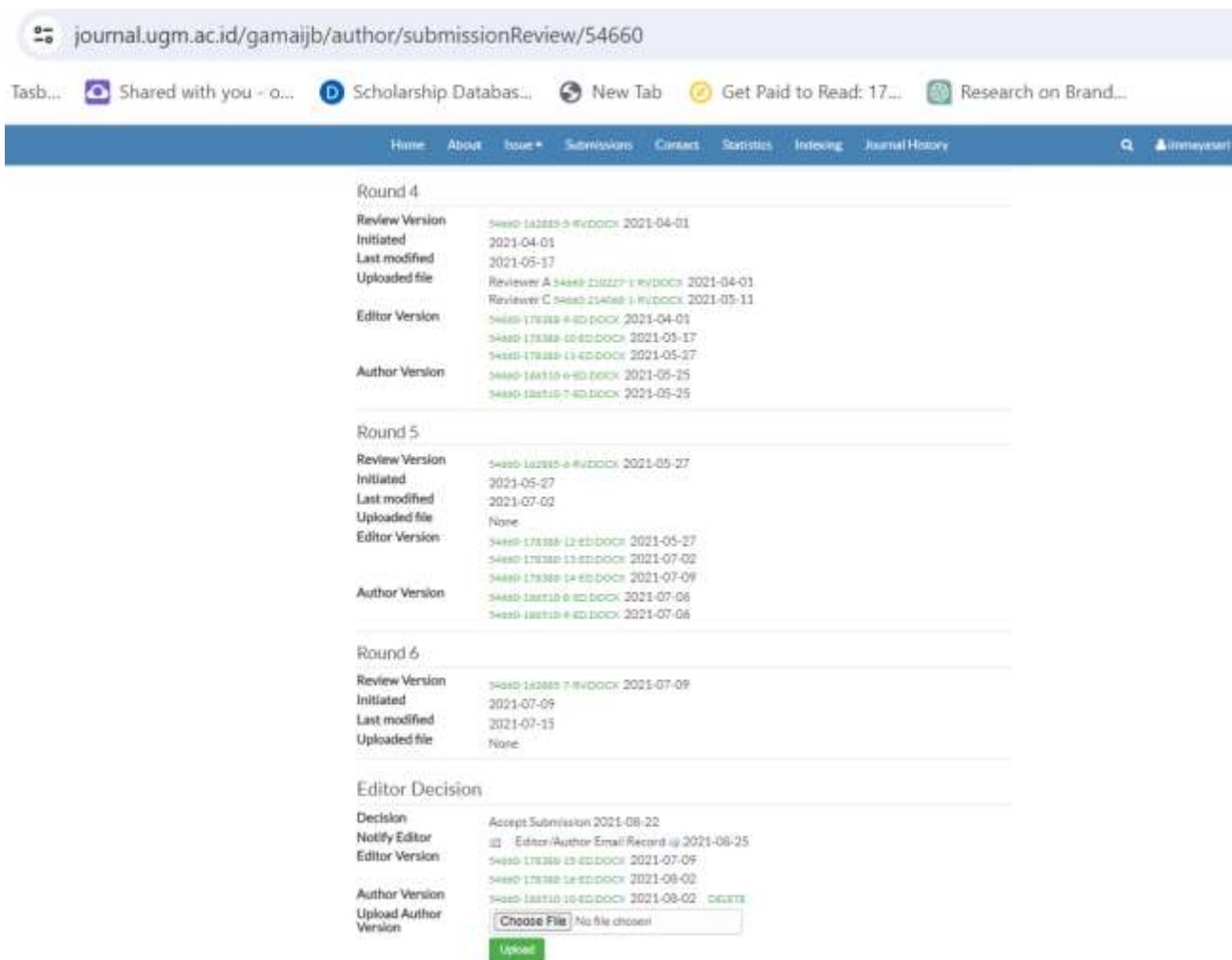
<b>Review Version</b>	54660-162885-2-RV.DOCX 2020-07-28
<b>Initiated</b>	2020-07-20
<b>Last modified</b>	2020-09-11
<b>Uploaded file</b>	None
<b>Editor Version</b>	54660-178388-1-ED.DOCX 2020-07-28
<b>Author Version</b>	54660-188510-1-ED.DOCX 2020-09-24

