

## RIWAYAT PUBLIKASI

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Judul Artikel:	Fashion Branding Strategy to Encourage Online Store Patronage Intention
Penulis:	<b>Burhanudin Burhanudin</b> , Diva Eriel Noviza
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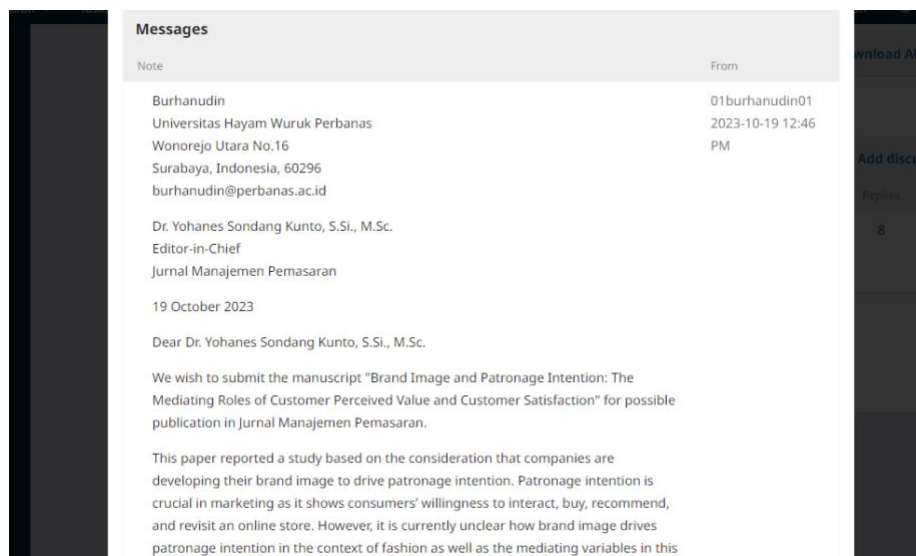
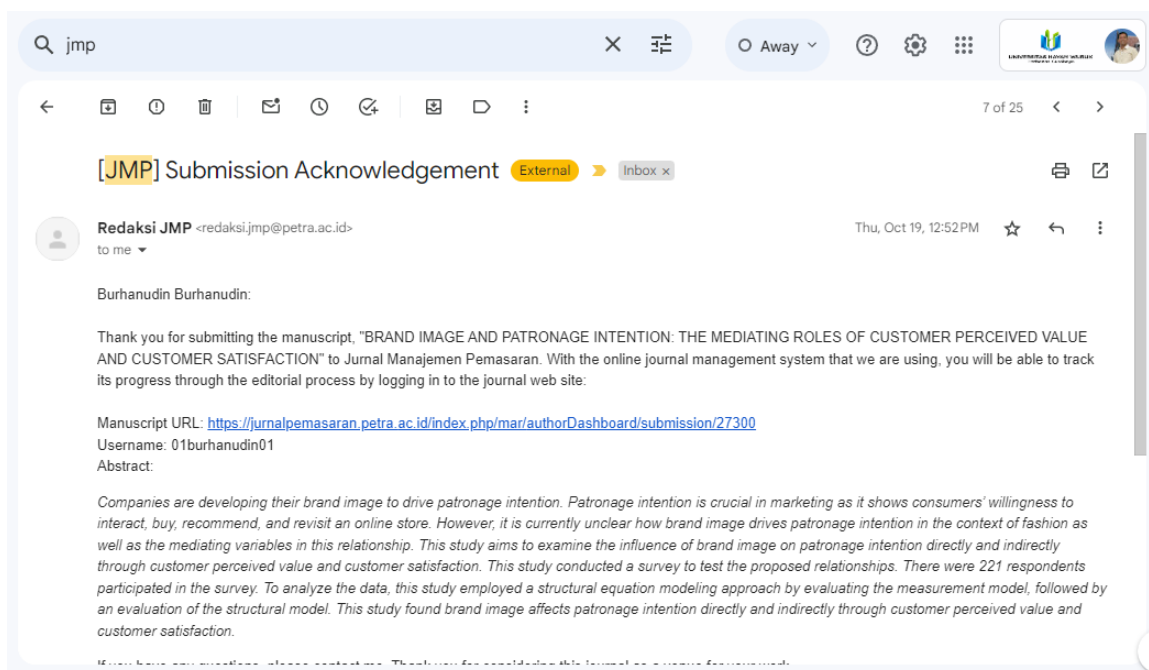
**PROGRAM STUDI SARJANA MANAJEMEN  
FAKULTAS EKONOMI DAN BISNIS  
UNIVERSITAS HAYAM WURUK PERBANAS  
(dh. STIE Perbanas Surabaya)**

