

## RIWAYAT PUBLIKASI

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Judul Artikel:	Encouraging Trust in Social Media and Social Commerce Intention: Do Informational Support and Emotional Support Matter?
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Nama Jurnal:	JMI: JurnalManajemenIndonesia
Penerbit:	Fakultas Ekonomi dan Bisnis, Universitas Telkom
Kategori:	S2 ( <a href="https://sinta.kemdikbud.go.id/journals/profile/2109">https://sinta.kemdikbud.go.id/journals/profile/2109</a> )

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**PROGRAM STUDI SARJANA MANAJEMEN  
FAKULTAS EKONOMI DAN BISNIS  
UNIVERSITAS HAYAM WURUK PERBANAS  
(dh. STIE Perbanas Surabaya)**

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## 1. Submission Acknowledgment–22 November 2022

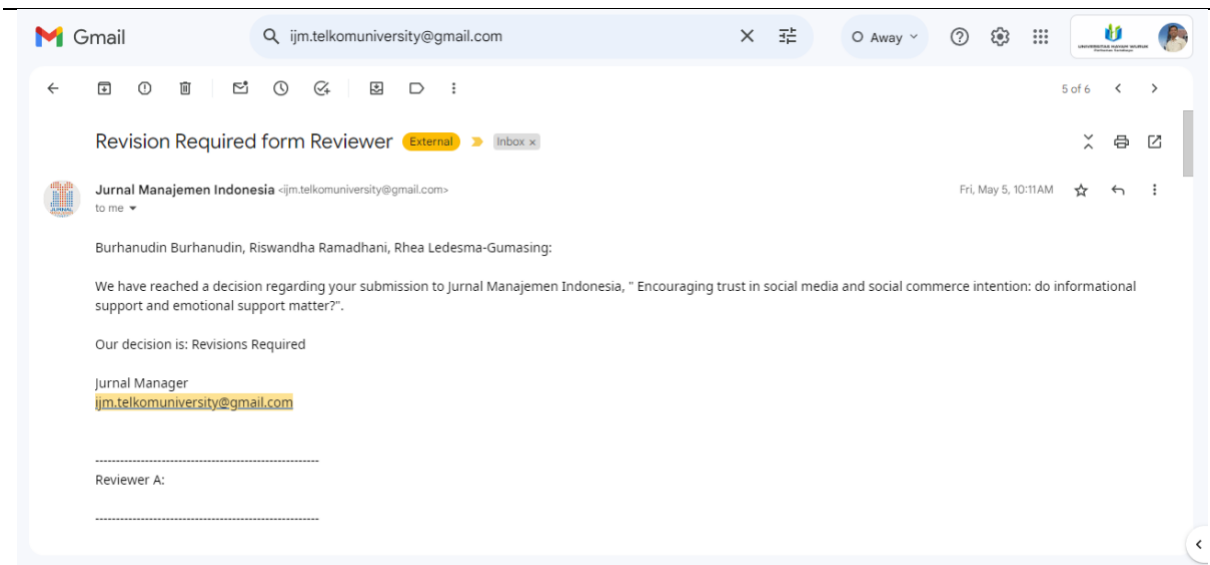
Dari: JMI: JurnalManajemenIndonesia  
<https://journals.telkomuniversity.ac.id>  
Subyek: Submission Acknowledgement  
Tanggal: 22 November 2022  
Kepada: [burhanudin@perbanas.ac.id](mailto:burhanudin@perbanas.ac.id)

The screenshot displays the OJS submission interface. The top navigation bar includes 'English', 'View Site', and the user ID '01burhanudin01'. The main header shows the article title and authors. Below this, there are tabs for 'Submission', 'Review', 'Copyediting', and 'Production'. The 'Submission Files' section lists two files: '18524-1 01burhanudin01, Author, Support - Paper without Authors.docx' (Article Text) and '18525-1 01burhanudin01, Author, Support - Title Page.docx' (Other). A 'Download All Files' button is present. The 'Pre-Review Discussions' section shows a table with one entry: 'Comments for the Editor' from '01burhanudin01' on 'Nov/22', with 0 replies and a closed status.

