



SDI Review Form 1.6

Journal Name:	<u>British Journal of Economics, Management & Trade</u>
Manuscript Number:	Ms_BJEMT_18704
Title of the Manuscript:	FACTORS AFFECTING PURCHASE INTENTION OF ONLINE SHOPPING IN ZALORA INDONESIA
Type of the Article	Original Research Pappers

General guideline for Peer Review process:

This journal's peer review policy states that **NO** manuscript should be rejected only on the basis of '**lack of Novelty**', provided the manuscript is scientifically robust and technically sound.

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PART 1: Review Comments

	Reviewer's comment	Author's comment <i>(if agreed with reviewer, correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)</i>
<u>Compulsory</u> REVISION comments		
<u>Minor</u> REVISION comments	<p>The article is really interesting and it obtains good results. Only a few comments:</p> <ol style="list-style-type: none"> 1. The sample is small. At the same time they question people about buying in internet in a Mall. It seems a little bit incongruous. They should explain better 2. I suppose the authors use a Structural Equations Model. They don't say anything about the estimation model until the second table (page 11). They should specify it when they present the model. 3. The variable "intention to buy" is too diffuse. 4. I don't understand the categorization of "perceived risk": risky, insecure, anxious, uncertain? Which kinds of risk degrees represent that classification? Explain 5. I don't understand the definition of "intention to buy": probability, likely, propensity, preference? There are no answers like "I would buy" or "I will buy". Which kinds of degrees represent that classification? Explain 	<p>Thank you for the comments, I would like to give my feedback :</p> <ol style="list-style-type: none"> 1. The unit of analysis of my research is an individual who intends to buy using Zalora, and it is difficult to get it. To obtain the samples, the easiest way is the visitors Department Store, because the place is a destination place for relaxing and shopping, from individuals who become targets of research. Samples were obtained in accordance with the purpose of this study is to produce a predictive model of the product purchase intentions through Zalora. 2. In this article using Structural Equation Model (SEM) techniques to analyze the research hypothesis, because the technique is seen to accommodate the relationship between variables that are structural. Related to that, I tried to explain the results obtained estimation as simple as possible, which for me it is an explanation that can accommodate a minimum of theoretical and practical aspects. 3. How to diffuse said because these variables are drafted based on previous studies, and indicators tailored practical importance of the object studied. So there is no reason to



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		<p>confuse, if it is deemed confuse, please be tested again with different settings.</p> <p>4. The categorization of “perceived risk” showed the degree of feeling that consumer feel from the term of perceived risk. The risk degrees that can represent the classification is Incompatibility the product that delivered at home, quality of the product from the display on the internet is different after they delivered it, consumer might feel risky to make purchase. In other degrees, when product delivered is not on time, consumer feel anxious when will the product deliver to them because the uncertainty.</p> <p>5. for this comment, I have explained in points 3</p>
<u>Optional/General</u> comments		