## DAFTAR ISI

1. Submission Acknowledgment - 19 Oktober 2023.....	3
2. Editor Decision: Revision is required - 30 Oktober 2023.....	4
3. Tanggapan atas Komentar Reviewer Revision is required - 3 November 2023.....	5
4. Editor Decision: Revision is required – 9 November 2023.....	6
5. Tanggapan atas Komentar Reviewer Revision is required - 23 November 2023.....	8
6. Editor Decision: Accept Submission – 27 November 2023.....	15

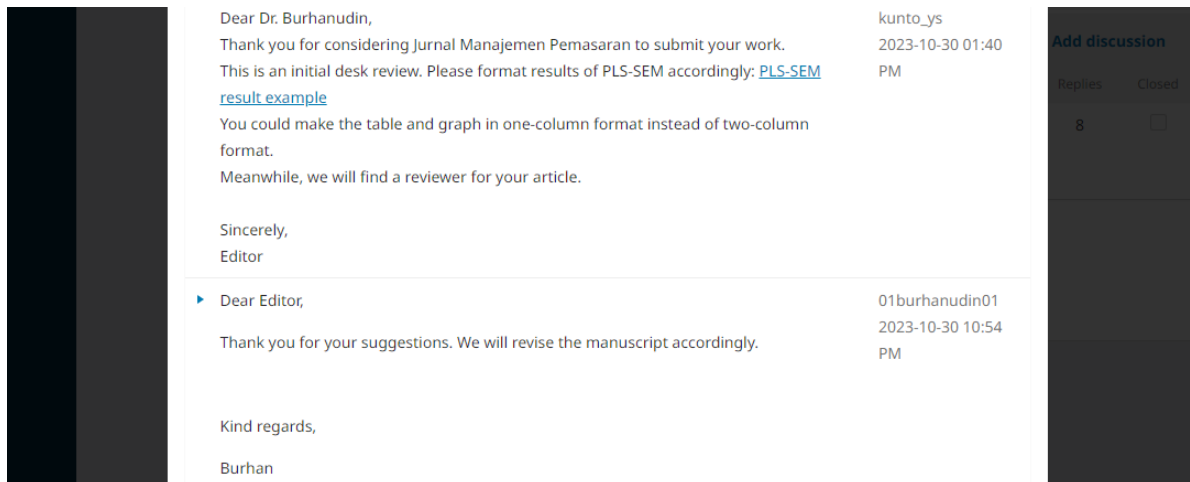
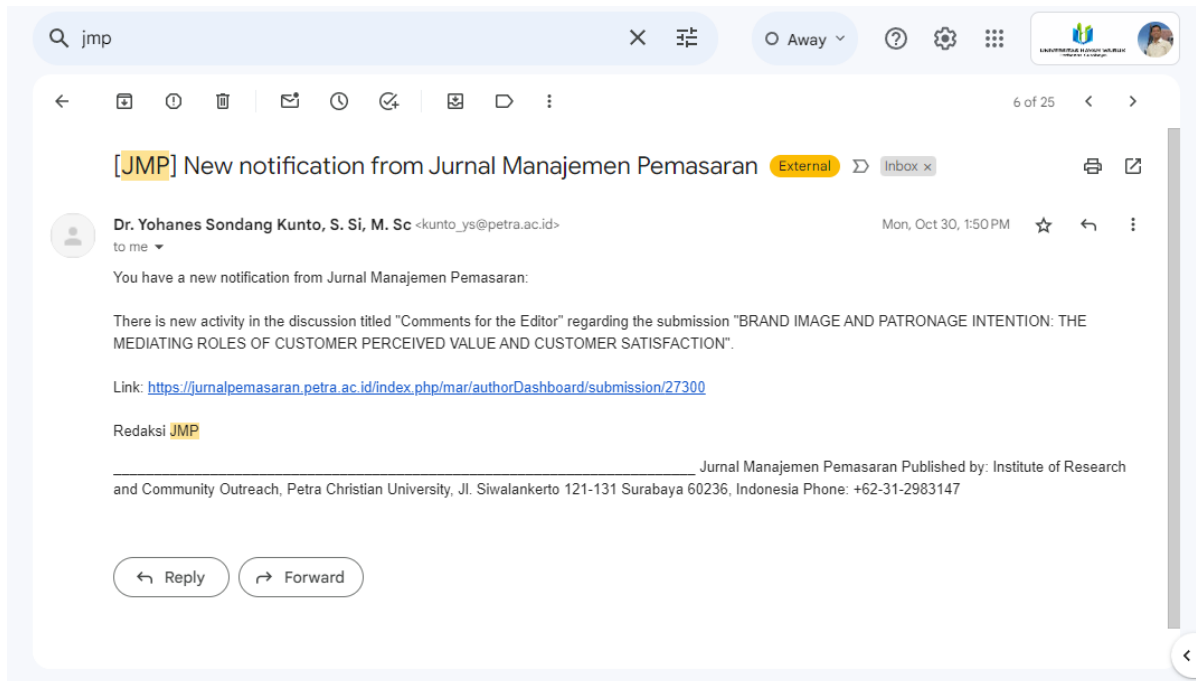
## 1. Submission Acknowledgment - 19 Oktober 2023