Name	From	Last Reply	Replies	Closed
<a href="#">Comments for the Editor</a>	01burhanudin01 Nov/22	-	0	<input type="checkbox"/>

## 2. Editor Decision: Revision is required–5 Mei 2023

Dari: JMI: JurnalManajemen Indonesia  
[jim.telkomuniversity@gmail.com](mailto:jim.telkomuniversity@gmail.com)  
Subyek: Editor Decision  
Tanggal: 5 Mei 2023  
Kepada: [burhanudin@perbanas.ac.id](mailto:burhanudin@perbanas.ac.id)



### Komentar Reviewer

#### Reviewer

1. In the literature review section, it is better to show the linkages between the variables rather than explaining them one by one. In the end, you need to convince why you think the research model can be used in this study
2. You should check again your hypotheses because according to my understanding, at least two mediating effects should be measured as they are formed by the positioning of the variables: Mediating effect  
1: IS -TSM - SCI Mediating effect  
2: ES- TSM - SCI Therefore, more than 5 hypotheses must be analyzed
3. In the result/analysis section, therefore you should also analyze the mediating effects (see the indirect effects table in your SmartPLS output)
4. Table 5 and 6 should be placed before table 4 as table 4 is the final result of the paths.
5. Conclusion and recommendation is too short considering there are lots of takeaways from this study.

### 3. Tanggapan atas Komentar Reviewer Revision is required – 8 Mei 2023

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Dari: Burhanudin  
Subyek: Tanggapan Komentar dan Penyampaian Revisi  
Tanggal: 8 Mei 2023  
Kepada: Indira Rachmawati, S.T., MSM, Ph.D.  
Editor-in-Chief Jurnal Manajemen Indonesia

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Indira Rachmawati, S.T., MSM, Ph.D.  
Editor-in-Chief  
Jurnal Manajemen Indonesia

8<sup>th</sup> May 2023

Dear Editor,

I wish to submit the revised version of the manuscript "ENCOURAGING TRUST IN SOCIAL MEDIA AND SOCIAL COMMERCE INTENTION: DO INFORMATIONAL SUPPORT AND EMOTIONAL SUPPORT MATTER?" following the reviewer's comments.

I thank reviewer for careful reading of the manuscript and constructive remarks.

Yours sincerely,  
The authors



## Reviewer

**Komentar 1** = In the literature review section, it is better to show the linkages between the variables rather than explaining them one by one. In the end, you need to convince why do you think the research model can be used in this study

**Tanggapan 1** = Thanks for your suggestion, The literature review section has been revised to address the linkages between the investigated variables. The last paragraph of this section is added to address the need to use the current research model.

**Komentar 2** = You should check again your hypotheses because according to my understanding, at least two mediating effects should be measured as they are formed by the positioning of the variables: Mediating effect

1: IS -TSM - SCI Mediating effect

2: ES- TSM - SCI Therefore, more than 5 hypotheses must be analyzed

**Tanggapan 2** = Thanks for your suggestion, Two suggested hypotheses have been added (H6 and H7) to address mediation.

**Komentar 3** = In the result/analysis section, therefore you should also analyze the mediating effects (see the indirect effects table in your SmartPLS output

