

RIWAYAT PUBLIKASI

Judul Artikel:	The Influence of Perceived Creativity and Positive Emotions on Relationship Quality: The Mediating Role of Interaction
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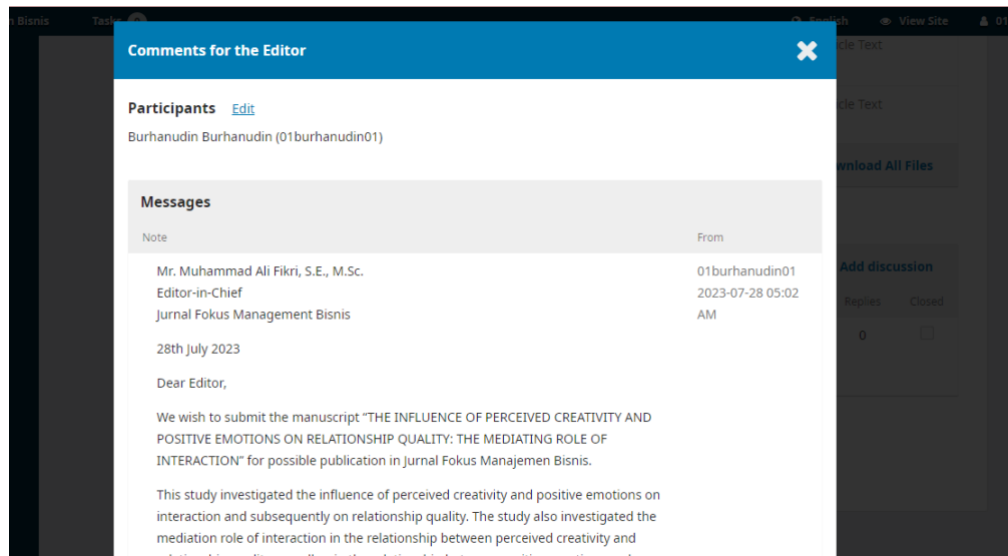
**PROGRAM STUDI SARJANA MANAJEMEN
FAKULTAS EKONOMI DAN BISNIS
UNIVERSITAS HAYAM WURUK PERBANAS
(dh. STIE Perbanas Surabaya)**

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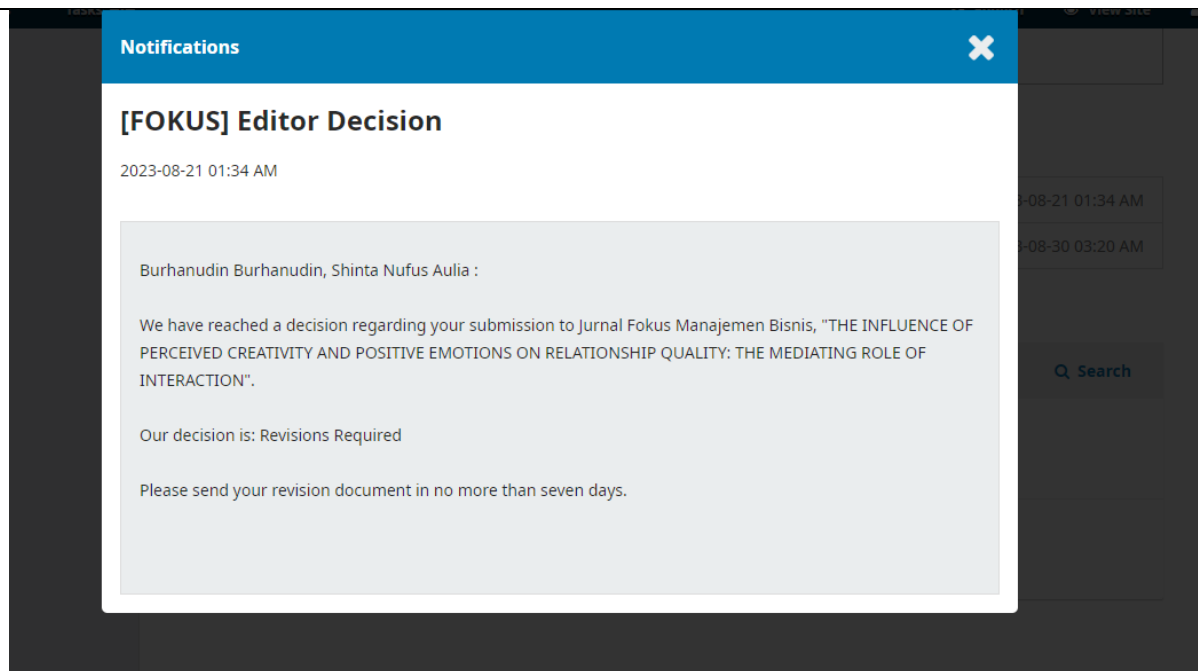
1. Submission Acknowledgment–28 Juli 2023

