

RIWAYAT PUBLIKASI

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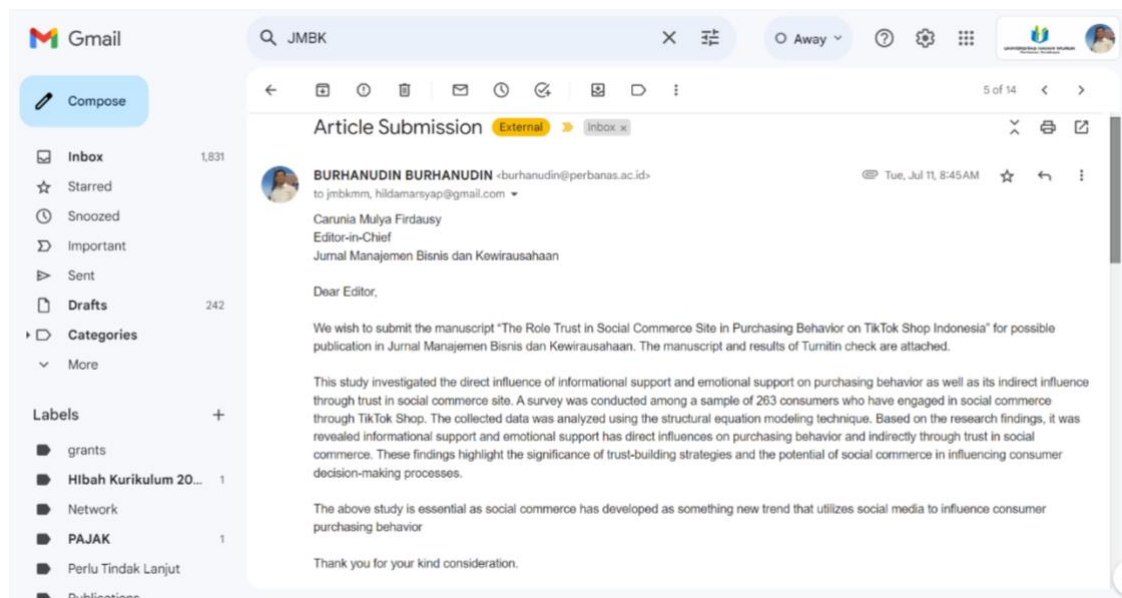
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