

RIWAYAT PUBLIKASI

Judul Artikel:	The Role of Brand Satisfaction in Shaping Brand Love, Brand Engagement, and Brand Loyalty
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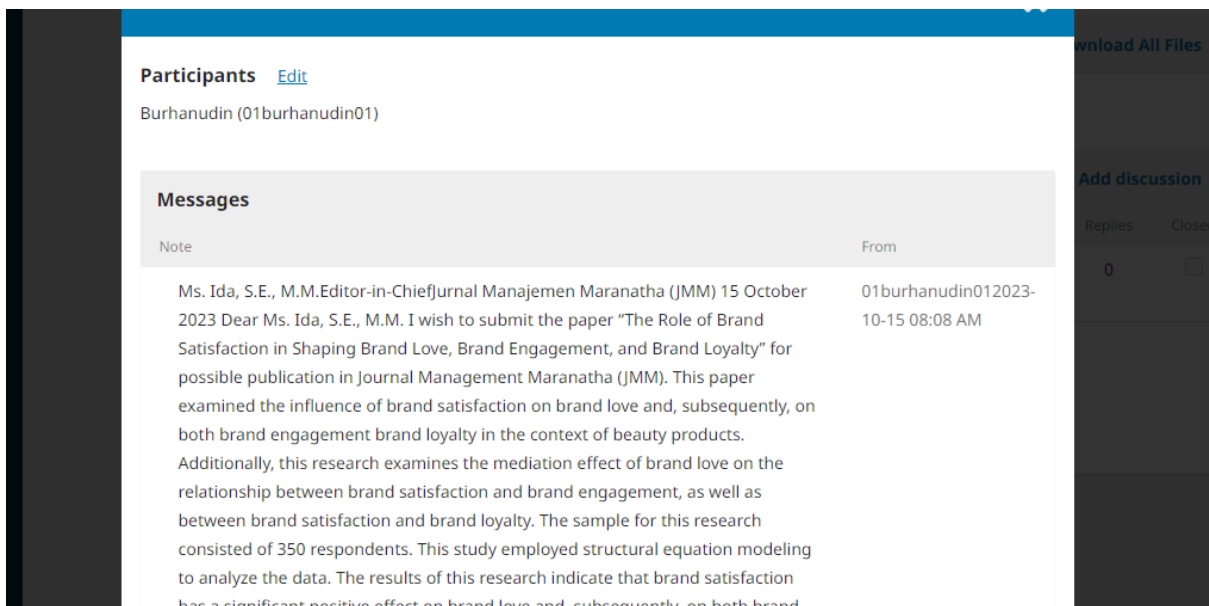
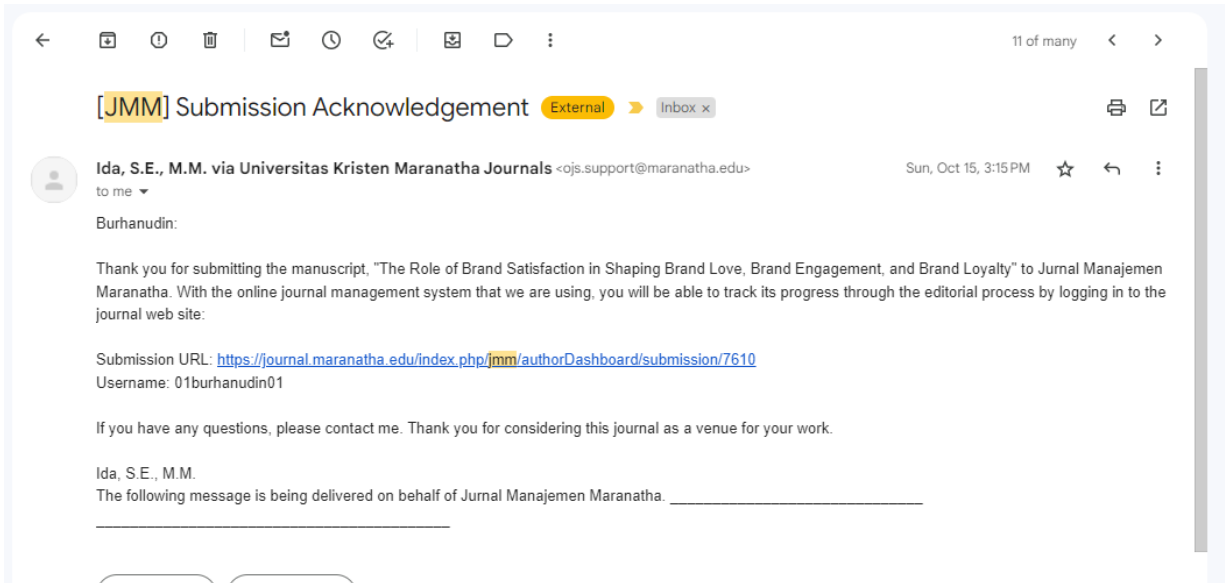
**PROGRAM STUDI SARJANA MANAJEMEN
FAKULTAS EKONOMI DAN BISNIS
UNIVERSITAS HAYAM WURUK PERBANAS
(dh. STIE Perbanas Surabaya)**