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2. Editor Decision: Revision is required–21 Agustus 2023

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Subyek: Editor Decision
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Komentar Reviewer

Reviewer 1

1. This paper is interesting and overall can makes a useful contribution to the extant engagement literature.
2. Please elaborate the research gap in this article before you formulate the aims of this study
3. The author should construct the argument on the basis of a theory, concept, or other ideas.
4. Please add the references that describe interaction is important for service provider
5. The author should develop hypothesis based on consice conceptual framework
6. Please add reference that received creativity is antecedent of interaction and one of consequence of interaction is relationship quality.
7. In the previous description, author say that interaction differs from marketing communication. Interaction is more focused on costumers initiating, whilecommunication is focused on sales to initiate the marketing process. Give anexplanation towards this statement
8. Please add reference that positive emotions is antecedent of interaction
9. Please add the profile of respondents

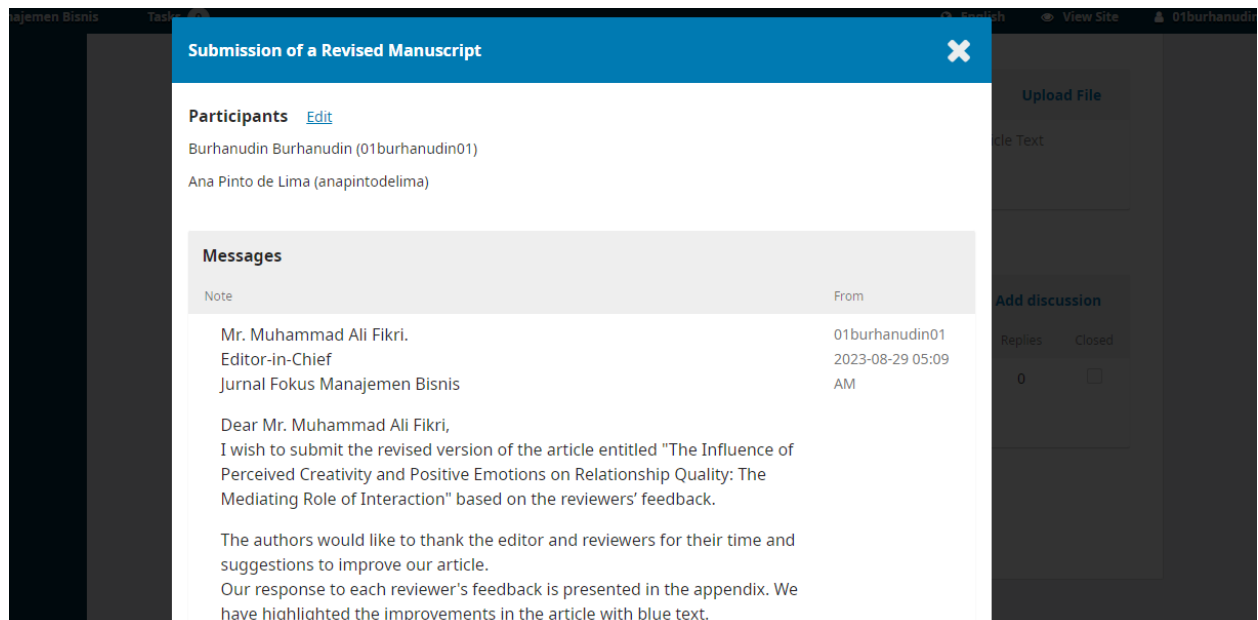
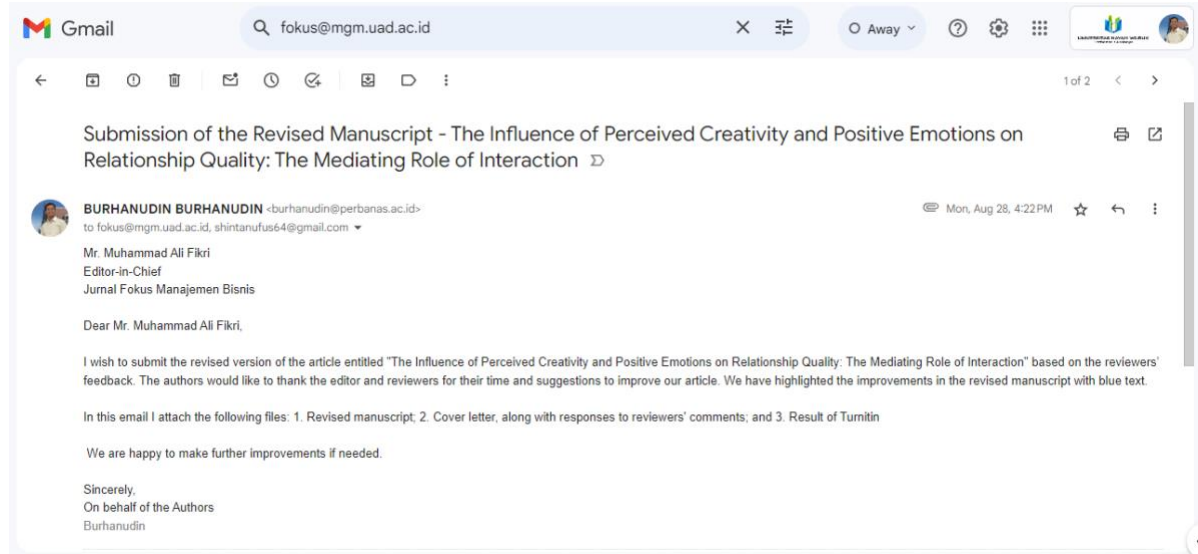
10. Please explain whether the results of the analysis show that the correlation is fully mediation or partialy mediation or complementary mediation or competitive mediation?
11. Please give an explanation of the theoretical and managerial contribution based on the results of this article as author mention at introduction
12. Please add a research limitation. Please give an argument for the author's suggestion for future research.