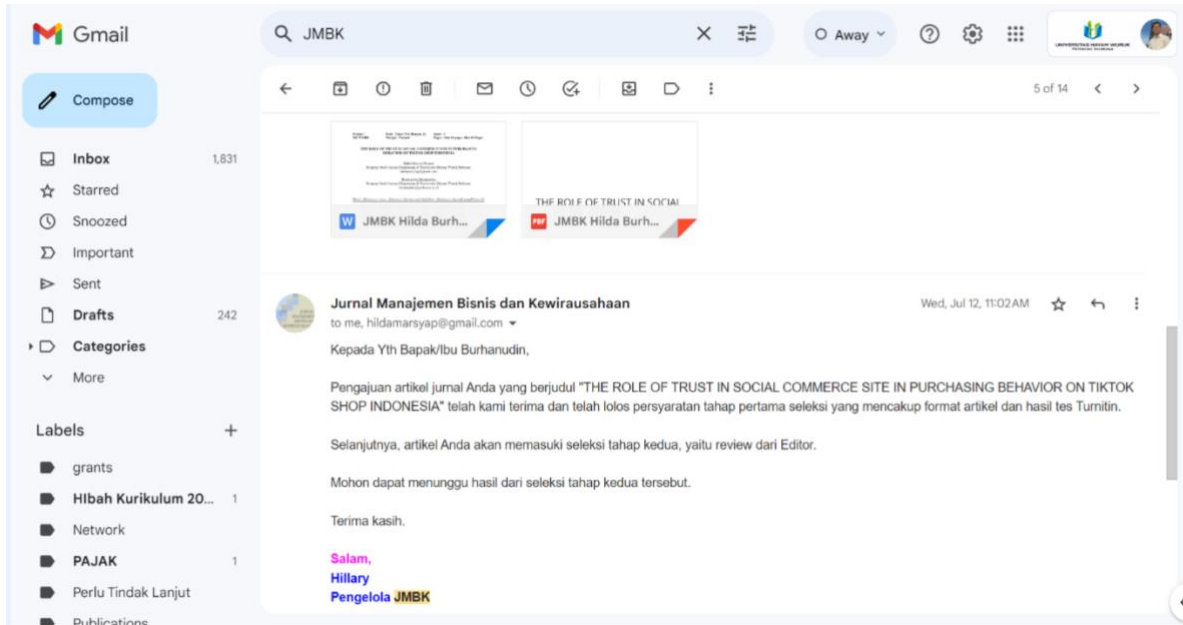
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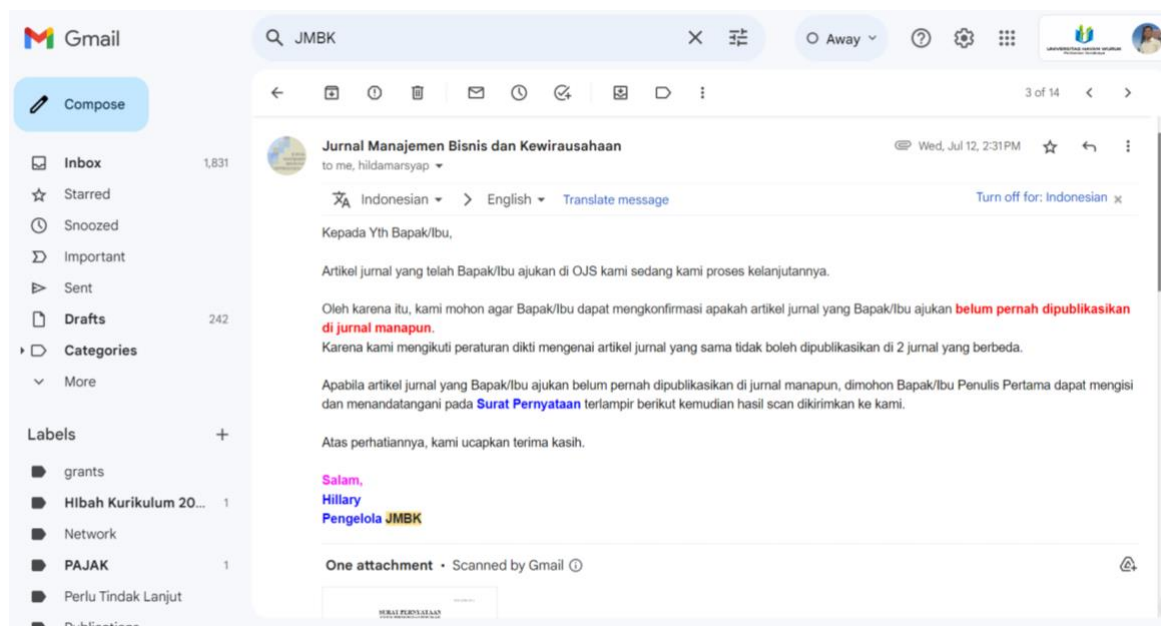
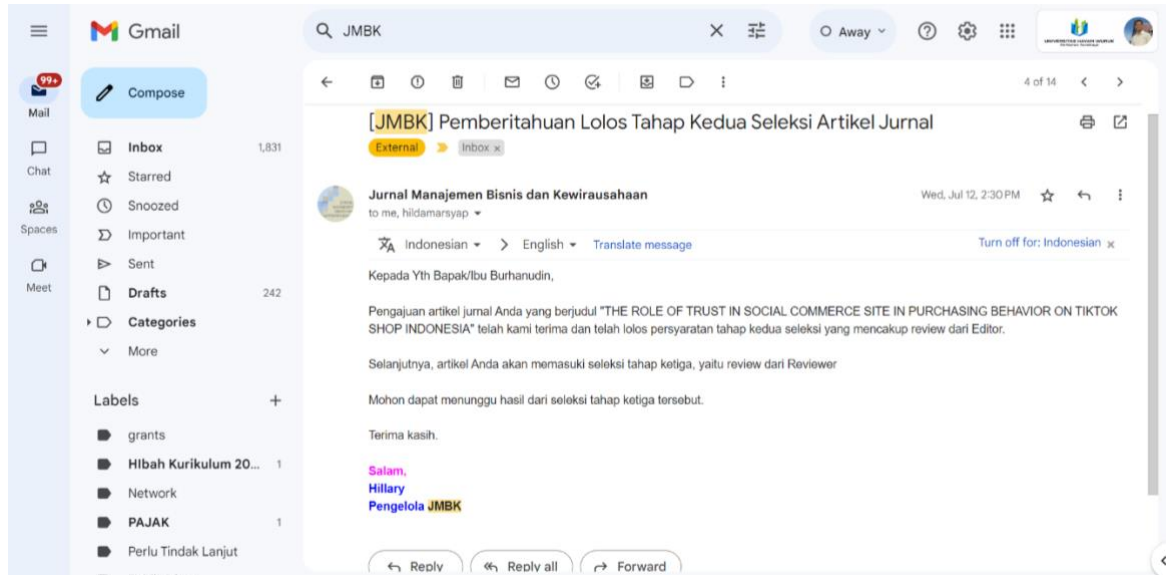
