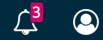


# Correspondance Authors of IJRMES



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## A message regarding International Journal of Management Research and Emerging



### Sciences

### Participants

ojs\_editor (ojseditor\_ijmres)

Asep Rokhyadi Permana Saputra (1asep\_rokhyadi2)

### Messages

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### Participants

ojs\_editor (ojseditor\_ijmres)

Asep Rokhyadi Permana Saputra (1asep\_rokhyadi2)

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<p><b>Dear Author,</b></p> <p>I hope this message finds you well. The editor has recently received the manuscript for desk review, and they would like to discuss a matter of utmost importance before commencing the peer review process.</p> <p>Upon initial review of the manuscript, It has been noticed that there are comments and suggestions from the journal's editor that need to be addressed. It is crucial that these comments are considered and incorporated into the manuscript before the peer review process begins. This step is essential to ensure the manuscript aligns with the journal's guidelines and standards, improving its overall quality and increasing the likelihood of acceptance.</p> <p>I kindly request that you carefully review the editor's comments and make the necessary revisions to the manuscript as per their guidance. Addressing these comments now will streamline the peer review process and enable a more efficient and constructive review.</p> <p>Once you have incorporated the editor's feedback into the manuscript, please ensure that you resubmit the revised version through the journal's submission system. This will initiate the peer review process, and I will be able to evaluate the manuscript in its updated form. The correct your paper according to the following comments:</p>	<p>ojseditor_ijmres 21-10-2024 04:47 AM</p>

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1. Please improve strcuture of the paper and overall quality of the according to the general guidelines.
2. words count of abstract should be 250 an dit should be in one paragraph.
3. Add recent year citations from 2024, 2023. Especially in introduction and literature review section.
4. Also, improve the grammar of the paper.
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6. Use 5 core headings name in your papaper (**see author guidelines**)

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<p>► Dear editors</p> <p>We, the authors, would like to thank you for the opportunity to improve our article, and we apologize if we can only send the article at the last minute, because the team has to discuss the review from the editors, so that the result is better than before.</p> <p>Best regards. Authors</p> <p><input type="checkbox"/> <a href="#">IJRMES article of Aurora Asep Yetti.edited.docx</a></p>	<p>1asep_rokhyadi2 27-10-2024 09:10 AM</p>
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### Participants

ojs\_editor (ojseditor\_ijmres)

Asep Rokhyadi Permana Saputra (1asep\_rokhyadi2)

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<p><b>Dear Author,</b></p> <p>Kindly share with us cover letter according to the author guidelines. (See author guidelines)</p> <p><i>Looking forward to your prompt response!</i></p>	<p>ojseditor_ijmres 29-10-2024 06:14 AM</p>
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<p>It's a soft reminder to send us cover letter by today.</p>	<p>ojseditor_ijmres 31-10-2024 06:11 AM</p>
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<p>▶ Dear editor,</p> <p>We the authors submit a cover letter and suggestions from international reviewers. Thank you.</p> <p>Best regards Authors</p> <p>📎 <a href="#">IJRMES Aurora Cover Latter.docx</a></p>	1asep_rokhyadi2 31-10-2024 07:40 AM
Please share the valid email ID of each suggested reviewer.	ojseditor_ijmres 31-10-2024 09:49 AM
<p>▶ Dear editor,</p> <p>We have attached the cover letter &amp; additional email. Best Regards Authors</p> <p>📎 <a href="#">IJRMES Aurora Cover Latter.docx</a></p>	1asep_rokhyadi2 31-10-2024 11:47 AM

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International Journal of Management Research and Emerging Sciences 🔔 9 👤

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Round 1

**Round 1 Status**  
Submission accepted.

**Notifications**

<a href="#">Editor Decision</a>	31-10-2024 09:48 AM
<a href="#">Editor Decision</a>	07-11-2024 07:23 AM
<a href="#">Editor Decision</a>	26-11-2024 05:50 AM
<a href="#">Editor Decision</a>	09-12-2024 04:04 AM

**Reviewer's Attachments** [🔍 Search](#)

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## Notifications

X

## Editor Decision

31-10-2024 09:48 AM

Asep Rokhyadi Permana Saputra, Aurora Ratri Pramesti, Yetti Lutiyan Suprpto:

We have reached a decision regarding your submission to {contextName}, "DIGITAL MARKETING, SOCIAL MEDIA MARKETING, AND BRAND TRUST: INDONESIAN LOCAL BRAND".