Reviewer 2

1. You can replace this source with other sources such as articles from reputable journals
2. You can replace this source with other sources such as articles from reputable journals
3. I see a typographical error in this word (creativity)
4. I see a typographical error in this word (analyzing)
5. Please check this word (fulfill)
6. You can add a few sentences to explain the framework
7. You can add a primary data source
8. You can add a primary data source
9. You can add references from international journals to the suggestion

3. Tanggapan atas Komentar Reviewer Revision is required – 28 Agustus 2023

Dari: Burhanudin
Subyek: Tanggapan Komentar dan Penyampaian Revisi
Tanggal: 28 Agustus 2023
Kepada: Mr. Muhammad Ali Fikri
Editor-in-Chief Jurnal Fokus Manajemen Bisnis



Reviewer #1

Komentar1 = This paper is interesting and overall can make a useful contribution to the extant engagement literature.

Tanggapan 1 = Thank you for the potential contribution of this article to the literature on engagement

Komentar 2 = Please elaborate the research gap in this article before you formulate the aims of this study

Tanggapan 2 = Thank you for your suggestion. Research gap has been added in the Introduction section (Table 1 and paragraph 5, page 2) as appear below:

Table 1 shows studies on relationship quality between 2016-2022. As Table 1 shows, studies examining variables other than relationship quality and interaction are limited. The current study addresses this issue.

Table 1. Previous Studies of Relationship Quality

...

Komentar 3 = The author should construct the argument on the basis of a theory, concept, or other ideas.

Tanggapan 3 = Thank you for your suggestion. A theory has been added in the Literature Review section as appear below: (Sub-section 2.1.1.)