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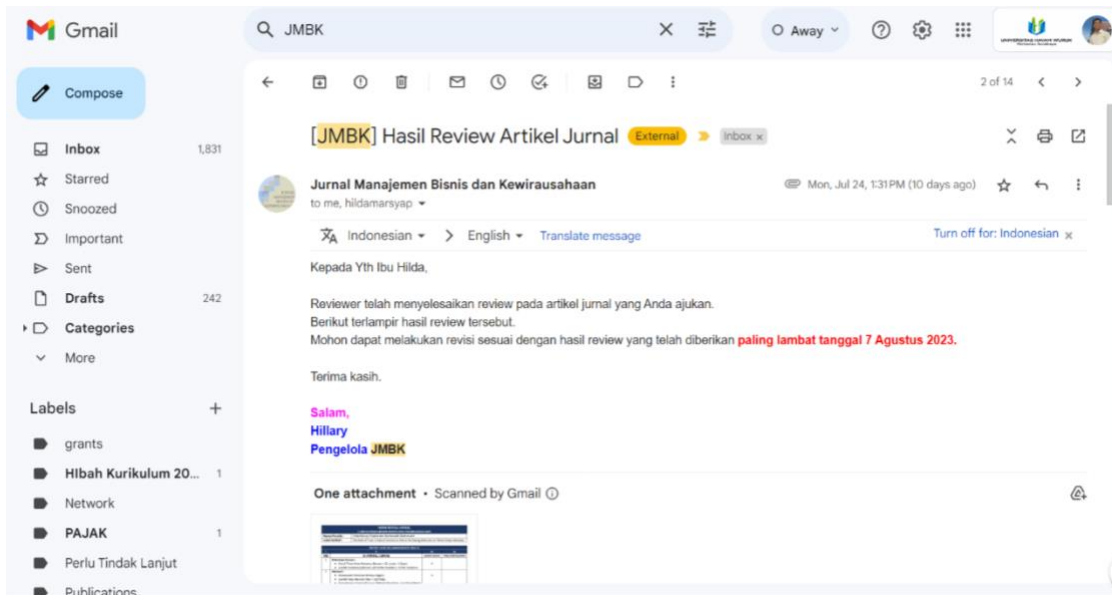
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Kepada: burhanudin@perbanas.ac.id