Our decision is to: Send to Review

Submission URL: <https://ijmres.pk/index.php/IJMRES/authorDashboard/submission/677>

## Editor Decision

07-11-2024 07:23 AM

**Dear Asep Rokhyadi Permana Saputra, Aurora Ratri Pramesti, Yetti Lutiyan Suprpto:**

We have reached a decision regarding your submission to {\$contextName}, "DIGITAL MARKETING, SOCIAL MEDIA MARKETING, AND BRAND TRUST: INDONESIAN LOCAL BRAND".

**Our decision is: Revisions Required**

**Reviewer 1:**

Recommendation: Revisions Required

Comments on Title

The title "Digital Marketing, Social Media Marketing, and Brand Trust: Indonesian Local Brand" is clear and concise, accurately reflecting the core areas of focus within the paper. However, it could be refined to specify that the study concentrates on local brands in Yogyakarta, Indonesia, which would provide more context.

Comments on Abstract

The abstract summarizes the study's aims, methodology, and key findings, giving a reasonable snapshot of the research scope. However, certain portions seem unclear, possibly due to language structure, such as "Study This", "lameshow", and "no can is known in a way Certain." These ambiguities could be revised for clarity. On "lameshow" do you mean Lemeshow for calculating sample from overall population?

Does the introduction provide sufficient background information (problem, objectives) for readers?

The introduction provides an adequate background, highlighting the increasing importance of digital and social media marketing for local brands in Indonesia and the rising relevance of brand trust. However, the connection between these factors and the specific problem or gap in existing literature could be more explicitly stated to

The introduction provides an adequate background, highlighting the increasing importance of digital and social media marketing for local brands in Indonesia and the rising relevance of brand trust. However, the connection between these factors and the specific problem or gap in existing literature could be more explicitly stated to strengthen the study's purpose.

Does the reference list cover the relevant literature adequately and in an unbiased manner?

The references cover a wide range of relevant and recent literature on digital marketing, social media marketing, and brand trust. However, the list could benefit from a more balanced inclusion of regional studies or comparisons with other Southeast Asian countries, which might provide broader insights into local branding strategies.

Are the statistical methods valid and correctly applied ?

The statistical methods applied, including Structural Equation Modeling (SEM) and reliability and validity testing, appear appropriate and correctly used. The study appropriately uses SmartPLS software, but further clarification on certain terms, such as "the formula lameshow," might help readers unfamiliar with these specifics.

Are the results clearly explained and presented in an appropriate format?

The results are presented in an organized format, including tables for demographics, validity tests, and hypothesis testing. However, a clearer summary or synthesis of key findings could make it easier for readers to connect the results with the research objectives.

Is the quality of the figures and tables satisfactory?

The tables are well-organized, although the visual presentation could be improved by adjusting table formatting to enhance readability. Some tables, such as the "Goodness-of-Fit Measures Test," could use additional explanation for terms like SRMR and NFI to make them accessible to a broader audience.

Is the conclusion and policy implications section based on the study's findings?

The conclusion reflects the study's findings and proposes practical steps for marketers and local brand managers. However, the policy implications could be more robustly discussed, particularly in relation to government or industry support for digital marketing initiatives among SMEs.

Comments on Originality:

Comments on Originality:

The study contributes to the field by focusing on Indonesian local brands, a less frequently explored area in the context of digital marketing and brand trust. The originality is evident in its focus on Yogyakarta's unique local brand environment. Still, the study could further emphasize its novelty by contrasting findings with similar research in other regions or industries.

General Comment:

Overall, the article offers valuable insights into digital and social media marketing's impact on purchase intentions for local brands. Minor language inconsistencies and unclear terminology at times hinder readability. With clearer articulation of certain aspects, such as background and research implications, the article has the potential to make a significant contribution to digital marketing literature focused on local brands.

Rigor

weak

Quality of the writing

acceptable

Overall quality of the content

acceptable

Interest to a general audience

strong

Decision

Major Revision

**Reviewer 2:**

Recommendation: Accept Submission

Comments on Title

Digital Marketing, Social Media Marketing and Brand Trust on the Intention to Buy Local Indonesian Brand

**Reviewer 2:**

Recommendation: Accept Submission

Comments on Title

Digital Marketing, Social Media Marketing and Brand Trust on the Intention to Buy Local Indonesian Brand Products

Comments on Abstract

The research objectives are stated at the beginning of the paragraph, the foreword is included in the Introduction.

Does the introduction provide sufficient background information (problem, objectives) for readers?