Theoretical Background

Social exchange theory can explain relationship quality. Social exchange theory is a theory proposed by George C. Homans which has a theoretical orientation from a philosophical and psychological perspective (Cook & Rice, 2006). The social exchange theory argues that there are similarities between social behavior and individual behavior. Humans as social and individual beings have certain behaviors that can influence or be influenced (Mighfar, 2015). As a result of this influencing or influenced behavior, a social behavior will emerge in interaction. When someone is interacting, they tend to respond to something consistently and stably.

Social exchange theory has been studied in a number of contexts. Among those are e-tailing (Dorai et al., 2021), manufacturing companies (Li, 2020) and social commerce (Sheikh et al., 2019). Dorai et al. (2021) argue that social exchange theory can be the basis for developing relationships between consumers and companies. In e-tailing, special privileges and offers are given to consumers who shop frequently, creating a mutually beneficial relationship. Li. (2020) argues that partnership style in manufacturing companies can be based on social exchange theory, where partnership style is part of relationship quality. Good relationship quality between companies can encourage knowledge transfer and improve innovation performance. Sheikh et al. (2019) argue that social exchange theory in social commerce allows consumers to provide mutual support.

Komentar 4 = Please add the references that describe interaction is important for service provider

Tanggapan 4 = Thank you for your suggestion. The reference has been added (page 6, first paragraph) as appear below:

Interaction is important for service providers to understand in order for customers to feel satisfied with the services provided (Pasi & Sudaryanto, 2021). Interaction is defined as the process of communication between two individuals involving requests, inquiries, and feedback sent by the customer, as well as explanations or responses from the organization that enable a pleasant shopping experience (Dorai et al., 2021). Interaction differs from marketing communication. Interaction is consumer or seller initiated while marketing communication is essentially seller initiated (Dorai et al., 2021). Categories of interaction can be identified when customers need assistance in choosing products or information about policies and processes, and the company responds and provides the necessary answers to meet the customer's needs (Dorai et al., 2021).

Komentar 5 = The author should develop hypothesis based on consice conceptual framworkt

Tanggapan 5 = Thank you for your suggestion. We have developed hypotheses based on a proper conceptual framework in the section (pages 6-10). We have removed some sentences in the hypothesis section, including the following sentences in the related number of hypothesis:

1. *H₃ - the influence of perceived creativity on interaction in the grocery service context has not been studied and is currently a research topic of interest*
2. *H₄ - The quality of online grocery shopping service is reflected in the evaluations or ratings from customers regarding the satisfaction they experience, making customers' positive emotions towards online grocery shopping service crucial.*
3. *H₅ - Online grocery shopping service is a service that caters to consumers' basic needs, and it involves interactions between consumers and service providers*
4. *H₆ - Consumers' perception of creativity serves as a level of trust where service providers can deliver satisfying creative services. This is because creative services have the ability to attract consumers' attention, initiate interactions, and establish closer relationships.*
5. *H₇ - This forms the foundation for the research to examine the influence of positive emotions on relationship quality, mediated by interaction.*

Komentar 6 = Please add reference that received creativity is antecedent of interaction and one of consequence of interaction is relationship quality.

Tanggapan 6 = Thank you for your suggestion. The reference has been added (page 9, third paragraph) as appear below:

This research argues that the influence of perceived creativity on relationship quality is mediated by interaction (Dorai et al., 2021). Wibowo et al. (2021) state that perceived creativity can enhance better relationship quality. Consumers who perceive creativity in the service offerings may contact the service provider for gaining more information regarding the service, which may then enhance a better relationship between the consumers and the service provider. In other words, perceived creativity can lead to an interaction initiated by consumers rather than by sellers, which then improve the relationship quality level. Nadeem et al. (2020) emphasize the importance of shaping consumers' perception of creativity to maintain good relationships with customers. Based on the aforementioned statements, this research can formulate that perceived creativity influences relationship quality through interaction as a mediating variable.