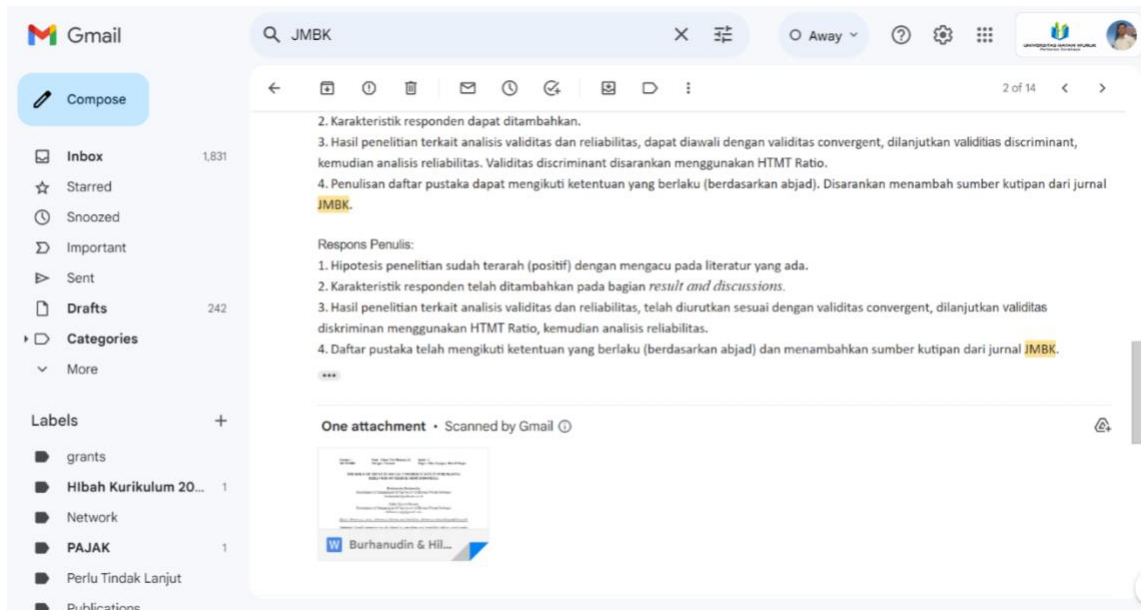
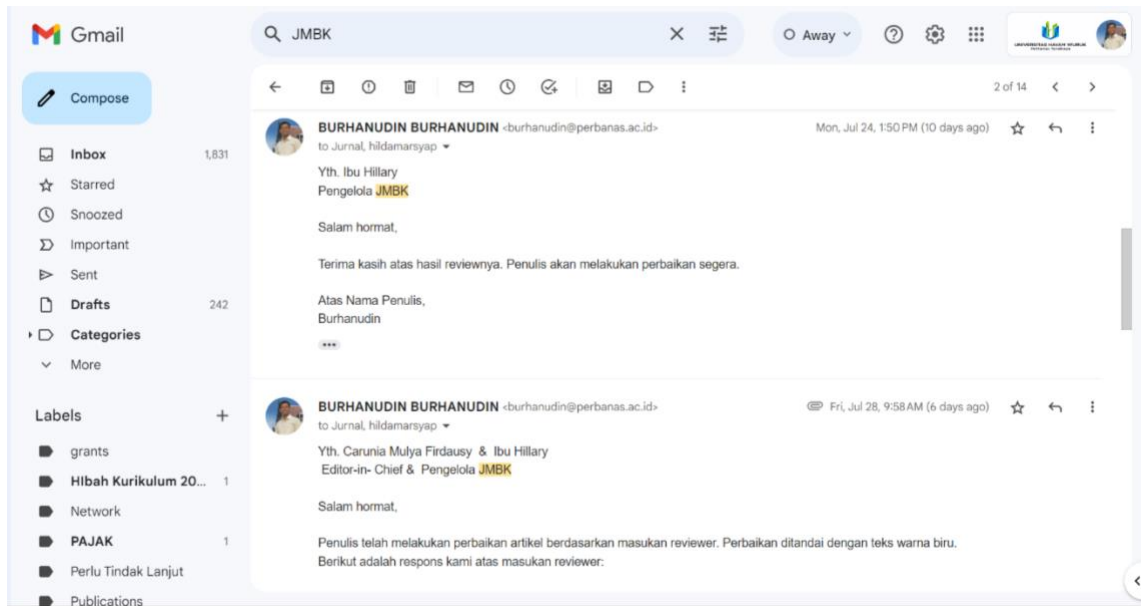
Komentar Reviewer