#### Round 2

<b>Review Version</b>	54660-162885-3-RV.DOCX 2020-09-24
<b>Initiated</b>	2020-09-24
<b>Last modified</b>	2021-01-25
<b>Uploaded file</b>	None
<b>Editor Version</b>	54660-178388-2-ED.DOCX 2020-09-24 54660-178388-4-ED.DOCX 2021-01-26
<b>Author Version</b>	54660-188510-2-ED.DOCX 2020-11-06 54660-188510-3-ED.DOCX 2021-01-27

#### Round 3

<b>Review Version</b>	54660-162885-4-RV.DOCX 2021-01-27
<b>Initiated</b>	2021-01-27
<b>Last modified</b>	2021-02-23
<b>Uploaded file</b>	Reviewer A 54660-202594-1-RV.DOCX 2021-01-28 Reviewer B 54660-203728-1-RV.DOCX 2021-02-05
<b>Editor Version</b>	54660-178388-5-ED.DOCX 2021-01-27 54660-178388-6-ED.DOCX 2021-02-23 54660-178388-7-ED.PDF 2021-02-23 54660-178388-8-ED.DOCX 2021-04-01
<b>Author Version</b>	54660-188510-4-ED.DOCX 2021-03-18



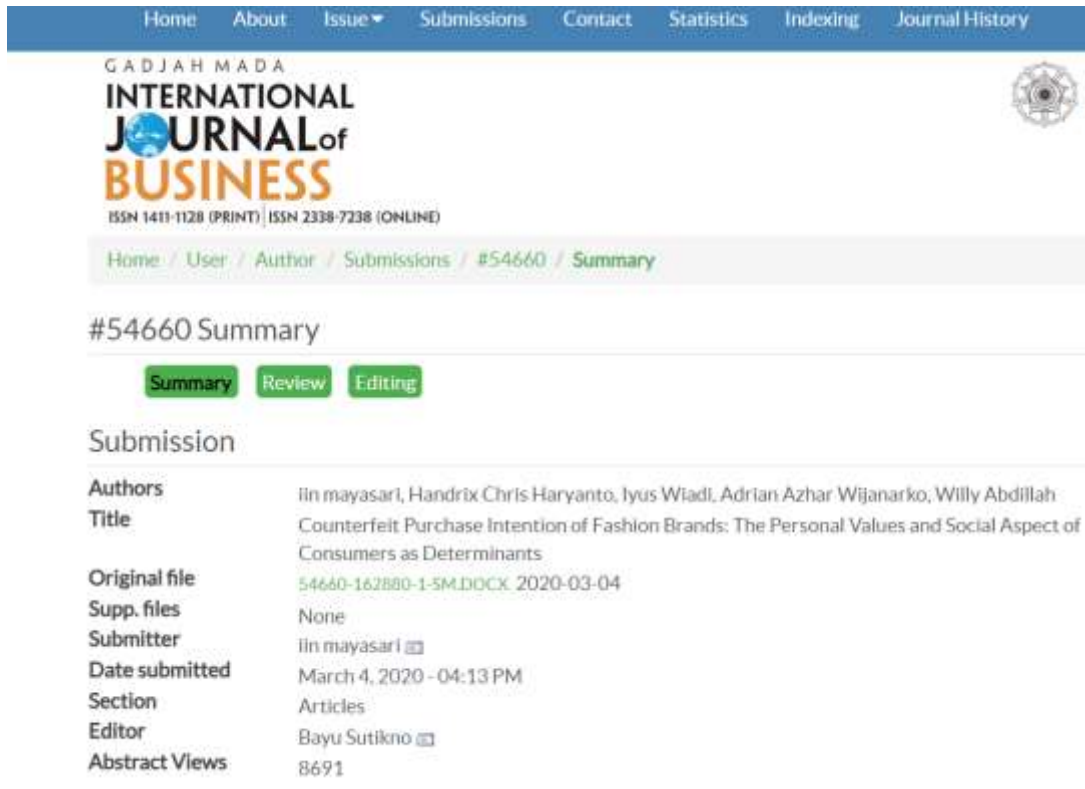
Gambar 2. Bukti Review Artikel yang Diakses dari OJS-Gama IJB