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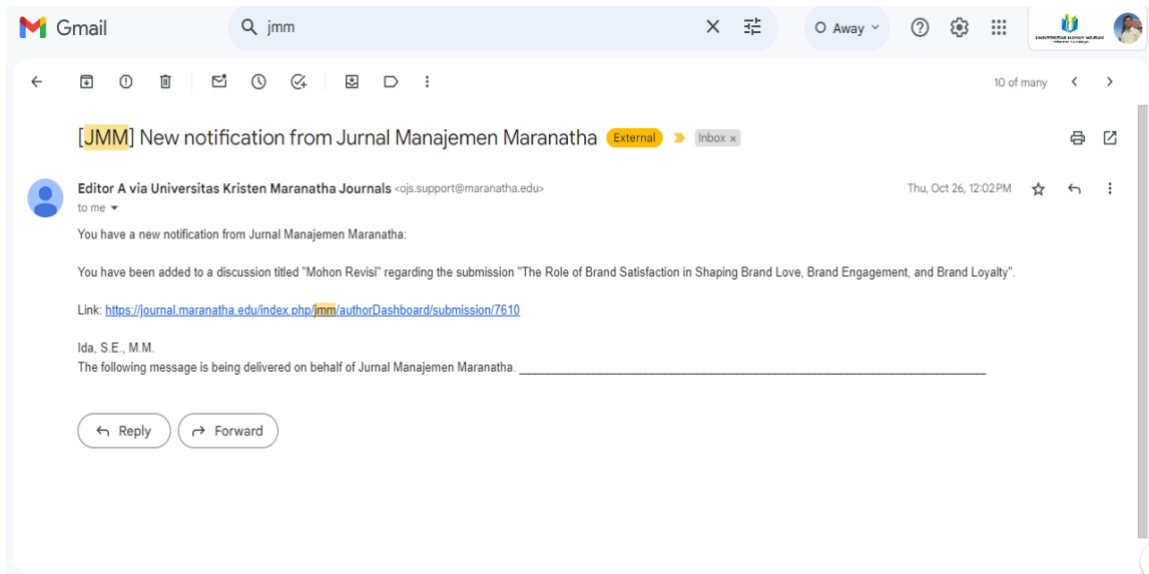
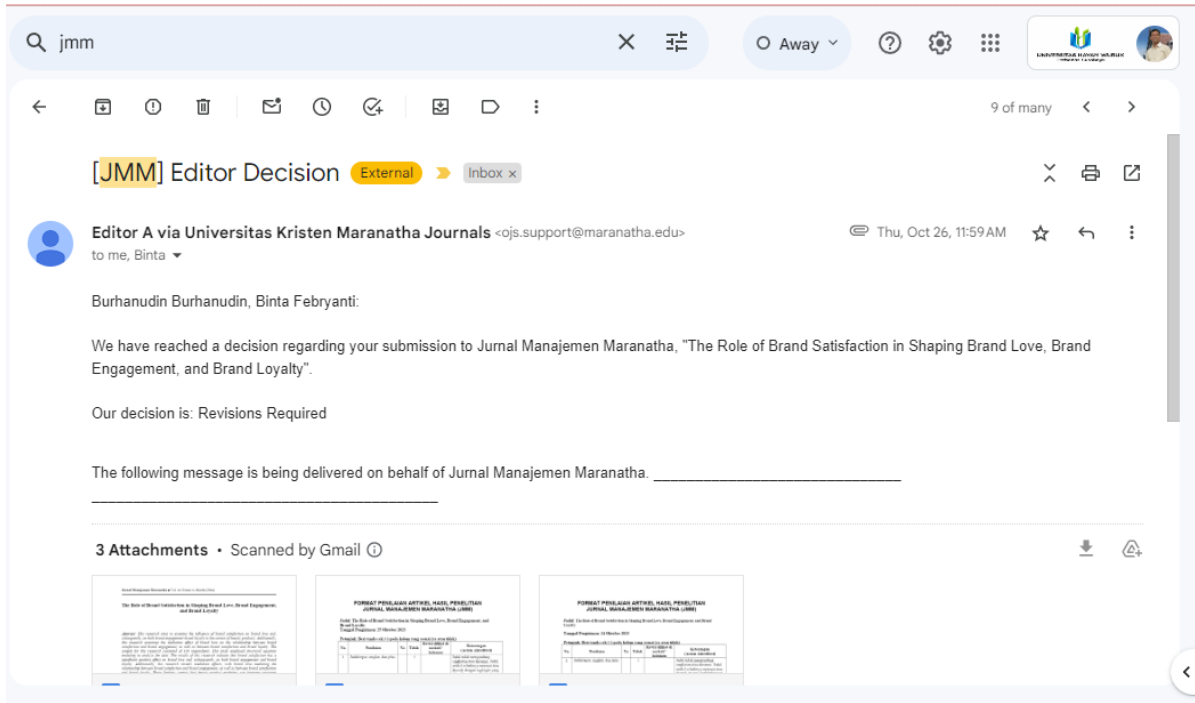
1. Submission Acknowledgment – 15 Oktober 2023