**Tanggapan 3** = Thanks for your suggestion, The added hypotheses (H6 and H7) were analyzed and discussed accordingly.

**Komentar 4** = Table 5 and 6 should be placed before table 4 as table 4 is the final result of the paths

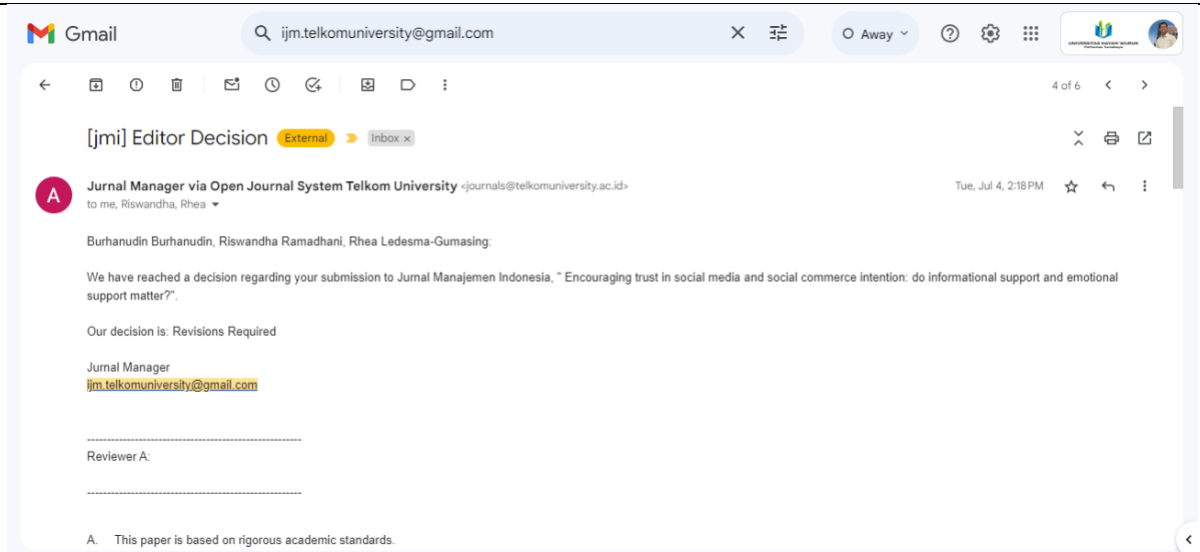
**Tanggapan 4** = Thank you for the suggestion, Table 5 and Table 6 in the previous version of this manuscript (now Table 4 and Table 5) have been placed before Table 4 (now Table 6).

**Komentar 5** = Conclusion and recommendation is too short considering there are lots of takeaways from this study

**Tanggapan 5** = Thank you for the suggestion, Conclusion and recommendation have been revised to address the findings and include both theoretical and practical recommendations.

#### 4. Editor Decision: Revision is required – 4 Juli 2023

Dari: JMI: JurnalManajemen Indonesia  
[jim.telkomuniversity@gmail.com](mailto:jim.telkomuniversity@gmail.com)  
Subyek: Editor Decision  
Tanggal: 4 Juli 2023  
Kepada: [burhanudin@perbanas.ac.id](mailto:burhanudin@perbanas.ac.id)



#### Komentar Reviewer

##### Reviewer

1. Congrats for having completed such an interesting article.
2. I have some suggestions to improve this manuscript:  
You focus much on TikTok in the article, but your abstract never mentions it at all. I suggest you hint a glimpse of TikTok as an object or focus of this research in the abstract and introduction as well.
3. "Trust in social media is an important construct of social commerce..." (in the introduction). Citation needed
4. Another important element of customer decision-making in online purchasing is trust..." (in literature review)
5. Citation needed. 4. "Marketing experts expect the decision-making process leads to social commerce intention...." (in literature review). Citation needed.
6. H6: Trust in social media has a significant mediating effect in the relationship between emotional support and social commerce intention. = I guess it is a typo to have the second H6? Is it supposed to be H7?
7. The research methodology part is lacking the respondents' profiles (how many male/female, ages, occupations, etc.)? It is not enough only stating that the sample was 242 participants.
8. The result & discussion part: any good reasons why you need 2 significance cut-off values? (Significant at  $p < 0.01$ . \* Significant at  $p < 0.05$ )? In my opinion it is clear for SEM-PLS the significance value is  $p < 0.05$ , which can be rechecked using t-

statistics in the PLS result table

9. The discussion and conclusion part emphasize on Tik-Tok, while in abstract and introduction part there are only few mentions of it



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

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Dari: Burhanudin  
Subyek: TanggapanKomentar dan PenyampaianRevisi  
Tanggal: 5 Juli 2023  
Kepada: Indira Rachmawati, S.T., MSM, Ph.D.  
Editor-in-Chief JurnalManajemen Indonesia

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Indira Rachmawati, S.T., MSM, Ph.D.  
Editor-in-Chief  
Jurnal Manajemen Indonesia

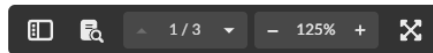
5<sup>th</sup> July 2023

Dear Editor,

I wish to submit the revised version of the manuscript “ENCOURAGING TRUST IN SOCIAL MEDIA AND SOCIAL COMMERCE INTENTION: DO INFORMATIONAL SUPPORT AND EMOTIONAL SUPPORT MATTER?” following the reviewer’s comments. The revisions are indicated in blue text.

