

BUKTI KORESPONDENSI JURNAL INTERNASIONAL BEREPUTASI



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

Fakultas Ekonomi dan Bisnis
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 Examining the role of social media marketing on brand love and its impact on brand centrality: The study of local fashion brands for the millennials yang diterbitkan pada Journal of Indonesian Economy and Business Volume 38, Number 2, 2023, 147 – 165. Jurnal tersebut merupakan jurnal bereputasi internasional terindeks Scopus Q3 dengan SJR 0,18, ISSN 2085-8272 (print), ISSN 2338-5847 (online).

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

Jakarta, 25 Maret 2024

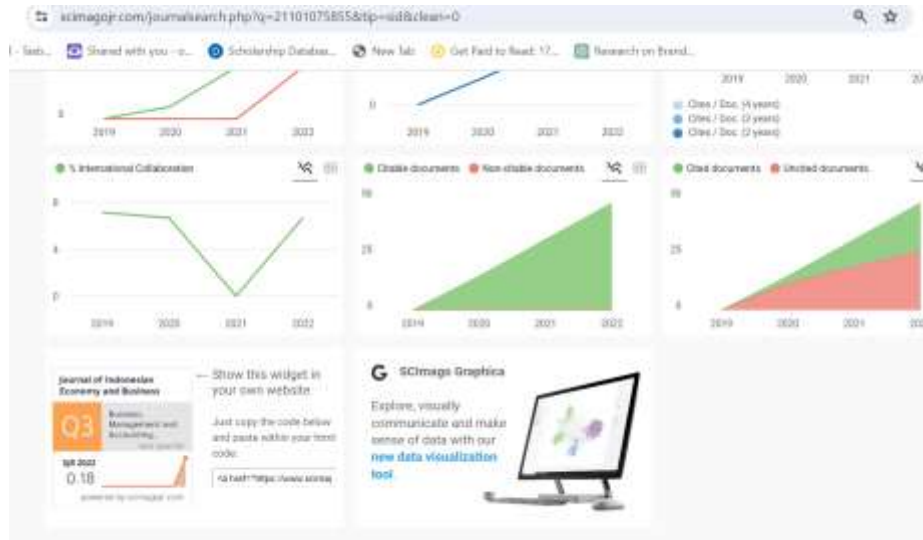
Hormat saya



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

Tautan SJR Jurnal yang Diajukan.

<https://www.scimagojr.com/journalsearch.php?q=21101075855&tip=sid&clean=>



Gambar 1. Bukti SJR Jurnal yang Diajukan

Bukti Korespondensi pada OJS

| Name | Date | Last Seen | Response | Details |
|--|--------|---------------------|----------|---------|
| 1008110081 Review Discussion Result | awahaf | 2022-11-28 00:07 PM | ... | ... |
| 1008110081 Review Discussion | awahaf | 2022-10-26 02:14 PM | ... | ... |
| 1008110081 Approval Report Review Result | awahaf | 2022-01-10 03:20 PM | ... | ... |
| 1008110081 Approval Report Review Result | awahaf | 2022-01-27 05:45 AM | ... | ... |
| 1008110081 Approval Report Review | awahaf | 2022-01-23 04:19 PM | ... | ... |
| 1008110081 Approval Report Review Discussion | awahaf | 2022-01-10 04:16 PM | ... | ... |
| 1008110081 Approval Report Review Result | awahaf | 2022-01-29 00:00 AM | ... | ... |

Gambar 2. Bukti Review Artikel yang Diakses dari OJS-JIEB

Tabel 1. Kronologi Korespondensi Artikel di Jurnal Internasional Bereputasi

| No | Aktivitas | Tanggal |
|----|---|------------------|
| 1 | Submit Artikel melalui OJS-JIEB. | 16 Agustus 2022 |
| 2 | Notifikasi penerimaan unggahan dari artikel melalui email. | 16 Agustus 2022 |
| 3 | Notifikasi pada OJS-JIEB terkait proses dari editor selesai dan diserahkan pada reviewer. | 27 Oktober 2022 |
| 4 | Notifikasi terkait review pertama diterima baik dari OJS dan email. | 28 November 2022 |
| 5. | Notifikasi terkait review kedua diterima baik dari OJS dan email. | 10 Januari 2023 |

| | | |
|---|---|-----------------|
| 6 | Notifikasi terkait review ketiga diterima baik dari OJS dan email. | 27 Januari 2023 |
| 7 | Notifikasi terkait review keempat diterima baik dari OJS dan email. | 9 Maret 2023 |
| 8 | Menerima Letter of Acceptance | 21 Maret 2023 |