Dari: JMP: Jurnal Manajemen Pemasaran  
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## 2. Editor Decision: Revision is required - 30 Oktober 2023

Dari: JMP: Jurnal Manajemen Pemasaran  
[kunto\\_ys@petra.ac.id](mailto:kunto_ys@petra.ac.id)  
Subyek: Editor Decision  
Tanggal: 30 Oktober 2023  
Kepada: [burhanudin@perbanas.ac.id](mailto:burhanudin@perbanas.ac.id)



### Komentar Reviewer

Reviewer

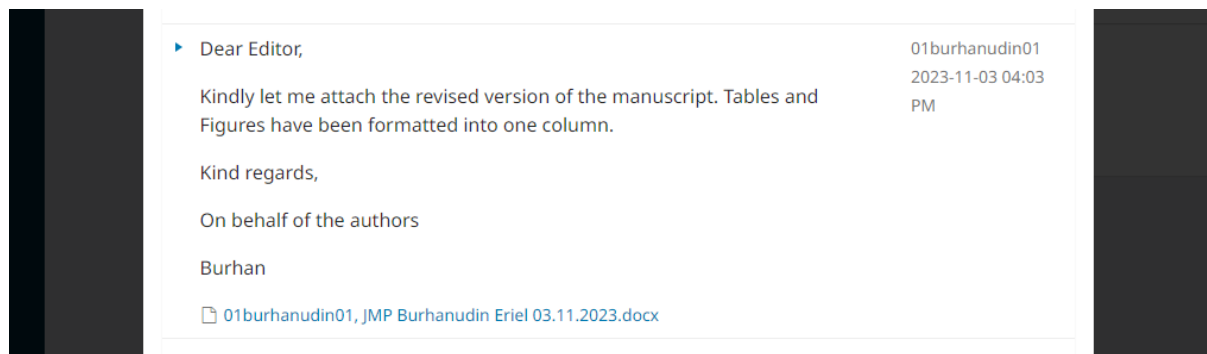
1. Please format results of PLS-SEM accordingly: PLS-SEM result example