Reviewer 1

1. Hipotesis penelitian disarankan hipotesis terarah (positif atau negatif) dengan mengacu pada literatur yang ada.
2. Karakteristik responden dapat ditambahkan.
3. Hasil penelitian terkait analisis validitas dan reliabilitas, dapat diawali dengan validitas convergent, dilanjutkan validitas discriminant, kemudian analisis reliabilitas. Validitas discriminant disarankan menggunakan HTMT Ratio.
4. Penulisan daftar pustaka dapat mengikuti ketentuan yang berlaku (berdasarkan abjad). Disarankan menambah sumber kutipan dari jurnal JMBK.
5. Hipotesis penelitian disarankan hipotesis terarah (positif atau negatif) dengan mengacu pada literatur yang ada.

5. Tanggapan atas Komentar Reviewer Revision is required – 28 Juli 2023

Dari: Burhanudin
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Editor-in- Chief & Pengelola JMBK (Jurnal Manajemen Bisnis Dan Kewirausahaan)



Reviewer

Komentar 1 = Hipotesis penelitian disarankan hipotesis terarah (positif atau negatif) dengan mengacu pada literatur yang ada.

Tanggapan 1 = Terimakasih masukannya Bapak/Ibu, Hipotesis penelitian sudah terarah (positif) dengan mengacu pada literatur yang ada. Adapun sebagai berikut :

Having a comprehensive understanding of the influence of informational support on trust in social commerce site is crucial for marketers. The relationship implications of information support and trust in social commerce site have already been studied in the context of websites (Leong et al., 2020). In addition, Dwivedi et al. (2021) explain that the availability of information can foster greater trust among consumers. Given the current high level of TikTok users activity, it becomes convenient for them to transition into active consumers and recommend products to other users. Further research is warranted, as previous studies have been limited to non-social commerce contexts (Leong et al., 2020).

This study argues that the informational support received has an influence on trust in social commerce site. Dwivedi et al. (2021) explain that social commerce contexts can facilitate increased interaction between sellers and buyers. Consistently sharing information through TikTok Shop establishes a strong foundation for purchase decisions. Consumers will feel supported by the information provided, including product descriptions, usage guidelines, and storage methods. Lal (2017) explains that supportive information in social commerce has a positive impacts individual trust. Thus, this study formulates the following hypothesis:

H1: Informational support positively affects on trust in social commerce site.

Komentar 2 = Karakteristik responden dapat ditambahkan.

Tanggapan 2 = Terimakasih masukannya Bapak/Ibu, karakteristik responden telah ditambahkan pada bagian result and discussions sebagai berikut:

The results of this research have the following characteristics of respondents: based on gender, there were more female respondents (74.5%) compared to male respondents (25.5%). The majority of respondents were in the age group of 17-22 years (84%), and the smallest age group was between 35-40 years (0.8%), with the highest educational level being high school or equivalent (74,1%), and the least educated group being Doctorate (1,1%).

Komentar 3 = Hasil penelitian terkait analisis validitas dan reliabilitas, dapat diawali dengan validitas convergent, dilanjutkan validitas discriminant, kemudian analisis reliabilitas. Validitas discriminant disarankan menggunakan HTMT Ratio.