Penjelasan Kronologi Korespondensi

1. Submit Artikel

The screenshot shows the JIEB submission interface. The article title is "Examining the Role of Social Media Marketing on Brand Love and Its Impact on Brand Centrality: The Study of Local Fashion Brands for the Millennials" by Iin Mayasari, Handrix Chris Haryanto, Oliva Deliani Hutagaol, Adam Rizky, etc. The submission status is "Production". The submission files section shows a file named "24443-1 - iinmayasari, Full manuscript.docx" uploaded on August 16, 2022. There is a search icon and a "Download All Files" button.

2. Notifikasi Penerimaan Unggahan Artikel Dari Editor

[JIEB] Submission Acknowledgement

Widya Paramita, Ph.D via Jurnal Ilmiah Universitas Gadjah Mada <noreply-ojs3@ugm.ac.id>
 Reply-To: "Widya Paramita, Ph.D" <editors.feb@ugm.ac.id>
 To: "Dr. Iin Mayasari, M.Si" <iin.mayasari@paramadina.ac.id>

Tue, Aug 16, 2022 at 10:24 PM

Dr. Iin Mayasari, M.Si:

Thank you for submitting the manuscript, "Examining the role of social media marketing on brand love and its impact on brand centrality: The study of local fashion brands for the millennials" to Journal of Indonesian Economy and 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:

Submission URL: <https://jurnal.ugm.ac.id/v3/jieb/authorDashboard/submission/5364>
 Username: iinmayasari

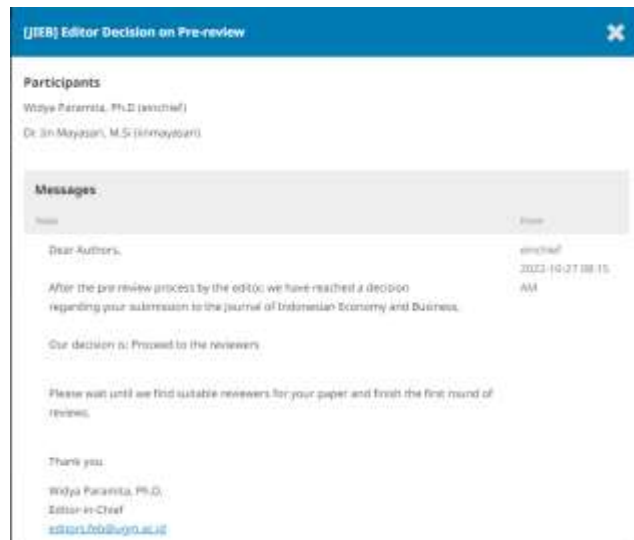
If you have any questions, please contact me. Thank you for considering this journal as a venue for your work.

Widya Paramita, Ph.D

Widya Paramita , Ph.D.

Editor in Chief

3. Notifikasi untuk proses selanjutnya, sudah lolos di editor dan diserahkan kepada reviewer.



4. Notifikasi Email Terkait Review Pertama

[JIEB] Editor Decision

2 messages

Widya Paramita, Ph.D via Jurnal Ilmiah Universitas Gadjah Mada <noreply-ojs3@ugm.ac.id> Mon, Nov 28, 2022 at 4:00 PM
Reply-To: "Widya Paramita, Ph.D" <editors.feb@ugm.ac.id>
To: "Dr. Iin Mayasari, M.Si" <iin.mayasari@paramadina.ac.id>, Handrix Chris Haryanto <handrix.haryanto@paramadina.ac.id>, Olivia Deliani Hutagaol <olivia.h@lspr.edu>, Adam Rizky Ramadhan <adamrr14@yahoo.com>, Iwan Amir <iwan.amir@students.paramadina.ac.id>

Dear author,

We would like to inform you that we have finished the first round review process of your article entitled:

"Examining the role of social media marketing on brand love and its impact on brand centrality: The study of local fashion brands for the millennials"

The result shows that your article needs revision.