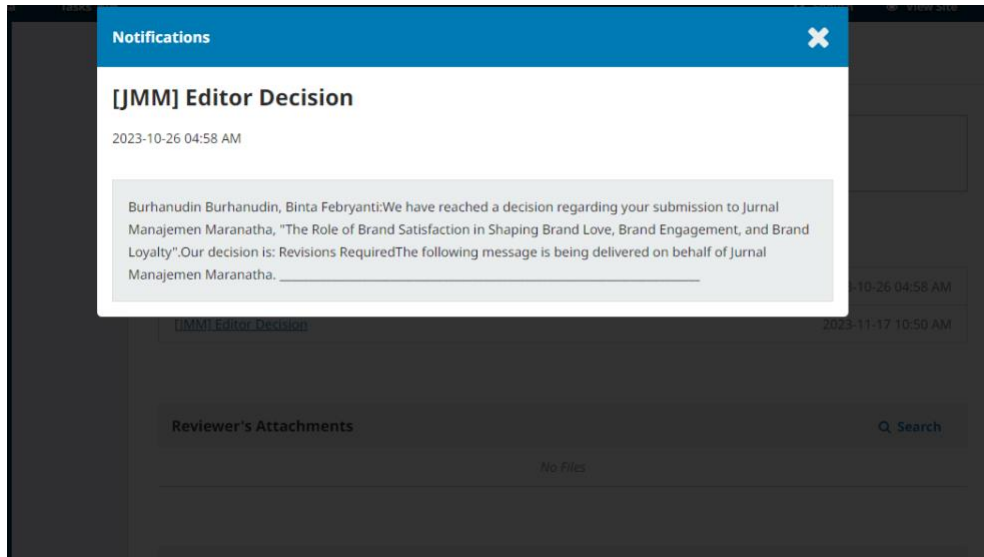
Dari: JMM: Jurnal Manajemen Maranatha
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2. Editor Decision: Revision is required – 26 Oktober 2023

Dari: JMM: Jurnal Manajemen Maranatha
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Subyek: Editor Decision
Tanggal: 26 Oktober 2023
Kepada: burhanudin@perbanas.ac.id





Komentar Reviewer

Reviewer 1

1. Other possible title could be: "The Mediating Role of Brand Love in the Relationship between Brand Satisfaction and Brand Engagement as well as between Brand Satisfaction and Brand Loyalty"
2. Abstract: *"These findings suggest that beauty product marketers can leverage consumer satisfaction, engagement, loyalty, and love for a brand as effective means of marketing their branding strategy"* □ please improve this sentence for clarity
3. Introduction; "Its significance for marketers has made loyalty a successful marketing strategy," □ Is loyalty a marketing strategy? Please check

Before H1, there should be an introductory sentence as written for H2, H3, H4 & H5.

4. Method: The authors need to mention whether they use AMOS or PLS-SEM or other approach in processing and analyzing their data
5. Referensi: Referensi yang diacu dalam 10 tahun terakhir kecuali *grand theory*. Cara penulisan menggunakan *APA Style* (lihat di *template JMM*).




Reviewer 2

1. Title: In general, the authors need to proofread this paper. Certain amendments are essential to enhance its overall quality
2. Apabila bagian abstract ada yang diubah, maka di bagian ini juga harus disesuaikan
3. Figure 1: Judul gambar diletakkan di bawah gambar, serta lihat petunjuk di JMM untuk judul gambar center atau apa, mohon dicek. Perbaiki semua judul gambar yang ada di artikel Anda.