I thank the reviewer for careful reading of the manuscript and constructive remarks.

Yours sincerely,  
The authors



## Reviewer

**Komentar 1** = Congrats for having completed such an interesting article.

**Tanggapan 1** = Thank you for finding the paper interesting.

**Komentar 2** = I have some suggestions to improve this manuscript; You focus much on TikTok in the article, but your abstract never mentions it at all. I suggest you hint a glimpse of TikTok as an object or focus of this research in the abstract and introduction as well.

**Tanggapan 2** = Thank you for your suggestions provided to improve the paper. The responses to the suggestions appear below, The Abstract has been revised as follows:

*“Social media has transformed into a social commerce and therefore, a greater understanding on social commerce is crucial. As a social media site, TikTok is currently earning more profit through its social commerce, TikTok Shop. This study aims to examine the influence informational support and emotional support on trust in social media and social commerce intention. A survey was conducted among 242 TikTok Shop users and the data was analyzed using the structural equation modeling. In this study, it is revealed that informational support affects trust in social media in a significant way, but that informational support does not influence social commerce intention. Moreover, both trust in social media and social commerce intention were significantly influenced by emotional support. Finally, trust in social media mediates the relationship between informational support and social commerce intention, as well as the relationship between emotional support and social commerce intention.”*

The Introduction section has been revised as follows:

*“The role of social media is very important in prolonging consumer intentions and online buying processes. The online shopping system is implemented by many social media platforms (Ramadhan et al., 2021) such as Facebook (Ullah et al., 2019) and Instagram (Tuncer, 2021). The current online buying is evolving (Harahap, 2018), because social media applications were originally intended only for communication and entertainment (Utami, 2021; Dumpit & Fernandez, 2017). In fact social media can now be used as an effective and efficient digital marketing tool by many content creators, sellers, and consumers in transactions involving the buying and selling of products (Wibowo & Yudi, 2021). TikTok is a social media site that tries to make \$20 million in sales every year through its social commerce, called TikTok Shop (Kompas, 2023). TikTok has chosen Indonesia as its main market because it has favorable business environment (Databoks, 2022c; Kompas, 2023).”*

**Komentar 3** = "Trust in social media is an important construct of social commerce..." (in the introduction). Citation needed.

**Tanggapan 3** = The citation has been added as follows:

*"Trust in social media is an important construct of social commerce (Algharabat & Rana, 2021; Sheikh et al., 2019; Sohaib, 2021)."*

**Komentar 4** = "Another important element of customer decision-making in online purchasing is trust..." (in literature review).

**Tanggapan 4** = The citation has been added as follows:

*"Another important element of customer decision-making in online purchasing is trust (Hajli et al., 2017; Zhang & Li, 2019)."*

**Komentar 5** = Citation needed. 4. "Marketing experts expect the decision-making process leads to social commerce intention..." (in literature review). Citation needed.

**Tanggapan 5** = The citation has been added as follows:

*"Marketing experts expect the decision-making process leads to social commerce intention (Wang et al., 2020)."*

**Komentar 6** = H6: Trust in social media has a significant mediating effect in the relationship between emotional support and social commerce intention. = I guess it is a typo to have the second H6? Is it supposed to be H7?

**Tanggapan 6** = Thank you for your careful reading. The hypothesis has been revised as follows:

*"H7: Trust in social media has a significant mediating effect in the relationship between emotional support and social commerce intention."*

**Komentar 7** = The research methodology part is lacking the respondents' profiles (how many male/female, ages, occupations, etc.)? It is not enough only stating that the sample was 242 participants.

**Tanggapan 7** = The respondents' profiles have been added as follows:

*"The characteristics of the respondents show that there were more females (75.6%) than males (24.4%). Regarding age, the majority of respondents were 17-22 years (83.1%), followed by 23-28 years (11.2%), below 17 years (2.5%), above 40 years (1.7%), between 29-34 years (1.2%), and lastly, between 35-40 years (0.4%). Regarding finished education, the majority of respondents were high school graduates or lower (74.8%), bachelor's degree (14.4%), associate's degree (7.4%), master's degree (2.5%), and doctorate's degree (0.8%). Regarding spending money, most of the respondents spent less than IDR100 thousand (50%), between IDR101- 500 thousand (37.2%), between IDR501 thousand-1 million (7%), and lastly, above IDR1 million (5.8%)."*

**Komentar 8** = The result & discussion part: any good reasons why you need 2 significance cut-off values? (Significant at  $p < 0.01$ . \* Significant at  $p < 0.05$ )? In my opinion it is clear for SEM-PLS the significance value is  $p < 0.05$ , which can be rechecked using t-statistics in the PLS result table.