Komentar 7 = In the previous description, author say that interaction differs from marketing communication. Interaction is more focused on costumers initiating, while communication is focused on sales to initiate the marketing process. Give an explanation towards this statement

Tanggapan 7 = Thank you for your suggestion. We have provided an explanation of this statement in the section (page 9, third paragraph) as appear below:

This research argues that the influence of perceived creativity on relationship quality is mediated by interaction (Dorai et al., 2021). Wibowo et al. (2021) state that perceived creativity can enhance better relationship quality. Consumers who perceive creativity in the service offerings may contact the service provider for gaining more information regarding the service, which may then enhance a better relationship between the consumers and the service provider. In other words, perceived creativity can lead to an interaction initiated by consumers rather than by sellers, which then improve the relationship quality level. Nadeem et al. (2020) emphasize the importance of shaping consumers' perception of creativity to maintain good relationships with customers. Based on the aforementioned statements, this research can formulate that perceived creativity influences relationship quality through interaction as a mediating variable.

Komentar 8 = Please add reference that positive emotions is antecedent of interaction

Tanggapan 8 = Thank you for your suggestion. The reference has been added (page 8, third paragraph) as appear below:

The findings from previous research state that positive emotions have a direct impact on interaction. This is supported by prior research stating that positive emotions positively influence interaction (Casaló et al., 2021). The intention for interaction arises when consumers feel satisfied with the creative content provided by the service provider. Yoon et al. (2021) argue that it is important for service providers to evoke positive emotions in consumers through creative marketing content, as it can encourage consumers to be more active and responsive. Consumers who are actively engaged with a brand generate a stronger desire to participate and interact (Casaló et al., 2021).

H4: Positive Emotions Significantly Influences Interaction

Komentar 9 = Please add the profile of respondents

Tanggapan 9 = Thank you for your suggestion. The description has been added (page 11, fourth paragraph) as appear below:

Respondents in this study have certain characteristics. Regarding age, majority of respondents are between 21-25 years (50.3%), followed by 16-20 years (18.4%), above 35 years (12.8%), 31-35 years (10.8%), 26-30 years (6.3%), lastly less than 15 years (1.4%). Regarding gender, majority of respondents are women (67.7%) than men (32.3%). Regarding finished education, majority of respondents are bachelor (49.7%), followed high school graduates (38.2%), associate's degree (5.6%), master's degree (5.2%), and doctoral degree (3%), lastly lower than high school graduates (1%). The characteristics are in accordance with the increase in the use of online grocery shopping platform services which is dominated by young consumers in Indonesia (Kurniasari & Riyadi, 2021).

Komentar 10 = Please explain whether the results of the analysis show that the correlation is fully mediation or partial mediation or complementary mediation or competitive mediation?

Tanggapan 10 = Thank you for your suggestion. The results of the analysis show that the correlation is partial mediation as perceived creativity and positive emotions has both direct influence and indirect influence on relationship quality (through interaction) (Table 5).

Komentar 11 = Please give an explanation of the theoretical and managerial contribution based on the results of this article as author mention at introduction

Tanggapan 11 = Thank you for your suggestion. An explanation of the theoretical and managerial contributions have been added to the section (page 16, first and second paragraphs) as appear below:

The results of this study have both theoretical and managerial contributions. Theoretically, this study contributes to the scarcity of research on determining good interactions with consumers (Casaló et al., 2021). Currently, research on relationship quality in the context of online grocery shopping is limited to e-tailing (Dorai et al., 2021), social commerce (Sheikh et al., 2019; Tajvidi et al., 2021), and e-commerce (Antwi, 2021; Busalim et al., 2021). Furthermore, this study contributes to marketing literature on positive emotions as driving forces in the formation of interaction intentions (Casaló et al., 2021). Research on positive emotions is limited to behavioral intention (Huang et al., 2013; Lin et al., 2020)

Managerially, this study contributes to the creation of marketing strategies for online shopping platforms. Service providers of online shopping platforms can leverage perceived creativity to enhance interaction. They need to harness creativity to shape consumers' perceptions, which serve as the foundation for building stronger engagement. Furthermore, they need to provide training to improve service providers' creative skills. Managers' efforts in enhancing consumers' creativity will make it easier to shape consumers' perceived creativity and ultimately improve relationship quality. In addition, they can utilize the influence of positive emotions as a strategy to increase user engagement.

Komentar 12 = Please add a research limitation. Please give an argument for the author's suggestion for future research.