4. Methods: Perlu ditambahkan alat analisis yang digunakan.
5. Lihat petunjuk di JMM untuk judul tabel center atau apa, mohon dicek. Perbaiki semua judul tabel yang ada di artikel Anda.
6. Perlu ditambahkan data mengenai profil responden dalam penelitian ini, agar dapat diperoleh elaborasinya dengan hasil penelitian. Sehingga akan lebih dapat menunjukkan novelty dalam penelitian ini.
7. Perlu ditambahkan keterkaitan hasil pengujian hipotesis dengan profil responden dalam penelitian ini, sehingga akan dapat menunjukkan novelty penelitian ini.

3. Tanggapan atas Komentar Reviewer Revision is required – 29 Oktober 2023

Dari: Burhanudin
 Subyek: Tanggapan Komentar dan Penyampaian Revisi
 Tanggal: 29 Oktober 2023
 Kepada: Ida, S.E., M.M.
 Editor-in-Chief JMM: Jurnal Manajemen Maranatha

Revisions		Q Search	Upload File
▶  30386-1	Article Text, C-JMM_Nov2_Reviewed_261023 Paper R1.docx	October 29, 2023	Article Text
▶  30388-1	Other, C-JMM_Nov2_FR1_251023 Form R1.docx	October 29, 2023	Other
▶  30389-1	Other, C-JMM_Nov2_FR2_241023 Form R1.docx	October 29, 2023	Other

Reviewer #1

Komentar 1 = Other possible title could be: “The Mediating Role of Brand Love in the Relationship between Brand Satisfaction and Brand Engagement as well as between Brand Satisfaction and Brand Loyalty”

Tanggapan 1 = Terima kasih sarannya. Judul sudah diperbaiki sebagai berikut:

The Mediating Role of Brand Love in the Relationship between Brand Satisfaction and Brand Engagement as well as between Brand Satisfaction and Brand Loyalty

Komentar 2 = Abstract: “These findings suggest that beauty product marketers can leverage consumer satisfaction, engagement, loyalty, and love for a brand as effective means of marketing their branding strategy” □ please improve this sentence for clarity

Tanggapan 2 = Thank you for suggestion. This sentence has been amended to address clarity, as appear below:

These findings suggest that beauty product marketers can utilize brand satisfaction to drive engagement, loyalty, and love to a brand as a marketing strategy.

Komentar 3 = Introduction; “Its significance for marketers has made loyalty a successful marketing strategy,” □ Is loyalty a marketing strategy? Please check Before H1, there should be an introductory sentence as written for H2, H3, H4 & H5.

Tanggapan 3 = Thank you for your suggestion. The sentence has been amended (paragraph 5,) and two paragraphs have preceded H1.

Komentar 4 = Method: The authors need to mention whether they use AMOS or PLS-SEM or other approach in processing and analyzing their data

Tanggapan 4 = Thank you for your suggestion. The paper has included PLS-SEM as the selected approach in data analysis (paragraph 1, Methods section), as appear below:

The respondents in this research are consumers from Surabaya and surrounding areas who have experienced MS Glow skin care products. This study employed partial least square structural equation modeling (PLS-SEM) to analyze the data. This choice was based on the recommendation of Hair et., al. (2019) stating that PLS-SEM is suitable for predictive research

Komentar 5 = Referensi: Referensi yang diacu dalam 10 tahun terakhir kecuali *grand theory*. Cara penulisan menggunakan *APA Style* (lihat di *template JMM*).

Tanggapan 5 = Terima kasih atas sarannya. Referensi tersebut sudah kami perbaiki.

Reviewer #2

Komentar 1 = Title: In general, the authors need to proofread this paper. Certain amendments are essential to enhance its overall quality

Tanggapan 1 = Thank you for your suggestion. The paper has received help from English language editor

Komentar 2 = Apabila bagian abstract ada yang diubah, maka di bagian ini juga harus disesuaikan

Tanggapan 2 = Terima kasih sarannya. Abstrak sudah diperbaiki

Komentar 3 = Figure 1: Judul gambar diletakkan di bawah gambar, serta lihat petunjuk di JMM untuk judul gambar center atau apa, mohon dicek. Perbaiki semua judul gambar yang ada di artikel Anda.

Tanggapan 3 = Terima kasih sarannya. Letak judul sudah diperbaiki sesuai petunjuk JMM.