Tabel 1. Kronologi Korespondensi Artikel di Jurnal Internasional Bereputasi

No	Aktivitas	Tanggal
1	Submit Artikel melalui OJS-Gama IJB	4 Maret 2020
2	Notifikasi penerimaan unggahan dari artikel melalui email dari editor.	4 Maret 2020
3	Notifikasi email terkait proses dari editor dan reviewer dengan keputusan <b>Revision Required</b> . Revisi pertama diterima.	11 September 2020
4	Notifikasi email terkait review kedua	4 November 2020
5.	Notifikasi email terkait review ketiga.	25 Januari 2021
6	Notifikasi email terkait review keempat	30 Maret 2021
7	Notifikasi email terkait Review Kelima	7 Juli 2021
8	Menerima keputusan untuk dipublikasi	25 Agustus 2021

## Penjelasan Kronologi Korespondensi

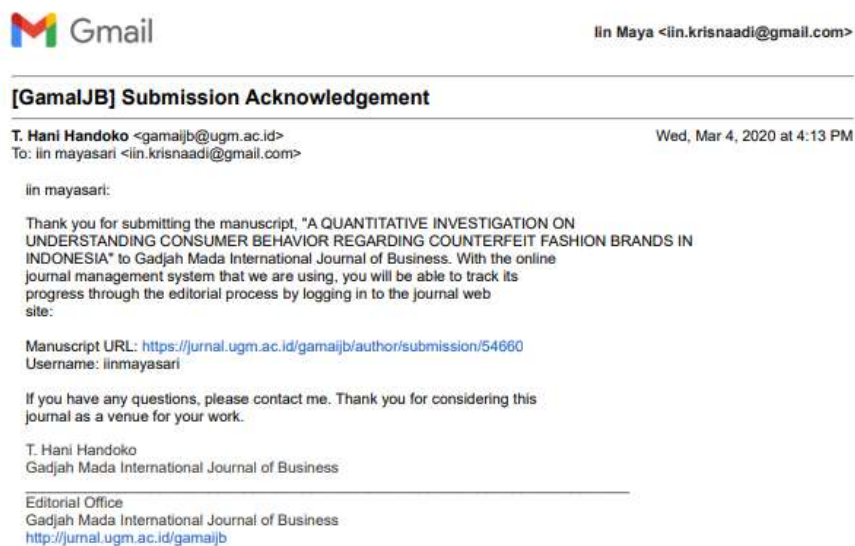
### 1. Submit Artikel



The screenshot shows the submission page for article #54660. The page has a blue navigation bar with links: Home, About, Issue, Submissions, Contact, Statistics, Indexing, and Journal History. Below the navigation bar is the journal logo and ISSN information: ISSN 1411-1128 (PRINT) | ISSN 2338-7238 (ONLINE). A breadcrumb trail reads: Home / User / Author / Submissions / #54660 / Summary. The article title is "#54660 Summary". There are three buttons: Summary (highlighted), Review, and Editing. Below this is a "Submission" section with the following details:

Authors	iin mayasari, Handrix Chris Haryanto, Iyus Wiadi, Adrian Azhar Wijanarko, Willy Abdillah
Title	Counterfeit Purchase Intention of Fashion Brands: The Personal Values and Social Aspect of Consumers as Determinants
Original file	54660-162880-1-SM.DOCX 2020-03-04
Supp. files	None
Submitter	iin mayasari
Date submitted	March 4, 2020 - 04:13 PM
Section	Articles
Editor	Bayu Sutikno
Abstract Views	8691

