



**SDI Review Form 1.6**

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

**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.

To know the complete guideline for Peer Review process, reviewers are requested to visit this link:

(<http://www.sciencedomain.org/page.php?id=sdi-general-editorial-policy#Peer-Review-Guideline>)



**SDI Review Form 1.6**

**PART 1: Review Comments**

	<b>Reviewer's comment</b>	<b>Author's comment</b> (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)
<b><u>Compulsory</u></b> REVISION comments	NIL	
<b><u>Minor</u></b> REVISION comments	The introduction and background of study was somewhat thorough and downsize extensive. The author does provide an adequate understanding of the relevant literature. All the references cited relevant but insufficient to support your discussion. It is also advisable to use those references that are within 5 years which is reflected to latest trend of studies and mentioned theory application.	Thank you for reviewed my article, I would like to give a feedback about the review. The introduction and background directly describes the important point in the research, which explains the relationship between variables, samples and research results that are achieved. In the reference part, some of the reference that is used in this article are above 5 years, as this article need to expand knowledge and develop wider literature.
<b><u>Optional/General</u></b> comments	It is suggested to use more references to support your discussion. Make sure citations are in correct format.	The reference in this article, the author give multiple sources to provide a broad understanding. Citation in this article is made in accordance with standard of research writing, and I have to correct a little mistake is the use of the sign "....." in the title of the article.