### 3. Tanggapan atas Komentar Reviewer Revision is required - 3 November 2023

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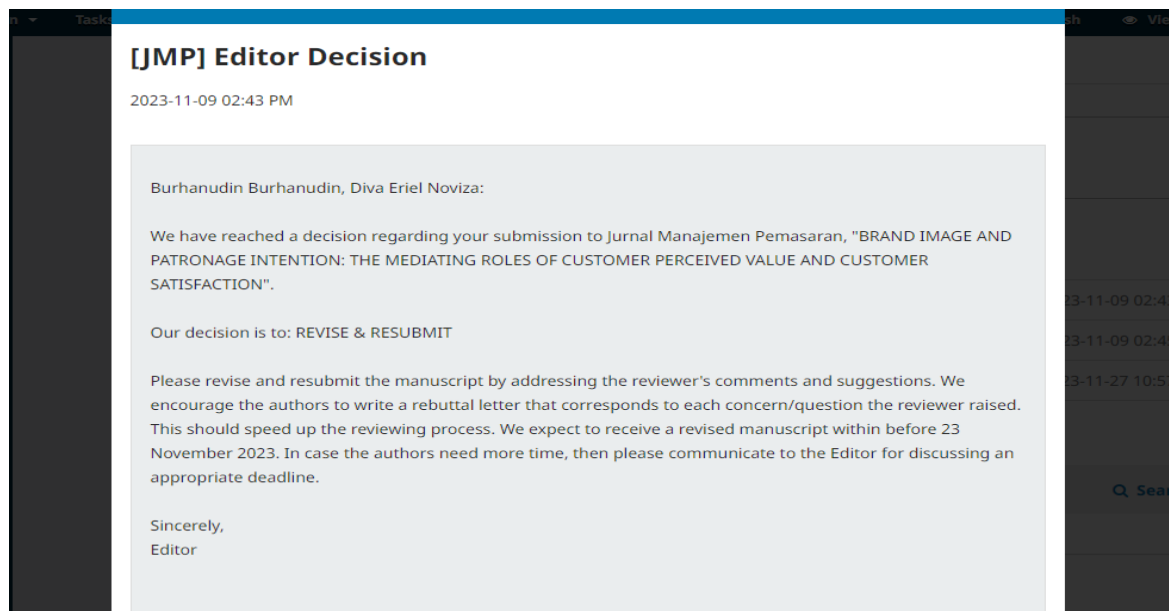
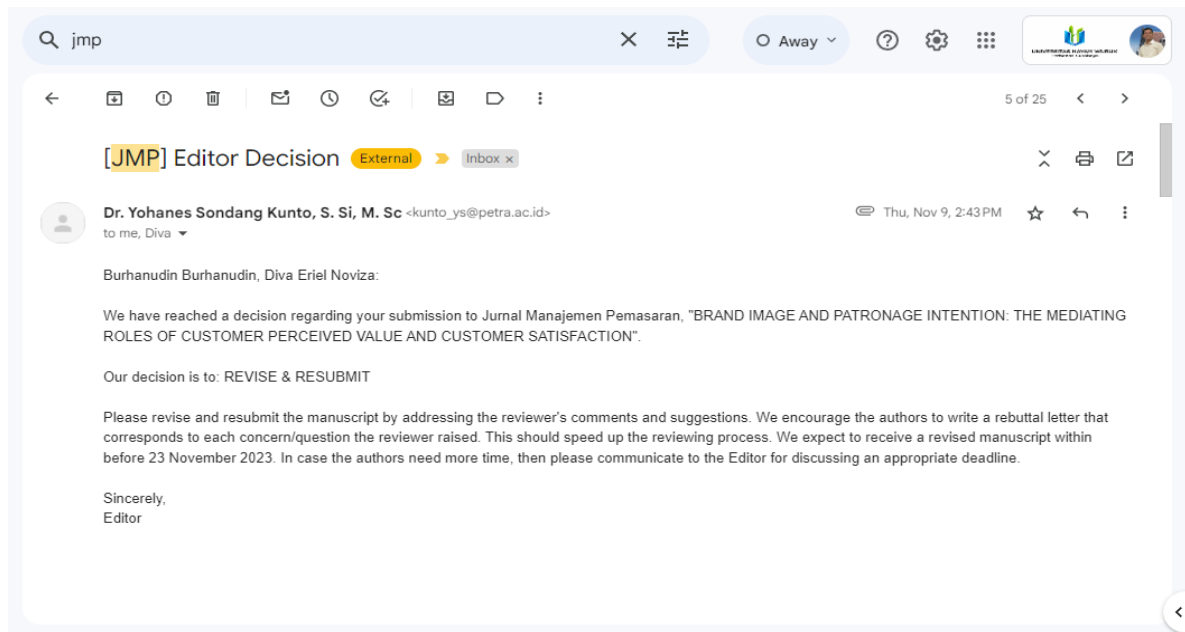
Dari: Burhanudin  
Subyek: Tanggapan Komentar dan Penyampaian Revisi  
Tanggal: 3 November 2023  
Kepada: Dr. Yohanes Sondang Kunto, S.Si., M.Sc.  
Editor-in-Chief Jurnal Manajemen Pemasaran

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#### 4. Editor Decision: Revision is required – 9 November 2023

Dari: JMP: Jurnal Manajemen Pemasaran  
[kunto\\_ys@petra.ac.id](mailto:kunto_ys@petra.ac.id)  
Subyek: Editor Decision  
Tanggal: 9 November 2023  
Kepada: [burhanudin@perbanas.ac.id](mailto:burhanudin@perbanas.ac.id)