Yes, adequate.

Does the reference list cover the relevant literature adequately and in an unbiased manner?

Yes, all of them are not more than 10 years old so they refer to the latest issues related to the research topic raised.

Are the statistical methods valid and correctly applied ?

Yes, accordingly.

Are the results clearly explained and presented in an appropriate format?

It is better to provide indicators in the explanation of the SEM PLS image

Is the quality of the figures and tables satisfactory?

Yes

Is the conclusion and policy implications section based on the study's findings?

Yes, in line.

Comments on Originality:

Plagiarism below 20%

Are the results clearly explained and presented in an appropriate format?

It is better to provide indicators in the explanation of the SEM PLS image

Is the quality of the figures and tables satisfactory?

Yes

Is the conclusion and policy implications section based on the study's findings?

Yes, in line.

Comments on Originality:

Plagiarism below 20%

General Comment:

This journal article is worthy of publication.

Rigor

acceptable

Quality of the writing

acceptable

Overall quality of the content

acceptable

Interest to a general audience

acceptable

Decision

Accepted

## Notifications



## Editor Decision

07-11-2024 07:23 AM

**Dear Asep Rokhyadi Permana Saputra, Aurora Ratri Pramesti, Yetti Lutiyan Suprpto:**

We have reached a decision regarding your submission to {\$contextName}, "DIGITAL MARKETING, SOCIAL MEDIA MARKETING, AND BRAND TRUST: INDONESIAN LOCAL BRAND".

**Our decision is: Revisions Required**

**Reviewer 1:**

Recommendation: Revisions Required

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Rigor

weak

Quality of the writing

acceptable

Overall quality of the content

acceptable

Interest to a general audience

strong

Decision

Major Revision

**Reviewer 2:**

Recommendation: Accept Submission

Comments on Title

Digital Marketing, Social Media Marketing and Brand Trust on the Intention to Buy Local Indonesian Brand

**Reviewer 2:**

Recommendation: Accept Submission

Comments on Title

Digital Marketing, Social Media Marketing and Brand Trust on the Intention to Buy Local Indonesian Brand Products

Comments on Abstract

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Are the statistical methods valid and correctly applied ?

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It is better to provide indicators in the explanation of the SEM PLS image

Is the quality of the figures and tables satisfactory?

Yes

Is the conclusion and policy implications section based on the study's findings?

Yes, in line.

Comments on Originality:

Plagiarism below 20%

Are the results clearly explained and presented in an appropriate format?

It is better to provide indicators in the explanation of the SEM PLS image

Is the quality of the figures and tables satisfactory?

Yes

Is the conclusion and policy implications section based on the study's findings?

Yes, in line.

Comments on Originality:

Plagiarism below 20%

General Comment:

This journal article is worthy of publication.

Rigor

acceptable

Quality of the writing

acceptable

Overall quality of the content

acceptable

Interest to a general audience

acceptable

Decision

Accepted

## Editor Decision

26-11-2024 05:50 AM

**Dear Asep Rokhyadi Permana Saputra, Aurora Ratri Pramesti, Yetti Lutiyan Suprpto:**

We have reached a decision regarding your submission to International Journal of Management Research and Emerging Sciences, "DIGITAL MARKETING, SOCIAL MEDIA MARKETING, AND BRAND TRUST: INDONESIAN LOCAL BRAND".

**Our decision is to: Accept Submission**

## Editor Decision

09-12-2024 04:04 AM

**Dear Aurora Ratri Pramesti, Asep Rokhyadi Permana Saputra , Yetti Lutiyan Suprpto:**

The editing of your submission, "Digital Marketing, Social Media Marketing, and Brand Trust on The Intention as Strategic to Buy Local Indonesian Brand Products," is complete. We are now sending it to production.

Submission URL: <https://ijmres.pk/index.php/IJMRES/authorDashboard/submission/677>

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<a href="#">Editor Decision - Manuscript ID IJMRES-0677 (Revision Required)</a>	associate_editor 07-11-2024 07:07 AM	ojseditor_ijmres 14-11-2024 03:35 AM	1	<input checked="" type="checkbox"/>
<a href="#">Urgent response required</a>	ojseditor_ijmres 18-11-2024 07:42 AM	1asep_rokhyadi2 20-11-2024 11:43 AM	1	<input checked="" type="checkbox"/>
<a href="#">Corrections Required</a>	associate_editor 21-11-2024 07:54 AM	1asep_rokhyadi2 22-11-2024 01:39 AM	1	<input checked="" type="checkbox"/>