Tanggapan 12 = Thank you for the suggestion. Limitation and future research suggestion have been added to the section (page 16, third and fourth paragraphs) as appear below:

This study has limitations which provides future research suggestions. This study used a convenience sampling technique. As a non-probability sampling method, such sampling technique limits the generalization of the findings. Thus, future research may consider probability sampling method such as systematic random sampling to increase the generalization of the findings. Furthermore, this study used survey to examine the relationships among the investigated variables. Thus, future research may use experiment to allow simulation of perceived creativity in combination with positive emotions. In such suggested method, future research may opt to use laboratory or field experiment.

In addition, this study limited to perceived creativity (Casaló et al., 2021), positive emotions (Casaló et al., 2021), and interaction to advance the understanding of relationship quality (Dorai et al., 2021). There could be other variables contributing to a greater understanding of relationship quality. Thus, future research may focus on other variables than the current investigated variables relating to better explain relationship quality. Finally, this study focuses on online grocery shopping. Relationship quality may differ from one context to another. Thus, future studies may focus on other contexts than online grocery shopping.

Reviewer #2

Komentar 1 = You can replace this source with other sources such as articles from reputable journals

Tanggapan 1 = Thank you for your suggestion. The source has been replaced with a relevant source (page 1, first paragraph) as appear below:

The online grocery shopping service business has promising prospects. The transaction value through online grocery shopping platforms in Indonesia reached US\$6 billion in 2025 from US\$1 billion in 2020 (Farah, 2021). Online grocery shopping habits in Indonesia have started to increase by 20% (Asti et al., 2021). Kurniasari & Riyadi (2021) said that a recent survey showed that 47% of users of online grocery shopping platforms are the younger generation who buy grocery products such as groceries, drinks, and other consumer goods. Furthermore, 76% of online shopping platform users will continue to use this method as a habit in shopping for needs (Kurniasari & Riyadi, 2021). This trend becomes a driving force of the Indonesian economy. Thus, a further understanding of daily grocery shopping services is important.

Komentar 2 = You can replace this source with other sources such as articles from reputable journals

Tanggapan 2 = Thank you for your suggestion. The source has been replaced with a relevant source (page 1, first paragraph) as appear below:

The online grocery shopping service business has promising prospects. The transaction value through online grocery shopping platforms in Indonesia reached US\$6 billion in 2025 from US\$1 billion in 2020 (Farah, 2021). Online grocery shopping habits in Indonesia have started to increase by 20% (Asti et al., 2021). Kurniasari & Riyadi (2021) said that a recent survey showed that 47% of users of online grocery shopping platforms are the younger generation who buy grocery products such as groceries, drinks, and other consumer goods. Furthermore, 76% of online shopping platform users will continue to use this method as a habit in shopping for needs (Kurniasari

& Riyadi, 2021). This trend becomes a driving force of the Indonesian economy. Thus, a further understanding of daily grocery shopping services is important.

Komentar 3 = I see a typographical error in this word (creativity)

Tanggapan 3 = Thank you for your suggestion. We have corrected the word.

Komentar 4 = I see a typographical error in this word (analyzing)

Tanggapan 4 = Thank you for your suggestion. We have corrected the word.

Komentar 5 = Please check this word (fulfill)

Tanggapan 5 = Thank you for your suggestion. We have checked consistently use US English so we keep “fulfill”.

Komentar 6 = You can add a few sentences to explain the framework

Tanggapan 6 = Thank you for your suggestion. Few sentences to explain the framework have been added to the section (page 10, second paragraph) as appear below:
This study illustrated the above hypotheses in Figure 1. As Figure 1 shows, this study proposes that both perceived creativity and positive emotions directly influence relationship quality. Apart from examining the direct influence, this study examines the indirect influences. In particular, this study proposes that perceived creativity indirectly influences relationship quality through interaction. In addition, this study proposes that positive emotions indirectly influence relationship quality through interaction.