Komentar 4 = Methods: Perlu ditambahkan alat analisis yang digunakan

Tanggapan 4 = Terima kasih sarannya. Alat analisis sudah ditambahkan (paragraph 1, bagian metode) sebagai berikut:

The respondents in this research are consumers from Surabaya and surrounding areas who have experienced MS Glow skin care products. This study employed partial least square structural equation modeling (PLS-SEM) to analyze the data. This choice was based on the recommendation of Hair et., al. (2019) stating that PLS-SEM is suitable for predictive research. According to Hair et., al. (2019), the data analysis was conducted in two steps: first, evaluating the measurement model to assess the research instrument's feasibility, and second, evaluating the structural model to test the hypothesis. This study employed a non-probability sampling method, specifically using purposive sampling with the criteria of having experience with MS Glow products. Those willing to participate as respondents were provided with a link to an online questionnaire, which was shared through social media platforms such as Instagram and instant messaging services like WhatsApp. In total, the questionnaire successfully collected responses from 358 consumers.

Komentar 5 = Lihat petunjuk di JMM untuk judul tabel center atau apa, mohon dicek. Perbaiki semua judul tabel yang ada di artikel Anda.

Tanggapan 5 = Terima kasih sarannya. Judul tabel sudah diperbaiki sesuai petunjuk JMM.

Komentar 6 = Perlu ditambahkan data mengenai profil responden dalam penelitian ini, agar dapat diperoleh elaborasinya dengan hasil penelitian. Sehingga akan lebih dapat menunjukkan novelty dalam penelitian ini.

Tanggapan 6 = Terima kasih sarannya. Profil responden dalam penelitian ini sudah ditambahkan sebagai berikut:

Table 2 presents the characteristics of the respondents. There were more female respondents (65.64%) than male respondents (34.36%). The majority of respondents were between 17-24 years old (61.73%) and they were pursuing bachelor degree program (50.00%). These characteristics align with the Indonesian population, which is predominantly young (Amballia & Saputri, 2021).

Tabel 2. Respondent Profile

<i>Profile Respondent</i>	<i>Amount</i>	<i>Percent</i>
Gender		
<i>Male</i>	123	34.36%
<i>Female</i>	235	65.64%
Total	358	100%
Age		
<i>Between 17 - 24 years</i>	221	61.73%
<i>Between 25 - 34 years</i>	78	21.79%
<i>Between 35 - 44 years</i>	26	7.26%
<i>Between 45 - 54 years</i>	20	5.59%
<i>Above 55 years</i>	13	3.63%
Total	358	100%
Current Education Level		
<i>Senior high school or lower</i>	110	30.73%
<i>Associate degree program</i>	53	14.80%
<i>Bachelor degree program</i>	179	50.00%
<i>Master degree program</i>	12	3.35%
<i>Doctoral degree program</i>	4	1.12%
Total	358	100%

Source: Primary data processed (2023)

Komentar 7 = Perlu ditambahkan keterkaitan hasil pengujian hipotesis dengan profil responden dalam penelitian ini, sehingga akan dapat menunjukkan novelty penelitian ini.