## **Komentar Reviewer**

### Reviewer

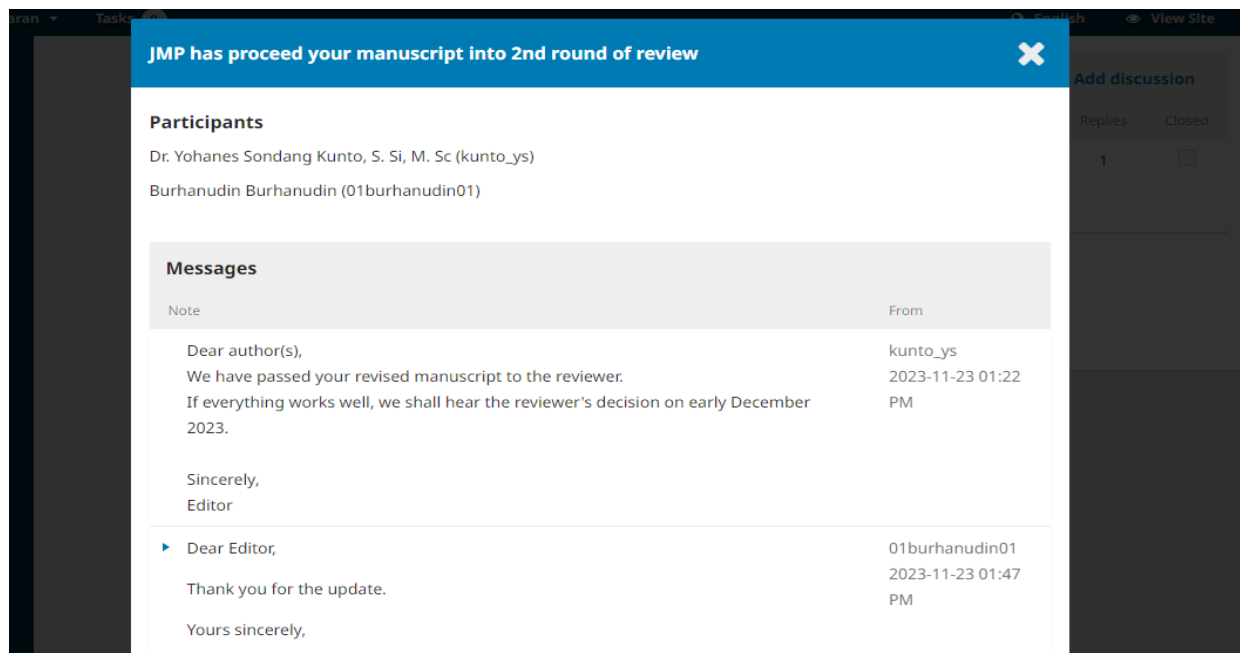
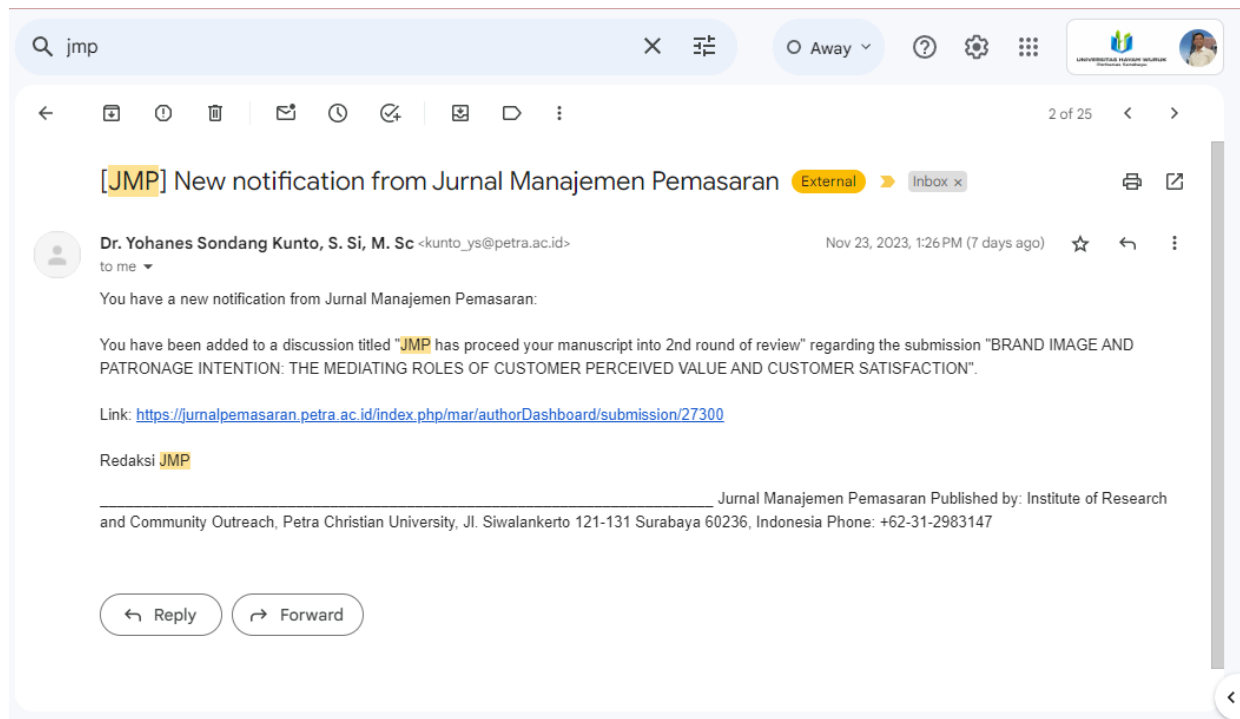
1. The title is too general and does not attract the reader to read further of the article. It should focus on the fashion industry.
2. The research problem has been discussed in general and does not link well with the research context (the fashion industry). The author is advised to blend the research problem with the context of the study.
3. Most of the justifications in the research's problem section are based on previous studies in multiple contexts, so it can be related to the context of the fashion industry.
4. In general, the hypothesis development makes sense and is well justified. However, customer satisfaction will be a problematic variable. It seems to not fit well with the frameworks. Perhaps the best variable for the conceptual model is "brand satisfaction".
5. I have a bit more concern for the methodology section of this study. The operationalization of the framework during hypothesis development does not sync well with the measurement.
6. There is confusion about the item used for customer satisfaction and patronage intention. For the brand image and perceived value, the item is about the JINISO brand, but customer satisfaction and patronage intention refer to the online store. Could you explain from the very beginning the focus of this study? Why, all of a sudden, did the online store appear in this section?
7. The main issue with the measurements is the inconsistency of the context. Is it the study about the brand image of the product or the satisfaction of the online store that refers to the service or system? The respondent will be confused about their response to this question.
8. As I mentioned in the early comments, brand satisfaction may be the best options. Please refer to an eight-item scale developed by Sahina, Zehir, and Kitapç (2011).
9. The author(s) are advised to refer to the original item of patronage intentions scales developed by Dodds, Monroe, and Grewal (1991). The patronage intention was previously known as the willingness to buy indicator.
10. The finding did not discuss the mediating effects of the frameworks. How has it been analysed?
11. From the findings, it is not important to test the mediating roles of perceived value and satisfaction. This study well explains if there is a direct relationship between the independent variable (brand image) and the dependent variables (perceived value, satisfaction, and patronage intention).
12. This study tried to make a more complicated model, but in reality, there is a direct relationship between one IV and three DVs.