Komentar 7 = You can add a primary data source

Tanggapan 7 = Thank you for your suggestion. We have added a primary data source (page 12)

Komentar 8 = You can add a primary data source

Tanggapan 8 = Thank you for your suggestion. We have added a primary data source (page 12) as appear below:
The results of this study have both theoretical and managerial contributions. Theoretically, this study contributes to the scarcity of research on determining good interactions with consumers (Casaló et al., 2021). Currently, research on relationship quality in the context of online grocery shopping is limited to e-tailing (Dorai et al., 2021), social commerce (Sheikh et al., 2019; Tajvidi et al., 2021), and e-commerce (Antwi, 2021; Busalim et

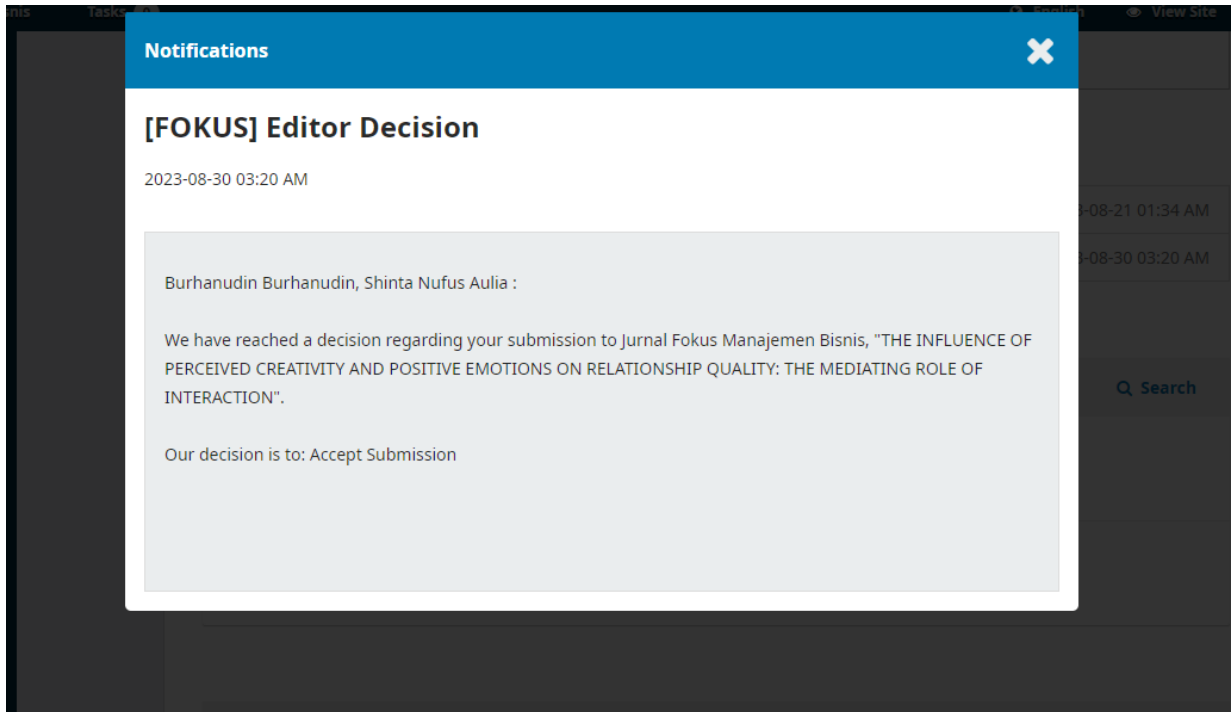
al., 2021). Furthermore, this study contributes to marketing literature on positive emotions as driving forces in the formation of interaction intentions (Casaló et al., 2021). Research on positive emotions is limited to behavioral intention (Huang et al., 2013; Lin et al., 2020)

Komentar 9 = You can add references from international journals to the suggestion

Tanggapan 9 = Thank you for your suggestion. We have added references from international journals to the suggested section (page 16, second paragraph)

4. Editor Decision: Accept Submission – 30 Agustus 2023

Dari: Jurnal Fokus Manajemen Bisnis
<http://journal2.uad.ac.id/>
Subyek: Editor Decision: Accept Submission
Tanggal: 30 Agustus 2023
Kepada: Burhanudin
Username OJS: 01burhanudin01



5. Production – 31 Agustus 2023

Dari: Jurnal Fokus Manajemen Bisnis
<http://journal2.uad.ac.id/>
Subyek: Production
Tanggal: 31 Agustus 2023
Kepada: Burhanudin
Username OJS: 01burhanudin01