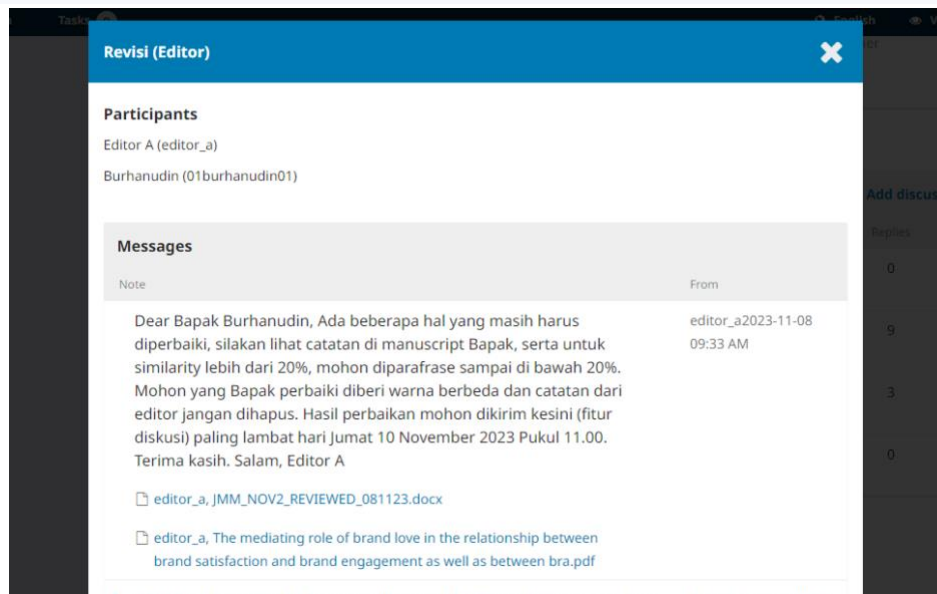
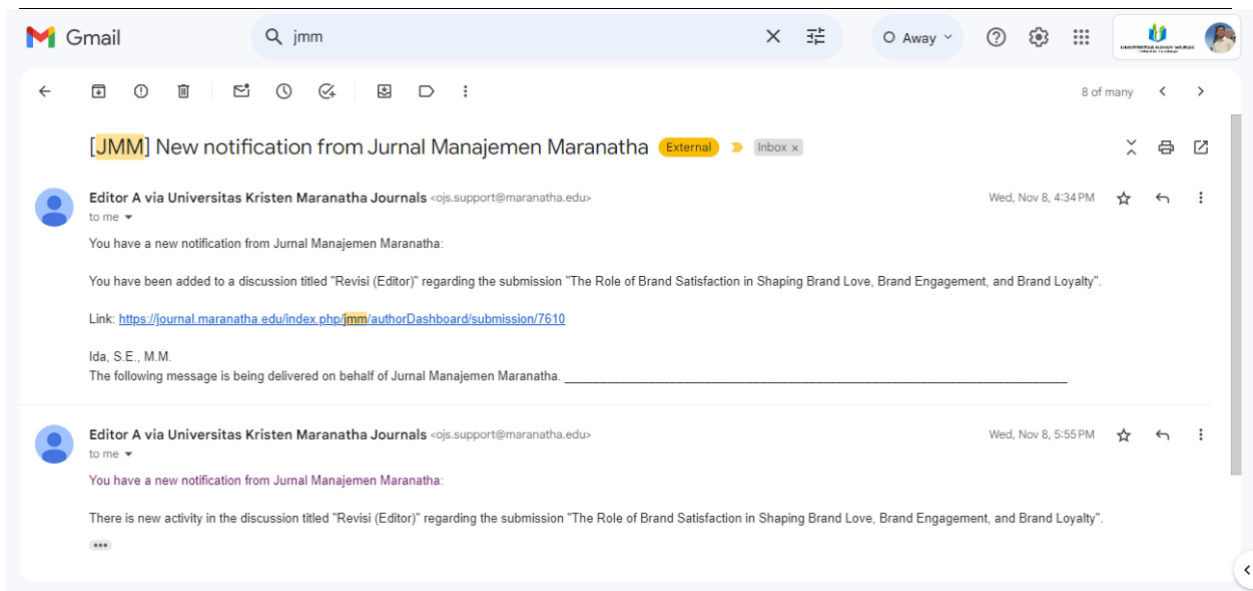
Tanggapan 7 = Terima kasih sarannya. Hasil pengujian hipotesis dengan profil responden dalam penelitian sudah ditambahkan sebagai berikut:

The characteristics of the respondents in this study, predominantly young individuals aged 17-24 years, underscore the significance of creating

guidelines for beauty product affordability that are easily understandable to young people. This aligns with the perspective of Meidiarti & Korespondensi (2022) who stressed the importance of involving young individuals in MS Glow beauty product research.