### 2. Notifikasi Penerimaan Unggahan Artikel Dari Editor



The screenshot shows a Gmail notification email. The sender is T. Hani Handoko <gamajb@ugm.ac.id> and the recipient is iin Maya <iin.krisnaadi@gmail.com>. The subject is "[GamalJB] Submission Acknowledgement". The email content is as follows:

T. Hani Handoko <gamajb@ugm.ac.id>  
To: iin mayasari <iin.krisnaadi@gmail.com>

iin mayasari:

Thank you for submitting the manuscript, "A QUANTITATIVE INVESTIGATION ON UNDERSTANDING CONSUMER BEHAVIOR REGARDING COUNTERFEIT FASHION BRANDS IN INDONESIA" to Gadjah Mada International Journal of Business. With the online journal management system that we are using, you will be able to track its progress through the editorial process by logging in to the journal web site:

Manuscript URL: <https://jurnal.ugm.ac.id/gamajb/author/submission/54660>  
Username: iinmayasari

If you have any questions, please contact me. Thank you for considering this journal as a venue for your work.

T. Hani Handoko  
Gadjah Mada International Journal of Business

Editorial Office  
Gadjah Mada International Journal of Business  
<http://jurnal.ugm.ac.id/gamajb>

### 3. Notifikasi Email Terkait Proses Dari Editor dan Reviewer Dengan Keputusan Revisi Diterima.



lin Maya <lin.krisnaadi@gmail.com>

#### [GamalJB] Editor Decision

Hani Handoko <gamajjb@ugm.ac.id>  
To: lin mayasari <lin.krisnaadi@gmail.com>

Fri, Sep 11, 2020 at 1:44 PM

lin mayasari:

We have reached a decision regarding your submission to Gadjah Mada International Journal of Business, "A QUANTITATIVE INVESTIGATION ON UNDERSTANDING CONSUMER BEHAVIOR REGARDING COUNTERFEIT FASHION BRANDS IN INDONESIA".

Our decision is: Revisions Required

With this email, we attached the reviewer's comment(s). Hopefully, the reviewer's comment(s) can help to make your manuscript better. We are looking forward to your response and expect to receive the result no later than (September 25, 2020).

Should you have any inquiries, please contact our administrative staff at [gamajjb@ugm.ac.id](mailto:gamajjb@ugm.ac.id).

Your kind attention and cooperation is highly appreciated.

Thank you  
Best regards  
GamalJB

Editorial Office  
Gadjah Mada International Journal of Business  
<http://jurnal.ugm.ac.id/gamajjb>

**Tabel 2. Review Pertama**

	Comments of reviewer	Author Amendment
Reviewer 1	<ol style="list-style-type: none"> <li>This research was promising a new perspective of the motives in buying counterfeit products.</li> <li>The title can be more simplified so more comfortable and exciting to understand. The abstract, keywords, JEL has already written well. Some questions arise in this part: <ul style="list-style-type: none"> <li>Please give a complete form of respondents profile in the form of a table</li> <li>Since it is distributed in several cities in Indonesia, please indicates which city contributes to the most respondents in this research. Is it a big or small city?</li> <li>Why respondents collected using snowball sampling?</li> </ul> </li> </ol>	<p>Thank you</p> <p>The title is changed: Counterfeit Purchase Intention of Fashion Brands: The Personal Values and Social Aspect of Consumers as Determinants.</p> <p>Previously: A Quantitative Investigation On Understanding Consumer Behavior Regarding Counterfeit Fashion Brands In Indonesia.</p> <p>All the inputs are ready revised in the draft.</p>

	<p>- Analyzing the education level of respondents, is it mostly distributed to students?</p> <p>3. The writing style is easy to understand, only needs improvement in special terms to be more clearly defined, like vanity, counterfeit, etc.</p> <p>4. Overall, this paper promises an exciting topic of motives in buying counterfeit products, but not yet discovered which counterfeit products categories are most likely by customers. Also, the respondents' distribution should be described since customer behaviors in big and small cities could be different in defining counterfeit products.</p>	
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#### 4. Notifikasi terkait Review Kedua.