### Recommendation:

Review again after major changes

## 5. Tanggapan atas Komentar Reviewer Revision is required - 23 November 2023

Dari: Burhanudin  
Subyek: Tanggapan Komentar dan Penyampaian Revisi  
Tanggal: 23 November 2023  
Kepada: Dr. Yohanes Sondang Kunto, S.Si., M.Sc.  
Editor-in-Chief Jurnal Manajemen Pemasaran





**Reviewer #1**

**Komentar 1** = The title is too general and does not attract the reader to read further of the article. It should focus on the fashion industry.

**Tanggapan 1** = Thank you for your attention and your suggestion to attract the readers. The title has been revised and currently, it is:

*Fashion Branding Strategy to Encourage Online Store Patronage Intention*

**Komentar 2** = The research problem has been discussed in general and does not link well with the research context (the fashion industry). The author is advised to blend the research problem with the context of the study.

**Tanggapan 2** = Thank you for your attention and your suggestion to better address the link between the research problem and the context of the study. The Introduction section has been revised to address this issue with changes to the previous version appearing in blue text.

**Komentar 3** = Most of the justifications in the research's problem section are based on previous studies in multiple contexts, so it can be related to the context of the fashion industry.

**Tanggapan 3** = Thank you for your suggestion to make the paper focus on discussing research problems in the fashion industry. The introduction section has been revised to focus more on the fashion industry with changes to the previous version appearing in blue text.

**Komentar 4** = In general, the hypothesis development makes sense and is well justified. However, customer satisfaction will be a problematic variable. It seems to not fit well with the frameworks. Perhaps the best variable for the conceptual model is "brand satisfaction".

**Tanggapan 4** = Thank you for your concern with the investigation and the included variables. Upon reviewing the literature (using Harzing's Publish or Perish software and Google Scholar), the authors found that brand image is connected to both customer satisfaction (Hosseini & Behboudi, 2017; Mohammed & Rashid, 2018; Rusmahafi & Wulandari, 2020) and brand satisfaction (Suminto et al., 2021).