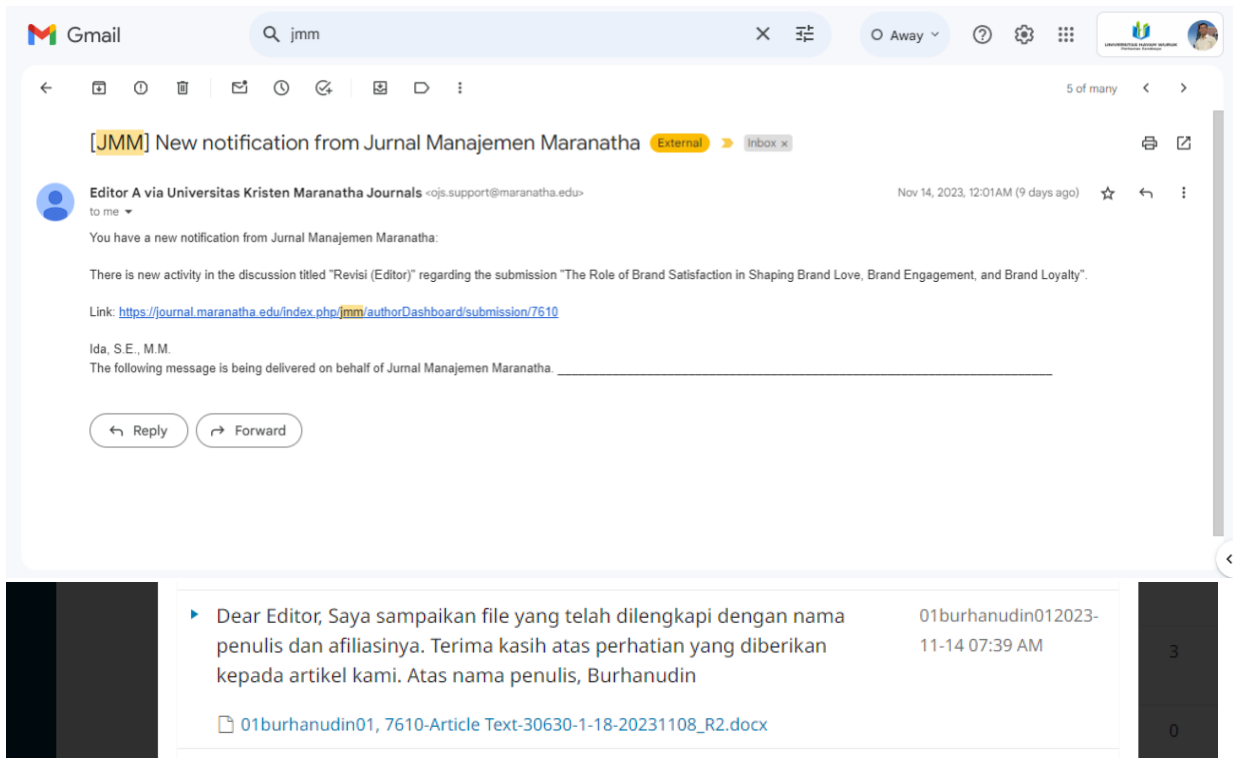
4. Editor Decision: Revision is required – 8 November 2023

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Subyek: Editor Decision
Tanggal: 8 November 2023
Kepada: burhanudin@perbanas.ac.id



5. Tanggapan atas Komentar Reviewer Revision is required – 14 November 2023

Dari: Burhanudin
Subyek: Tanggapan Komentar dan Penyampaian Revisi
Tanggal: 14 November 2023
Kepada: Ida, S.E., M.M.
Editor-in-Chief JMM: Jurnal Manajemen Maranatha



The screenshot shows a Gmail inbox with a search bar containing 'jmm'. The selected email is from 'Editor A via Universitas Kristen Maranatha Journals' with the subject '[JMM] New notification from Jurnal Manajemen Maranatha'. The email body contains the following text:

You have a new notification from Jurnal Manajemen Maranatha:

There is new activity in the discussion titled "Revisi (Editor)" regarding the submission "The Role of Brand Satisfaction in Shaping Brand Love, Brand Engagement, and Brand Loyalty".

Link: <https://journal.maranatha.edu/index.php/jmm/authorDashboard/submission/7610>

Ida, S.E., M.M.
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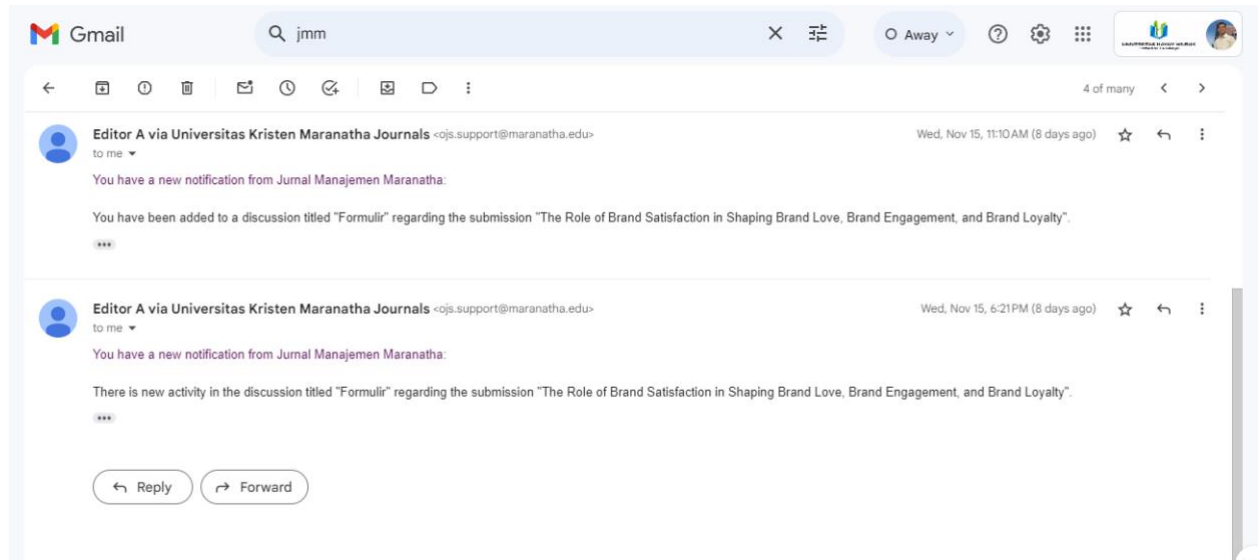
Below the email content, there are 'Reply' and 'Forward' buttons. At the bottom of the screenshot, a preview of an attached document is visible:

Dear Editor, Saya sampaikan file yang telah dilengkapi dengan nama penulis dan afliasinya. Terima kasih atas perhatian yang diberikan kepada artikel kami. Atas nama penulis, Burhanudin

01burhanudin01, 7610-Article Text-30630-1-18-20231108_R2.docx

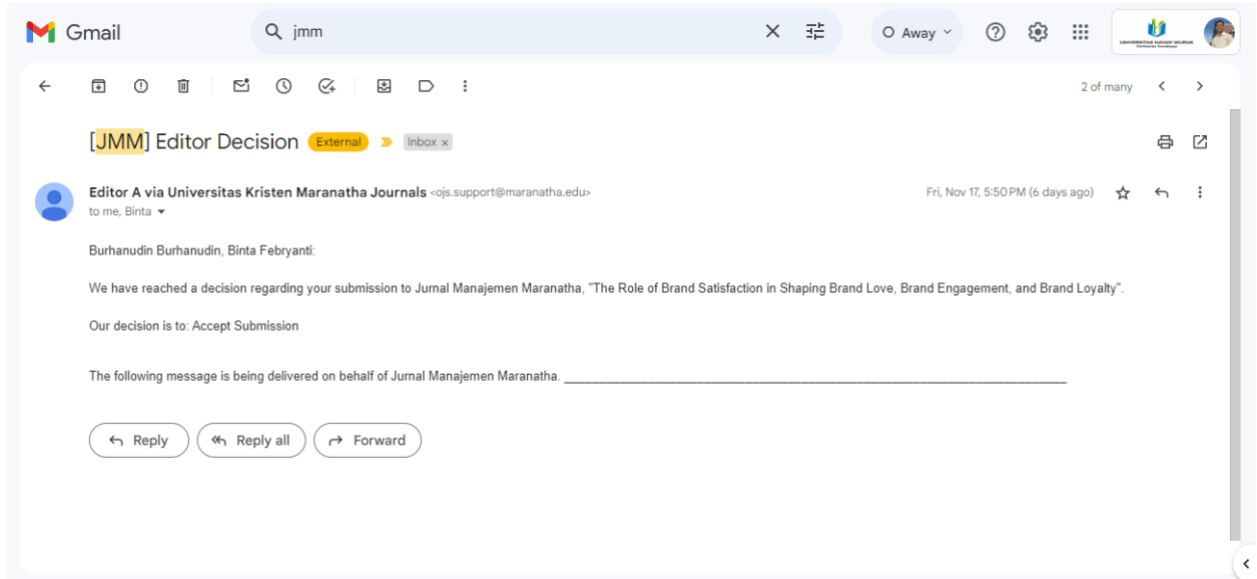
6. Editor Decision: Formulir – 15 November 2023

Dari: JMM: Jurnal Manajemen Maranatha
ojs.support@maranatha.edu
Subyek: Editor Decision
Tanggal: 15 November 2023
Kepada: burhanudin@perbanas.ac.id



7. Editor Decision: Accept Submission – 17 November 2023

Dari: JMM: Jurnal Manajemen Maranatha
ojs.support@maranatha.edu
Subyek: Editor Decision: Accept Submission
Tanggal: 17 November 2023
Kepada: Burhanudin
Username OJS: 01burhanudin01



8. Production – 17 November 2023

Dari: JMM: Jurnal Manajemen Maranatha
ojs.support@maranatha.edu
Subyek: Production
Tanggal: 17 November 2022
Kepada: Burhanudin
Username OJS: 01burhanudin01