**Tanggapan 8** = Thank you for interest on this issue. The cut-off values are intended to show statistically significant ( $p < 0.05$ ) and highly statistically significant ( $p < 0.01$ ). The reference is as follows: <https://www.openaccessrepository.it/record/57100/files/fulltext.pdf>.

**Komentar 9** = The discussion and conclusion part emphasize on Tik-Tok, while in abstract and introduction part there are only few mentions of it.

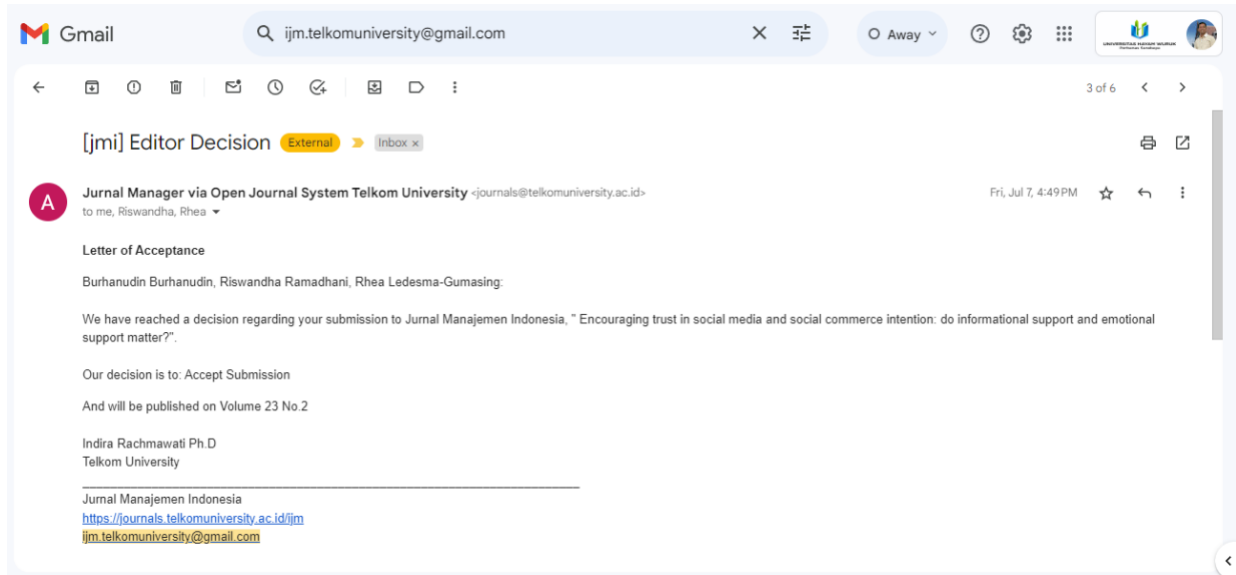
**Tanggapan 9** = Abstract and Introduction sections have been revised to include Tik-Tok as appear in the above responses concerning this issue

## 6. Editor Decision: Accept Submission – 7 Juli 2023

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Dari: JMI: JurnalManajemen Indonesia  
[jim.telkomuniversity@gmail.com](mailto:jim.telkomuniversity@gmail.com)  
Subyek: Editor Decision: Accept Submission  
Tanggal: 7 Juli 2023  
Kepada: [burhanudin@perbanas.ac.id](mailto:burhanudin@perbanas.ac.id)  
Burhanudin  
Username OJS: 01burhanudin01

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## 7. Production – 29 Agustus 2023

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Dari: JMI: JurnalManajemen Indonesia  
[jim.telkomuniversity@gmail.com](mailto:jim.telkomuniversity@gmail.com)  
Subyek: Production  
Tanggal: 29 Agustus 2023  
Kepada: Burhanudin  
Username OJS: 01burhanudin01

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