3/24/24, 5:02 PM

Gmail - Reviewer's Comments



Iin Maya <iin.krisnaadi@gmail.com>

#### Reviewer's Comments

**GAMA IJB** <gamaijb@ugm.ac.id>  
To: Iin Maya <iin.krisnaadi@gmail.com>

Wed, Nov 4, 2020 at 8:39 AM

Dear Mrs. Iin,

With this email, we attached the reviewer's comments. Hopefully, the reviewer's comments can help to make your manuscript better.

Should you have any inquiries, please contact our administrative staff at [gamaijb@ugm.ac.id](mailto:gamaijb@ugm.ac.id).

Your kind attention and cooperation is highly appreciated.

Thank you in advance.

Sincerely yours

GamaIJB



**Tabel 3. Review Kedua**

<b>Comments of reviewer</b>	<b>Author Amendment</b>
1. Interesting research about some determinants that stimulates counterfeit purchase of fashion brands	
2. There's a typo in title, abstract needs to be written more comprehensively, introduction can be improved by sharpen the data about the loss, is it for the country or the owner's of luxury brand.	Yes, I have already revised it.
3. There's must be a statement to explain, this research is qualitative, quantitative, and mixed methods research. Also, need justification in number of respondents and number of cities that becoming respondents in this research to give an overview of Indonesia's customer behavior about counterfeit purchases.	Yes, I have already revised in the draft.
4. Easy to read and interesting to see the flow of research finding.	
5. The paper is promising, however needs more analysis in demographic aspect to elaborate the profile of people tend to buy counterfeit products, since from summary of respondents profile in terms of educational profile seems this questionnaire just distributed to students, not to public in general. Also, need to add questionnaires in the revision process for further review.	Yes, I have already revised the draft.

## 5. Notifikasi terkait Review Ketiga.

[GamaIJB] Editor Decision Inbox x



Gadja Mada International Journal of Business <gamaIjb@ugm.ac.id>  
to me ▾

Mon, Jan 25, 2021, 7:52 AM

Iin mayasari:

We have reached a decision regarding your submission to Gadja Mada International Journal of Business: "A QUANTITATIVE INVESTIGATION ON UNDERSTANDING CONSUMER BEHAVIOR REGARDING COUNTERFEIT FASHION BRANDS IN INDONESIA".

Our decision is: Revisions Required

Gadja Mada International Journal of Business  
[gamaIjb@ugm.ac.id](mailto:gamaIjb@ugm.ac.id)

Reviewer memberikan masukan langsung pada naskah dan penulis memberikan revisi pada naskah. Beberapa bukti, penulis cantumkan dalam bentuk screen shot.

Reviewer pertama:

*Terkait dengan abstrak*

### COUNTERFEIT PURCHASE INTENTION OF FASHION BRANDS: THE ROLE OF PERSONAL VALUES AND SOCIAL FACTOR OF CONSUMERS AS DETERMINANTS

#### ABSTRACT

Counterfeit becomes the growing industry in Indonesia. Consumers in Indonesia tend to find easily counterfeit products especially fashion products. The purpose of this quantitative study is to analyze personal values and social factor toward counterfeits and purchase intention of counterfeits in Indonesia which focuses on fashion products. The study also aims at analyzing the influence of novelty seeking, integrity values, and status consumption on attitude toward counterfeits. Furthermore, this study also addresses the influence of perceived risk, information susceptibility, vanity physical, and vanity achievement on purchase intention of counterfeits. A total of 193 respondents were included after distributing questionnaires by doing a survey in Indonesia. Data were analyzed using partial least square. The results of the study indicated that attitude toward counterfeits was the most important determinant of willingness to purchase for counterfeits. Novelty seeking, integrity, status consumption, and information susceptibility were also the important determinants of attitude toward counterfeits. However, integrity was found to have a strong positive relationship with willingness to purchase for counterfeits. Perceived risk, physical vanity, and vanity achievement were found to have insignificant relationship with purchase intention of counterfeits. Implication for stakeholders and future research are discussed. The study also has the impact on the marketing strategies. One of them is marketers can offer massive prestige brands to reduce counterfeit luxury brands.

