

## Review Form 1.6

Journal Name:	<b>South Asian Journal of Social Studies and Economics</b>
Manuscript Number:	<b>Ms_SAJSSSE_94484</b>
Title of the Manuscript:	<b>Assessing the Acceptance and Business Models Development Strategy of Gopay Indonesia Using TAM and BMC Approach</b>
Type of the Article	<b>Original Research Article</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:

(<https://www.journalsajsse.com/index.php/SAJSSE/editorial-policy> )

### **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>Compulsory</b> REVISION comments	<b>N/A</b>	
<b>Minor</b> REVISION comments	<ul style="list-style-type: none"><li>-An interesting piece of work which is generally will make a worthy contribution to the journal. A final review will improve the flow and structure.</li><li>-The paper focuses on identifying factors for acceptance of the Gopay application using the TAM model and mapping marketing strategies using BMC analysis.</li><li>-An aspect of the paper that needs strengthening is the discussion in terms of explanation about choices of analysis of SEM using Smart PLS? if authors use smart PLS why it is confirmatory or partial? As authors using Technology Acceptance Model (TAM). This part is missing in the literature.</li><li>-Authors could add some more explanation why not doing the exploratory factor analysis (EFA) and confirmatory factor analysis (CFA)?</li></ul>	
<b>Optional/General</b> comments	<b>N/A</b>	

### **PART 2:**

	<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>Are there ethical issues in this manuscript?</b>	<i>(If yes, Kindly please write down the ethical issues here in details)</i>	

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