The comment from the first reviewer is including:

- In the conclusion part, it is stated, that "In this case, research uses the purchase intention aspect as an external component of the brand". Please, explain what does it mean

The comment from the second reviewer is including:

- In future research suggestions, some suggestions involve the basis or support of opinions from existing researchers or experts (which of course there is a basis that supports the researchers' thoughts)

We look forward to having your revision before December 12th, 2022. We expect to receive three files:

1. Reviewed manuscript
2. Response to 1st Reviewer (filled)
3. Response to 2nd Reviewer (filled)

Thank you

Regards,
Widya Paramita, Ph.D.
Editor in Chief
editors.feb@ugm.ac.id

Widya Paramita, Ph.D.

Editor in Chief

Bukti Masukan dan Revisi untuk Review Pertama

Tabel 2. Respon pada Reviewer Pertama pada First Round Review

| No | Suggestion from Reviewer | Improvements Made in the Manuscript |
|----|--|---|
| 1 | <p>Give more discussion emphasizing why brand love doesn't affect brand centrality. In other word explain why brand centrality isn't considered as important to brand centrality, does it also mean that brand centrality is not mediating the relationship between brand love and repurchase intention? Currently you are explaining the performance of the brand love variable, and not the importance</p> | <p>We add in the manuscripts:</p> <p>This study shows that the love of the brand does not affect brand centrality. Meanwhile, brand centrality as a perceptual construct is considered important because it explains a person's cult of a brand by a person (Sarkar and Sarkar, 2017). This research shows that if a consumer has brand love, it turns out that he does not develop a close or intimate feeling with the brand. This brand love does not influence brand centrality. The brand is not central to one's own life, so this brand will later take into account one's own life. This is due to the characteristics of millennia that tend to have the desire to try out new things, so the preference for the brand exists but is not strong. However, brand centrality can create repurchase intention, when the brand is considered to be part of a person. In this study, brand centrality does not act as a mediator variable.</p> |
| 2 | <p>From the sentence "This study implies that the concept of brand love can be developed into brand centrality, including being able to become brand religiosity in the context of several diverse product categories". Does it mean that you propose brand centrality's role in influencing the repurchase intention? And will it give the similar result if the research is applicated to other objects rather than local fashion brand?</p> | <p>Yes, this study intends to propose that brand love can be developed into brand centrality, including being able to become brand religiosity in the context of several diverse product categories.</p> <p>So, we just confirm your suggestion.</p> |

| | | |
|---|---|--|
| 3 | In the conclusion part, it is stated, that “In this case, research uses the purchase intention aspect as an external component of the brand”. Please, explain what does it mean | Your suggestion: “In this case, research uses the purchase intention aspect as an external component of the brand”. We are sorry, we cannot find the sentence in the draft. What we mean here is repurchase intention. |
|---|---|--|


Tabel 3. Respon pada Reviewer Kedua pada First Round Review

| No | Suggestion from Reviewer | Improvements Made in the Manuscript |
|-----------|---|---|
| 1 | The problem of novelty needs to be clarified (not only the novelty of the variable, but also the need for confirmation or reasons for its importance or the need for the new variable, including the dynamics of the variable relationship). In the table there are several previous studies, but further exploration is needed and it is described as a state of the art research. | Table 1 shows that previous searches related to the influence of search variables on brand love. This study aims to analyze other factors that affect the love of the brand, especially local brands that have not been analyzed in previous studies. The relationship between brand love in local brands must be strengthened by a further analysis of the role of social media marketing. Ting et al. (2020) argue that social media can generally create brand love. Social media offers consumers ways to interact with brands. The information provided by social networks can create a consumer attachment to the brand. Social media also create enjoyment, feeling, and learning for consumers so they can learn more about brands. Social media also shows consumers' ease of access to information and consultation with brands. If consumers feel like the brand, they will pass on something good to other consumers..... |
| 2 | The development of the hypothesis needs to be explained in more depth, including arguments to strengthen the arguments | We revised in the draft... |