Author  
Type in title

Author  
in Indonesia or in particular part of Indonesia?

Author  
done

Reply Reopen

Author  
Formatted: Highlight

## Terkait dengan cara penulisan sitasi penulis

Parani, 2011). Based on the previous studies, there are some Asian countries also have the challenges of the preference of counterfeit brands including China (Chesung & Prendergast, 2006); the attitude toward the non-deceptive counterfeit brands in the UK and China (Bian & Veloutson, 2007); Singaporean consumers (Phan, Teah, & Lee *et al.*, 2009); Chinese consumer (Jiang & Cova, 2012); Indian perspective (Jain *et al.*, Roy, & Ranchhod, 2015); counterfeit Prada of Chinese and Taiwan Chinese consumers (Teah *et al.*, Phau, & Huang, 2015); counterfeit luxury goods in Malaysia (Ting *et al.*, Goh, & Tan, 2016); Singapore and Taiwan (Chiu & Leng, 2016); Hongkong with Chinese consumers towards deliberate counterfeit (Sharma & Chan, 2016); and moral reasoning of counterfeits in China (Chen *et al.*, Teng, & Liao, 2018).

The condition of counterfeit products is still rampant in the Indonesian market. Previous studies have analyzed the counterfeit products such as in Jambi city of Indonesia (Musmaini & Jacob 2015); counterfeit self among Indonesians (Abraham *et al.*, 2018) and counterfeit bag products (Budiman, 2012). Based on the study of Indonesian Anti-Counterfeiting Society, the counterfeit products caused a total loss of US\$4.82 billion to the national economy of Indonesia (The Jakarta Post, 2017). The percentage of fake product category in the clothes was 38.9% and leather products was 37.2%. Indonesian Retail Entrepreneurs Association informed that counterfeit goods is now an open secret in Indonesia. Its existence is certainly a threat to the seller of original

**Author**  
All authors at the first citation pls

**Author**  
Check to confirm that all authors were cited at the first citation before using et al subsequently.

**Author**  
The loss is for country or for luxury brand itself, need more explanation here

## Penjelasan intention to purchase perlu diperkuat.

*Conceptual framework and hypotheses*

*Intention to purchase*

The theory of planned behavior suggested that behavior is determined by purchase intention while the purchase intention is preceded by attitude (Ajzen, 1991). Chiu and Leng (2016) have listed number of a positive relationship between attitude and intention to purchase counterfeits. Consumer will have more favorable attitude toward purchase of counterfeits (Chiu *et al.*, 2014; Swami *et al.*, 2009; Phan & Teah, 2009).

*Attitude toward counterfeit*

Attitude is learned predisposition to behave consistently favorable or unfavorable manner with respect to a given object. Ajzen and Fishbein (1980) argued that attitude is highly correlated with one's intention which in turn is the strong predictor of behavior. Greater attitude should be associated with stronger intention

**Author**  
need more reference to see state of art in intention to purchase in previous research

[Reply](#) [Resolve](#)

## Pemilihan responden

### METHODS

*Sampling and data collection*

The unit analysis in the study is consumers, aged between 19-44 years old, living in Jakarta, Tangerang, Bogor, Bekasi, Yogyakarta, Bandung, Medan, Jambi, Batam, Pekanbaru and Samarinda of Indonesia. The choice of city is not the priority of the research. The sampling used non-probability sampling with the requirements including they have already known the counterfeit brands or at least have already bought the counterfeits. The study used a snowball sampling and collected the data through online survey. A total of 193 completed responses. The sampling used non-probability sampling with the requirements including they have already known the counterfeit brands or at least have already bought the counterfeits. The study used a snowball sampling and collected the data through online survey. A total of 193 completed responses. All data were already well screened and used for Partial Least Square analysis. The value fulfilled the minimum response rate approximately 64.3%.