Sciences


Participants

ojs\_editor (ojseditor\_ijmres)

Asep Rokhyadi Permana Saputra (1asep\_rokhyadi2)

Messages	
Note	From
<p>Dear Author,</p> <p>We have sent your paper for review to the suggested reviewers. Kindly say them to accept the request and review the paper before due date. Also check their spam folder. Maybe they will receive the invitation email there.</p> <p><i>Thanks,</i></p>	<p>ojseditor_ijmres 01-11-2024 03:00 AM</p>
<p>▶ Dear Editor,</p> <p>We, the authors, do not accept any emails including spam, other than emails that require a cover letter and additional international reviewer emails, on October 31, 2024 Here we convey the cover letter again.</p> <p>Best Regards</p> <p> <a href="#">IJRMES Aurora Cover Latter.pdf</a></p>	<p>1asep_rokhyadi2 03-11-2024 12:09 AM</p>
<p>We sent to email to suggested reviewers.</p>	<p>ojseditor_ijmres 04-11-2024 03:54</p>

Asep Rokhyadi Permana Saputra (1asep\_rokhyadi2)

Messages	
Note	From
<p>Dear Author,</p> <p>We have sent your paper for review to the suggested reviewers. Kindly say them to accept the request and review the paper before due date. Also check their spam folder. Maybe they will receive the invitation email there.</p> <p><i>Thanks,</i></p>	<p>ojseditor_ijmres 01-11-2024 03:00 AM</p>
<p>▶ Dear Editor,</p> <p>We, the authors, do not accept any emails including spam, other than emails that require a cover letter and additional international reviewer emails, on October 31, 2024 Here we convey the cover letter again.</p> <p>Best Regards</p> <p> <a href="#">IJRMES Aurora Cover Latter.pdf</a></p>	<p>1asep_rokhyadi2 03-11-2024 12:09 AM</p>
<p>We sent to email to suggested reviewers.</p> <p>Please read our message again and ask from the suggested reviewers.</p> <p><i>Thanks,</i></p>	<p>ojseditor_ijmres 04-11-2024 03:54 AM</p>

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**Participants**

ojs\_editor (ojseditor\_ijmres)

Muhammad Zia Aslam (associate\_editor)

Asep Rokhyadi Permana Saputra (1asep\_rokhyadi2)

**Messages**

Note	From
<p>07-Nov-2024</p> <p>Dear Author,</p> <p>Manuscript ID <b>IJMRES-0677</b> entitled “Digital marketing, social media marketing, and brand trust: Indonesian local brand” which you submitted to the International Journal of Management Research and Emerging Sciences, has been reviewed. The comments of the reviewer(s) are available at OJS.</p> <p>After careful consideration of the recommendation from the reviewer(s) and my own reading of the manuscript, I have decided to extend to you an opportunity to <b>revise and resubmit</b> the article. When you do resubmit, please make sure you include a point-by-point commentary document where you explain in detail how you have acted on each single comment you have received.</p> <p>You must address following editor concerns:</p> <ol style="list-style-type: none"> <li>1) Kindly carefully follow author guidelines.</li> <li>2) Please use USA English in the manuscript.</li> <li>3) As I did not notice even a single knowledge reference from IJMRES, do you think it is justified to claim matching the scope of the journal? If possible, take knowledge</li> </ol> <p>point-by-point commentary document where you explain in detail how you have acted on each single comment you have received.</p> <p>You must address following editor concerns:</p> <ol style="list-style-type: none"> <li>1) Kindly carefully follow author guidelines.</li> <li>2) Please use USA English in the manuscript.</li> <li>3) As I did not notice even a single knowledge reference from IJMRES, do you think it is justified to claim matching the scope of the journal? If possible, take knowledge insight from <b>at least two sources</b> from IJMRES and cite accordingly.</li> </ol> <p>Because we are trying to facilitate timely publication of manuscripts submitted to the International Journal of Management Research and Emerging Sciences, <b>your revised manuscript should be uploaded within three days from the date given on top of this message</b>. If it is not possible for you to submit your revision in a reasonable amount of time, we may have to consider your paper as a new submission.</p> <p>Once again, thank you for submitting your manuscript to the International Journal of Management Research and Emerging Sciences and I look forward to receiving your revision.</p> <p>Yours sincerely,</p> <p>Editor, International Journal of Management Research and Emerging Sciences</p>	<p>associate_editor 07-11-2024 07:07 AM</p>
<p>Dear Author,</p> <p>It's a soft reminder to send your revised paper till tomorrow. If you want to be published in this issue of Dec 2024.</p> <p>Warm regards,</p>	<p>ojseditor_ijmres 14-11-2024 03:35 AM</p>