| | | |
|---|---|---|
| 3 | The method section needs to be described comprehensively such as operational definitions and other methodological aspects. | <p>We revised as follows:</p> <p>The operationalization of brand love variable was an emotional bond that is formed from consumer satisfaction with a local fashion brand. The social media marketing was operationalized as entertainment, customization, interaction, e-wom, and trendiness of social media used to promote local fashion brand. The brand centrality was operationalized as the perception of consumer toward the elements of local fashion brand including brand ideology, brand intellect, brand emotional experiences/brand centrality experiences, and public & private brand-related practices. The repurchase intention was operationalized as the willingness of consumer to buy back the local fashion brand.</p> <p>The detail in the draft</p> |
| 4 | The discussion section, arranged in a more systematic, general to specific or hypothetical section by involving a number of previous concepts and research | <p>The revision is done with the blue highlight.</p> |
| 5 | In future research suggestions, some suggestions involve the basis or support of opinions from existing researchers or experts (which of course there is a basis that supports the researchers' thoughts) | <p>The revision is done.</p> |

5. Notifikasi Email Terkait Review Kedua

1/5/24, 2:20 PM Paramadina University Mail - [JIEB] Second Round Review Result

Iin Mayasari <iin.mayasari@paramadina.ac.id>

[JIEB] Second Round Review Result
2 messages

JIEB Editors <editors.feb@ugm.ac.id> Tue, Jan 10, 2023 at 3:29 PM
To: iin.mayasari@paramadina.ac.id

Dear authors,

We would like to inform you that we have finished the second round review process of your article entitled:

"Examining the role of social media marketing on brand love and its impact on brand centrality: The study of local fashion brands for the millennials"

The result shows that your article needs revision.

The comment from the first reviewer is including:
- Explain your statement, saying that by loving one specific eco-print brand you will then love local brands in general

The comment from the second reviewer is including:
- There is no abstract and the structure does not follow the template.

We look forward to having your revision before January 24th, 2023. We expect to receive three files:

1. Revised manuscript
2. Response to 1st Reviewer (filled)
3. Response to 2nd Reviewer (filled)


Thank you

Regards,
Widya Paramita, Ph.D.
Editor in Chief
editors.feb@ugm.ac.id

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Journal of Indonesian Economy and Business
Address: Jalan Sosio Humaniora No. 1, Yogyakarta, DIY 55281, Indonesia
E-mail: editors.feb@ugm.ac.id / jieb@ugm.ac.id
Tel: +62 (274) 548-510, Ext. 127
Mobile: +62 (811) 282-2260 (Text only)
Website: <http://journal.ugm.ac.id/jieb>

3 attachments

 5364- Response to the Second Reviewer Rd 2.doc
53K

Terkait hal ini saya langsung melengkapi pada naskah.

6. Notifikasi Email Terkait Review Ketiga

Tabel 3. Respon pada Reviewer Pertama pada Third Round Review

| No | Suggestion from Reviewer | Improvements Made in the Manuscript |
|----|---|---------------------------------------|
| 1 | The grammar needs to be improved | We have tried to improve the grammar. |
| 2 | In fig 1, I cannot read the variable names etc. | We have written the variable names. |

Revisi diperbaiki langsung pada naskah.

7. Notifikasi Email terkait Review Keempat

[JIEB] Fourth Round Review Result

2 messages

JIEB Editors <editors.feb@ugm.ac.id>
To: iin.mayasari@paramadina.ac.id

Thu, Mar 9, 2023 at 9:00 AM

Dear authors,

We would like to inform you that we have finished the fourth round review process of your article entitled:

"Examining the role of social media marketing on brand love and its impact on brand centrality The study of local fashion brands for the millennials"

The second reviewer has accepted your paper. However, the first reviewer decided that your article needs revision.

The comment from the first reviewer is including:

- The topic of this research is branded items, why the respondents were asked to choose any brands not branded items?