*The above review shows the link between brand image and customer satisfaction receives stronger theoretical support than the link between brand image and brand satisfaction. Thus, this study focuses on customer satisfaction. The references in such review are presented below.*

*The previous studies on the influence of brand image on customer satisfaction:*

*Hosseini, S. H. K., & Behboudi, L. (2017). Brand trust and image: Effects on customer satisfaction. International Journal of Health Care Quality Assurance, 30(7), 580–590.*

*Mohammed, A., & Rashid, B. (2018). A conceptual model of corporate social responsibility dimensions, brand image, and customer satisfaction in Malaysian hotel industry. Kasetsart Journal of Social Sciences, 39(2), 358–364.*

*Rusmahafi, F. A., & Wulandari, R. (2020). The effect of brand image, service quality, and customer value on customer satisfaction. International Review of Management and Marketing, 10(4), 68–77.*

*The previous study on the influence of brand image on brand satisfaction:*

*Suminto, Martanti, I., Kusrihandayani, D., & Estiyani, E. (2021). The analysis effect of brand identity and brand image toward brand satisfaction and brand loyalty of chocolate product in Samarinda. Edutourism Journal of Tourism Research, 03(02), 197–205.*

**Komentari 5** = I have a bit more concern for the methodology section of this study. The operationalization of the framework during hypothesis development does not sync well with the measurement.

**Tanggapan 5** = Thank you for your concern with the methodology section. A specific response to each comment regarding the methodology section appears below (responses to comments 6-9).

**Komentari 6** = There is confusion about the item used for customer satisfaction and patronage intention. For the brand image and perceived value, the item is about the JINISO brand, but customer satisfaction and patronage intention refer to the online store. Could you explain from the very beginning the focus of this study? Why, all of a sudden, did the online store appear in this section?

**Tanggapan 6** = Thank you for your concern with the issue of consistency in the paper. Products from JINISO are sold in the online store and this study examines how the variables relating to products (brand image and customer-perceived value) affect variables related to the store (customer satisfaction and patronage intention). To address this issue, a paragraph has been added to the introduction section (paragraphs 6-7) as follows:

*Overall, clothing styles from the 80s or 90s have significant differences from the current generation's styles, often identified as the contemporary era (Arsita & Sanjaya, 2021). Fashion has become a crucial element in daily lifestyle, and fashion trends are constantly evolving in society, especially in the context of clothing styles (Bhardwaj & Fairhurst, 2010). In a broader context, research on online store patronage intention is essential in marketing. In particular, research on online store patronage intention is important in marketing. By understanding online store patronage intention, businesses can plan more effective marketing strategies, including loyalty programs, promotions, and product development (Garaus, 2017). Online store patronage intention is a crucial concept in marketing that describes the extent to which customers will continue to support a business or brand, and understanding it helps in efforts to maintain and expand market share (Nair, 2018). The importance of online store patronage intention lies in its ability to predict future customer behavior, such as the extent to which they will engage with a brand or company (Zhang et al., 2021). Overall, research and understanding of online store patronage intention is crucial in a successful fashion industry marketing strategy, given its role in building close relationships between marketers and customers (Afaq et al., 2020).*

*In this era of globalization, the fashion world is becoming increasingly connected with international trends influencing local style choices (Ladhari et al., 2019). People can now easily access global fashion through online purchases, expanding their options without being limited by geographical boundaries (Sebald & Jacob, 2020). This phenomenon is amplified by brands that exclusively operate online, without physical stores, providing a unique shopping experience and allowing consumers to keep up with fashion without having to visit conventional stores (Anggraeni & Rachmanita, 2015). Innovations in e-commerce have had a significant impact on the way people shop for clothes, creating an opportunity to celebrate the diversity of styles from different cultures while still maintaining the convenience of online shopping (Putri, 2021).*

**Komentar 7** = The main issue with the measurements is the inconsistency of the context. Is it the study about the brand image of the product or the satisfaction of the online store that refers to the service or system? The respondent will be confused about their response to this question.

**Tanggapan 7** = Thank you for your concern with the issue of measurement and inconsistency of the context. This study includes the variables relating to product, such as brand image, and the variables relating to store such as

satisfaction with the online store. The authors refer to the study of Baker et al. (2002), as an example, who investigated the variables relating to products (e.g., merchandise quality perception and merchandise value perception) and a variable relating to store (i.e., store patronage intention).

**Komentar 8** = As I mentioned in the early comments, brand satisfaction may be the best options. Please refer to an eight-item scale developed by Sahina, Zehir, and Kitapç (2011).

**Tanggapan 8** = Thank you for your suggestion to consider brand satisfaction in the study. Following the authors' response to reviewers' comment number 4 (see above), the authors have acknowledged the use of customer satisfaction as a limitation in the current study and suggested future studies to include brand satisfaction in the limitations and future research suggestions section (see page 16).

**Komentar 9** = The author(s) are advised to refer to the original item of patronage intentions scales developed by Dodds, Monroe, and Grewal (1991). The patronage intention was previously known as the willingness to buy indicator.