The data showed that a number of male respondents was 40,93% while the number of female respondents was 59,07%. The respondent's age were skewed toward consumers with 68% of

**Author**  
need justification statement why choosing respondents from this cities, is there any specific criteria or some requirement that set by authors?

Author: [What is your justification of the...](#)

**Author**  
done

**Author**  
Need to add sample represent requirement theory, why authors only spread to 193 respondents to give a overview for Indonesia?

## Penjelasan lebih lanjut terkait dengan analisis yang diperkuat data.

The theory of planned behavior explains the relationship between attitude as the consumers' evaluation of counterfeit products and of the act of purchasing these products. This theory also explains determining factors affecting counterfeit brands intention among consumers. This study shows that there are relationships between novelty seeking, integrity, status consumption and attitude toward counterfeit brands. This study shows that there is a tendency for respondents to understand the rules but do not feel worried about buying counterfeit products. They perceive that there is no penalty for purchasing counterfeits. The demand to look cool and attractive in front of the public is stronger to encourage them to like counterfeit products. On the other hand, the strong urge to show high consumption status influences does not influence to buy a product counterfeit. They don't care whether the goods purchased are fake or not, as long as there is still a foreign brand label. Foreign brands are still perceived as having good quality. On the other hand, the study results show no effect of physical vanity and achievement vanity. This becomes contradictory with the variable of status consumption. Theoretically, the results of this study should be in line with the consumption status. The analysis shows that counterfeit brands cannot increase physical appearance and achievement of respondents.

**Author**  
The analysis is interesting, however need to elaborate with demographic data, since from this analysis authors not give a rich explanation about customer profile, since age, education, and sex could be involved in process of buying counterfeit products

## 6. Notifikasi terkait Review Keempat

### [GamalJB] Gentle Reminder

2 messages

**Gadiah Mada International Journal of Business** <gamaljb@ugm.ac.id>  
To: lin mayasari <lin.krisnaadi@gmail.com>


Tue, Mar 30, 2021 at 1:43 PM

Dear lin Mayasari, PhD

With this email, we attach the document (Table Amendment)

Thank You  
Sincerely  
Editorial Office


Editorial Office  
Gadiah Mada International Journal of Business  
<http://jurnal.ugm.ac.id/gamaljb>

 **54660-178388-6-ED (3).docx**  
1113K

**lin Maya** <lin.krisnaadi@gmail.com>  
To: Gadiah Mada International Journal of Business <gamaljb@ugm.ac.id>

Thu, Apr 1, 2021 at 6:42 AM

Good morning Editorial Office  
Here is the table of amendment of the paper.  
I also submit the file in the online system  
Thank u very much.  
Best Regards  
lin Mayasari  
[Quoted text hidden]

 **54660-178388-6-ED-a list amandement April, 2021.docx**  
1113K

Review pada tahap ini terkait tambahan review sebelumnya.

**Tabel 4. Review Keempat**

Comments of reviewer	Author Amendment
1. Interesting research about some determinants that stimulates counterfeit purchase of fashion brands	1. <b>Based on the paper submitted on March 18, 2021</b> , the author has stated the aim of the research.
2. There's a typo in title, abstract needs to be written more comprehensively,	2. It is already improved and revised on the paper draft.