We look forward to having your revision before March 23rd, 2023. We expect to receive two files:

1. Revised manuscript
2. Response to 1st Reviewer (filled)

Thank you

Regards,
Widya Paramita, Ph.D.
Editor in Chief
editors.feb@ugm.ac.id

Tabel 4. Respon pada Reviewer Pertama pada Fourth Round Review

| No | Suggestion from Reviewer | Improvements Made in the Manuscript |
|----|---|---|
| 1 | The topic of this research is branded items, why the respondents were asked to choose any brands not branded items? | Yes, we have already revised in research method, exactly, the respondents were asked about the branded items, not just choosing fashion products. |

| | | |
|---|--|---|
| 2 | <p>Introduction:</p> <ul style="list-style-type: none"> • Use capital letters for names • The trend of Millennials in... • Supporting data? And what is actually meant with 'local brands'? The Executive, is a local brand, for example.... Is such kind of brands that you meant with local brands? • I think that brands under the MAP are foreign brands • Not common • Why? • or brand central? • what do you mean? • What do you mean whit these words? • Are you sure, for example the Executive, Nevada, Esprise, St. Yves.... They even sound international • Be consistent with what is written in the abstract • Explain about this dimension • Is it always like this? It's better to add the key word for loyalty, so that it can differentiate between loyalty and just inertia | Yes, we have reviewed in the draft. |
| 3 | <p>Research Methodology:</p> <ul style="list-style-type: none"> • What it is meant with 'experience'? The stages they've gone through? Or how they 've chosen certain brand? • Dimensions or operationalization? • Dimensions? | Social media marketing has the dimensions of entertainment, customization, interaction, e-wom, and the trendiness of social media, which can all be used to promote local fashion brands. |

| | | |
|---|---|--|
| 4 | <p>Discussion:</p> <ul style="list-style-type: none"> • Explain how social media is important to the growth of brand love • Is it general characteristics from Millennials? | <p>Social media marketing also aims to monitor and facilitate customers' interaction and participation in social media to foster a positive commitment to the company and the brand of the company. Social media marketing is a marketing communication activity used to build cognitive, affective, conative, and behavioral aspects for a brand. Social media marketing uses social media with interesting content and includes blogs, message boards, podcasts, microblogs, bookmarks, social networks, communities, wikis, vlog blogs, and influencers. Social media marketing in this study can strengthen the interaction with consumers. There is an entertainment aspect here that is perceived by consumers, as surveyed. Local brands are analyzed using social networks, which can boost traffic to the brand's website when visitors click the URL on the website. Local brand managers use social media to attract consumers to retail outlets. Local brand vendors design social media programs to improve a brand's image. Social networks offer a place to solve problems, collect useful information, and gain profits.</p> |
| 5 | <p>Conclusion:</p> <ul style="list-style-type: none"> • What do you mean? | <p>The product categories selected in this study are usually easy to acquire. In addition, the strength of local brands has yet to create products with advantages that can be points of difference and uniqueness. Millennial consumers tend to have many brand preferences, especially in fashion. The characteristics of consumers who also want to try other brands make them incapable of becoming the primary choice for consumers.</p> |

8. Menerima Letter of Acceptance

[JIEB] Letter of Acceptance

2 messages

JIEB Editors <editors.jieb@ugm.ac.id>
To: lin.mayasari@paramadina.ac.id

Tue, Mar 21, 2023 at 3:01 PM

Dear authors,

We are pleased to announce that your article entitled "EXAMINING THE ROLE OF SOCIAL MEDIA MARKETING ON BRAND LOVE AND ITS IMPACT ON BRAND CENTRALITY: THE STUDY OF LOCAL FASHION BRANDS FOR THE MILLENNIALS" has been accepted for publication in the wake of a thorough and careful evaluation by our high-caliber reviewers in the field. It will be published in Volume 38, No 2, 2023 (May 2023).

This is the letter of acceptance to be used as needed.

Regards,
JIEB

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Journal of Indonesian Economy and Business
Address: Jalan Solo Purwokerto No. 1, Yogyakarta, DIY 50281, Indonesia
E-mail: editors.jieb@ugm.ac.id / jieb@ugm.ac.id
Tel: +62 (274) 548-510, Ext. 127
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JIEB-Letter of Acceptance lin Mayasari, Handrix Chris Haryanto, Olivia Deliani Hutagaot, Adam Rizky Ramadhan, and Iwan Amir.pdf
265K