**Tanggapan 9** = Thank you for your concern with the measurement issue of patronage intention. The authors agree that Dodds, Monroe, and Grewal (1991) use the term willingness to buy. However, Mehta, Sharma, and Swami (2013) refers to both Dodds, Monroe, and Grewal (1991) and Baker, Parasuraman, Grewal, and Voss (2002) in forming items measuring patronage intention. Unlike Dodds, Monroe, and Grewal (1991), Baker, Parasuraman, Grewal, and Voss (2002) use the term patronage intention.

*Patronage intention differs from willingness to buy as the first addresses willingness to buy in combination with the willingness to recommend, while the second focuses on willingness to buy (Baker et al., 2002; Mehta et al., 2013). For this reason, this study selected patronage intention as an essential variable to investigate. Following the context of this study, this study specifically uses the term "online store patronage intention".*

*References:*

- Baker, J., Parasuraman, A., Grewal, D., & Voss, G. B. (2002). The influence of multiple store environment cues on perceived merchandise value and patronage intentions. Journal of Marketing, 66(2), 120–141.*
- Dodds, W. B., Monroe, K. B., & Grewal, D. (1991). Effects of price, brand, and store information on buyers' product evaluations. Source: Journal of Marketing Research, 28(3), 307–319.*

Mehta, R., Sharma, N. K., & Swami, S. (2013). *The impact of perceived crowding on consumers' store patronage intentions: Role of optimal stimulation level and shopping motivation*. *Journal of Marketing Management*, 29(7–8), 812–835. <https://doi.org/10.1080/0267257X.2012.729075>

**Komentar 10** = The finding did not discuss the mediating effects of the frameworks. How has it been analysed?

**Tanggapan 10** = Thank you for your interest to the mediating effects. Discussion on mediating effects has appeared in the discussion section (the last two paragraphs) as follows:

*Sixthly, in the context of the relationship between brand image, customer perceived value, and patronage intention, research shows that brand image significantly impacts patronage intention through customer perceived value. This finding aligns with the results of Arslan & Altuna's (2010) research, which revealed that creating a positive brand image has positive consequences for consumers' intention to protect their perceived value. This concept is reinforced by research by Zauner et al. (2015), which emphasizes that consumers tend to evaluate products and services based on their usefulness, quality, and positive perceptions that can be generated. A strong brand image can have a substantial influence, encouraging consumers to purchase because they want specific values they want to feel. By providing positive brand image perceptions, companies increase consumer interest in buying and using products and simultaneously increase the value perceived by consumers, forming a solid foundation for the success of marketing strategies.*

*Lastly, the influence of brand image on patronage intention through customer satisfaction is essential in marketing. A strong brand image can provide consumers with a positive experience, build a favorable perception of the brand, and, in turn, increase customer satisfaction (Abdullah et al., 2018). The sustainability of patronage intention can be influenced by the extent to which customer satisfaction is met through positive interactions with the brand (Lahap et al., 2016). In this context, when consumers feel great pride from their experience with the brand, they are likely to have stronger intentions to continue patronage. Therefore, the influence of brand image not only creates a positive initial impression but can also play a role in building and maintaining customer satisfaction as a critical factor in influencing their intention to remain loyal and subscribe to the brand.*

**Komentar 11** = From the findings, it is not important to test the mediating roles of perceived value and satisfaction. This study well explains if there is a direct relationship between the independent variable (brand image) and the dependent variables (perceived value, satisfaction, and patronage intention).

**Tanggapan 11** = Thank you for your attention to the research framework. The mediation effects were tested to examine whether the effect of brand image on patronage intention is fully or partially mediated by the perceived value and satisfaction.

**Komentar 12** = This study tried to make a more complicated model, but in reality, there is a direct relationship between one IV and three DVs.

**Tanggapan 12** = Thank you for your concern on model parsimony. The results of hypotheses testing (H6 and H7) conclude that the effect of brand image on patronage intention is partially mediated by both perceived value and satisfaction.

**Recommendation** =

Review again after major changes

**Tanggapan** =

Thank you for your suggestions. The authors have addressed the suggested revisions point by point as appear above. The authors hope that you find the paper has improved.

## 6. Editor Decision: Accept Submission – 27 November 2023

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Dari: JMP: Jurnal Manajemen Pemasaran  
[kunto\\_ys@petra.ac.id](mailto:kunto_ys@petra.ac.id)  
Subyek: Editor Decision: Accept Submission  
Tanggal: 27 November 2023  
Kepada: Burhanudin  
Username OJS: 01burhanudin01

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