introduction can be improved by sharpen the data about the loss, is it for the country or the owner's of luxury brand.	
3. There's must be a statement to explain, this research is qualitative, quantitative, and mixed methods research. Also, need justification in number of respondents and number of cities that becoming respondents in this research to give an overview of Indonesia's customer behavior about counterfeit purchases.	3. In the abstract, the statement of quantitative research is already clearly explained. 4. The need justification of number respondents and cities is already stated in the sampling and data collection.
4. Easy to read and interesting to see the flow of research finding.	5. Thank u
5. The paper is promising, however need more analysis in demographic aspect to elaborate the profile of people tend to buy counterfeit products, since from summary of respondents profile in terms of educational profile seems this questionnaire just distributed to students, not to public in general. Also, need to add questionnaires in the revision process for further review.	6. The profile of demographic aspect is already explained in the sampling and data collection.
comments available on MS.WORD	There is revision of using coma of the sentences. It is already revised.
	The justification of the choice of consumer is already
	The suggestion to clarify the finding result of the influence of information susceptibility is already revised.
	The format of reference style is already changed into APA style.

## 7. Notifikasi email terkait Review Kelima



lin Maya <lin.krisnaadi@gmail.com>

---

### [GamalJB] Editor Decision

Gajah Mada International Journal of Business <gamaijb@ugm.ac.id>

Wed, Jul 7, 2021 at 9:03 AM

To: lin mayasari <lin.krisnaadi@gmail.com>

Cc: Handrix Chris Haryanto <handrixchrisharyanto@gmail.com>, Iyus Wiadi <iyus.wiadi@paramadina.ac.id>, Adrian Azhar Wijanarko <adrian.wijanarko@paramadina.ac.id>, Willy Abdillah <willya@unib.ac.id>

lin mayasari:

We have received your revision, but after we checked, there is a difference with the revision that our reviewer requested. We attach a tabled amendment. Please revise your manuscript and put a mark (color) on the revised section.

We look forward to getting this revision by 2021-07-08 and would be pleased to receive it as soon as you are able to prepare it.

Thank You  
Sincerely  
Editorial Office

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Editorial Office  
Gajah Mada International Journal of Business  
<http://jurnal.ugm.ac.id/gamaijb>

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Penulis langsung memperbaiki dengan menyesuaikan.

## 8. Menerima Surat Untuk Siap Submission Dan Dipublikasi.

### [GamalJB] Editor Decision

Gadjah Mada International Journal of Business <gamaljb@ugm.ac.id>

Wed, Aug 25, 2021 at 5:46 AM

To: iin mayasari <iin.krisnaadi@gmail.com>

Cc: Handrix Chris Haryanto <handrixchrisharyanto@gmail.com>, lyus Wiadi <lyus.wiadi@paramadina.ac.id>, Adrian Azhar Wijanarko <adrian.wijanarko@paramadina.ac.id>, Willy Abdillah <wilya@unib.ac.id>

iin mayasari:

We have reached a decision regarding your submission to Gadjah Mada International Journal of Business, "COUNTERFEIT PURCHASE INTENTION OF FASHION BRANDS: THE PERSONAL VALUES AND SOCIAL ASPECT OF CONSUMERS AS DETERMINANTS".

Our decision is to: Accept Submission

We attach the proofread results, please recheck them, and if appropriate, we will proceed to the copy-editing stage

Furthermore, please send us all the Author's short CV. Please write it like this sample

"Last Name, First name, is .....(position) at/in .....  
He/She earned his/her (academic title) (year) in (field of study) from (university), and his/her (academic title) (year) in (field of study) from (university). His/Her research interest(s)..... He/She has a publication in..... (academic journal/peer-reviewed journal).

Author's contact detail: .....complete address; ... phone number; e-mail:....."

If there are revisions to the manuscript, please kindly revise your Metadata in the OJS.


We look forward to getting this article and CV before 2021-08-31 and would be pleased to receive it as soon as you are able to prepare it.

Thank You  
Sincerely  
Editorial Office

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<http://jurnal.ugm.ac.id/gamaljb>

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 Working copy of 54660-186510-10-ED - Copy.docx  
1233K