

Korespondensi dengan Editorial Boards

From: International Conference Technology Management Business and Entrepreneurship ictmbe@uthm.edu.my 
Subject: ICTMBE2016- Review Result (Paper 162)
Date: 25 October 2016 16.11
To: soni@perbanas.ac.id



Dear Authors,

NOTIFICATION OF ACCEPTANCE

Congratulation!!

Based on the recommendations of the reviewers and the Program Committee, I am very pleased to inform you that your paper #ID162

Paper title: THE INFLUENCE OF BRAND IMAGE, BRAND TRUST, PERCEIVED QUALITY AND PERCEIVED VALUE ON CONSUMER PURCHASE INTENTION IN VARIOUS PRODUCT CATEGORIES


for ICTMBE2016 has been accepted for presentation WITH MINOR CORRECTION. Please submit a new corrected version to us before **2nd November 2016**.

Thank you.

Result of review as follows:-

Paper Code	Contribution's & Detailed comments: What are the major issues addressed in the paper? Do you consider them important? Comment on the degree of novelty, creativity and technical depth in the paper.	Please provide detailed comments that will be helpful to the committee for assessing the paper, as well as feedback to the authors.	Originality: New or Novel contribution	Significance of Topic: Relating to knowledge contribution	Presentation: Clarity and Organization of Content
162	The study empirically address four factors that impacted customer purchasing intention at different categories of product. The authors intended to identify the most influential factor that effect purchasing behaviour for different types of product.	<ol style="list-style-type: none"> The author wrongly address between problem statement and research questions. The one that is written in the paper is research questions not problem statement Sampling technique used is convenience sampling not accidental sampling The method used for survey is self administered survey because the researcher ask the respondent personally one by one in order to reduce missing value. It is not an interview as mentioned in the paper. What is the Alpha reliability values for each factor being measured? It has not been mentioned by the authors. Data analysis technique used in the study is multivariate analysis using SEM multiple group analysis. No need to replicate the result by presenting multivariate analysis result as the SEM result has covered the multivariate analysis. Table 2 has not mentioned which group / categories of product since in the study, there are 4 different types of products measured. No need to use T-Test because in SEM you can do multiple group analysis. Need to improve in data analysis. 	Weak Accept	Weak Accept	Weak Accept

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From: International Conference Technology Management Business and Entrepreneurship ictmbe@uthm.edu.my 
Subject: Publication for All Accepted Papers in 5th ICTMBE 2016
Date: 28 November 2016 13.47



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Cc: International Conference Technology Management Business and Entrepreneurship ictmbe@uthm.edu.my

Dear Authors,

On behalf of the organizing committee, I would like to express my appreciation for your participation in the 5th ICTMBE 2016.

In order to submit your paper for journal publication, each author is required to submit the final corrected manuscript of the article by **8th December 2016 (Thursday)**.

Kindly adhere to the following requirements;

1. All submission should be made to ictmbe@uthm.edu.my in **MSWord** form.
2. Each submission should be attached with the report from Turnitin or equivalent for similarity index.
3. Please make sure that the final draft has been proofread accordingly to minimize the spelling and grammatical errors.

Please do not hesitate to contact us for any enquiries regarding the publication processes.

Have a nice day ahead.

Regards,

Shafie Mohamed Zabri
Chairman of Organizing Committee
5th ICTMBE 2016
ICTMBE2016 Secretariat
Tel: +607-453 1334

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