Tanggapan 3 = Terimakasih masukannya Bapak/Ibu, Hasil penelitian terkait analisis validitas dan reliabilitas, telah diurutkan sesuai dengan validitas convergent, dilanjutkan validitas diskriminan menggunakan HTMT Ratio, kemudian analisis reliabilitas, Adapun sebagai berikut:

Thirdly, the HTMT value of a variable should be less than one. HTMT is an estimate of the correlation between two latent variables with different values (Henseler et al., 2015). Table 4 shows that no HTMT value exceeds one, thus indicating discriminant validity (Henseler et al., 2015).

Table 4. Heterotrait-Monotrait Ratio (HTMT)

	<i>Emotional Support</i>	<i>Informational Support</i>	<i>Purchasing Behavior</i>	<i>Trust in Social Commerce Site</i>
<i>Emotional Support</i>				
<i>Informational Support</i>	0.983			
<i>Purchasing Behavior</i>	0.687	0.678		
<i>Trust in Social Commerce Site</i>	0.785	0.784	0.697	

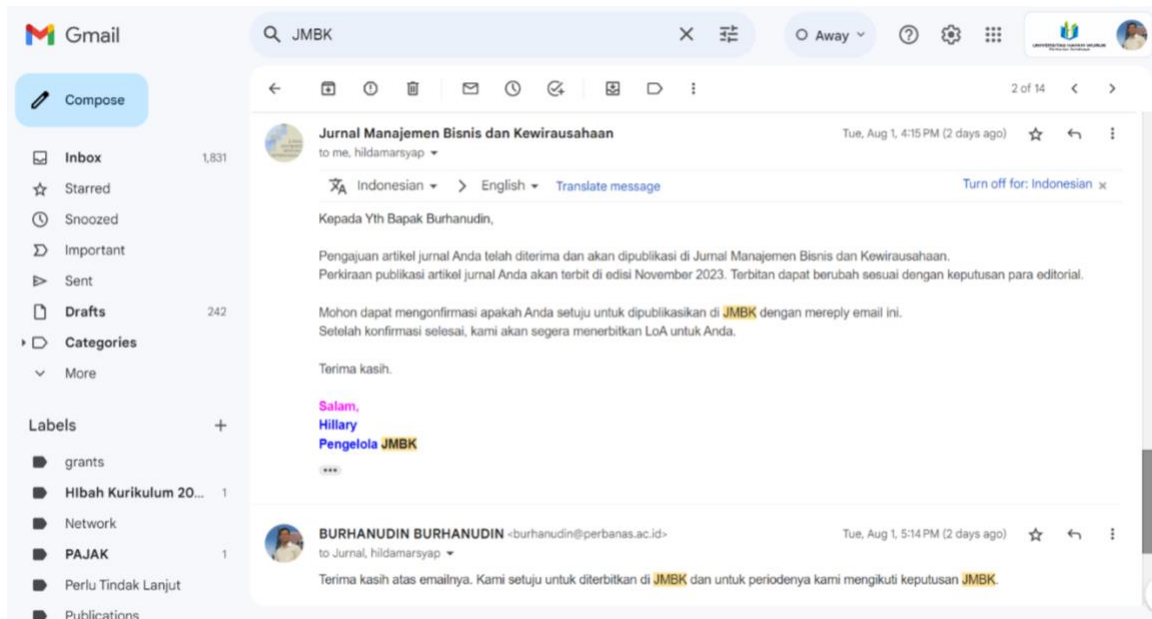
Komentar 4 = Penulisan daftar pustaka dapat mengikuti ketentuan yang berlaku (berdasarkan abjad). Disarankan menambah sumber kutipan dari jurnal JMBK

Tanggapan 4 = Terimakasih masukannya Bapak/Ibu, Daftar pustaka telah mengikuti ketentuan yang berlaku (berdasarkan abjad) dan menambahkan sumber kutipan dari jurnal JMBK sebagai berikut :

State that the provision of information must be clear and accurate, as information needs to be effectively conveyed. Informational support helps individuals make informed decisions. Information about the benefits of service innovation will be an opportunity for new marketers (Arifin, 2022).

6. Editor Decision: Accept Submission – 1 Agustus 2023

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