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## Urgent response required



### Participants

ojs\_editor (ojseditor\_ijmres)

Asep Rokhyadi Permana Saputra (1asep\_rokhyadi2)

Messages	
Note	From
It's a soft reminder to send your revised paper till tomorrow. If you want to be published in this issue of Dec 2024.	ojseditor_ijmres 18-11-2024 07:42 AM
<p>▶ Dear Editor,</p> <p>We, the authors apologize if now we can send articles that are the result of updates according to the reviewer's recommendations. Thank you. Best regards Authors.</p> <p> <a href="#">Edited of IJRMES article of Aurora Asep Yetti.docx</a></p>	1asep_rokhyadi2 20-11-2024 11:43 AM

[Add Message](#)

## Corrections Required



### Participants

Muhammad Zia Aslam (associate\_editor)

Asep Rokhyadi Permana Saputra (1asep\_rokhyadi2)

Messages	
Note	From
<p>Make the following references in APA 7<sup>th</sup></p> <p>Be mindful of the 'Article 1,2 ...' text given instead of page numbers. Please remove this from all the references where it is given.</p> <p>Very carefully edit the bibliography section to follow APA 7<sup>th</sup> standards.</p> <p>Ariani, D. W. (2021). The Relationship of Passion, Burnout, Engagement, and Performance: An Analysis of Direct and Indirect Effects among Indonesian Students. <i>The Journal of Behavioral Science</i>, 16(2), Article 2.</p> <p>Bramanto, B., &amp; Saputra, A. R. P. (2022). Pengaruh Kompensasi Dan Jam Kerja Fleksibel Terhadap Kinerja Mitra Driver Dengan Motivasi Kerja Sebagai Variabel Intervening Studi Pada PT. Gojek Indonesia Di Yogyakarta. <i>Jurnal Ekonomi Manajemen Dan Akuntansi</i>, 1(1), Article 1.</p> <p>Chin, W. (1998). Issues and Opinion on Structural Equation Modeling. <i>MIS Quarterly</i>, 22.</p> <p>Mekala, R., Banerjee, S., &amp; School, S. (2021). Impact of Green Marketing Strategies followed by Detergent Manufacturers on Consumers Impact of Green Marketing Strategies followed by Detergent Manufacturers on Consumers. <i>Turkish Online Journal of Qualitative Inquiry</i>, 12, 968-978.</p> <p>Novanda. F.. Saputra. A. R. P.. Santosa. A.. &amp; Widarto. (2023). Analvsis Of Return Visits</p>	associate_editor 21-11-2024 07:54 AM

Intervening Studi Pada PT. Gojek Indonesia Di Yogyakarta. Jurnal Ekonomi Manajemen Dan Akuntansi, 1(1), Article 1.

Chin, W. (1998). Issues and Opinion on Structural Equation Modeling. MIS Quarterly, 22.

Mekala, R., Banerjee, S., & School, S. (2021). Impact of Green Marketing Strategies followed by Detergent Manufacturers on Consumers Impact of Green Marketing Strategies followed by Detergent Manufacturers on Consumers. Turkish Online Journal of Qualitative Inquiry, 12, 968-978.

Novanda, F., Saputra, A. R. P., Santosa, A., & Widarto. (2023). Analysis Of Return Visits To Yogyakarta Palace Heritage Tourism During The Covid-19 Endemic. Kilisuci International Conference on Economic & Business, 1, 302-311.

Shafiq, M., Ziaullah, M., Siddique, M., Bilal, A., & Ramzan, M. (2023). Unveiling the Sustainable Path: Exploring the Nexus of Green Marketing, Service Quality, Brand Reputation, and Their Impact on Brand Trust and Purchase Decisions. 3, 654-676.

Yan, Y. P., Ghani, M. R. A., Yusuf, D. H. M., & Jusoh, M. S. (2020). Effectiveness of E-Marketing Strategies on Consumers' Purchase Intention. International Journal of Business and Management.

Dear Editor

1asep\_rokhyadi2  
22-11-2024 01:39  
AM

We, the authors, have tried to correct all bibliography lists, but there is 1 article from Yan Y.P., et al (2020) that has disappeared from the journal link, and we found it on researchgate.

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