

Review Form 1.7

Journal Name:	Journal of Economics, Management and Trade
Manuscript Number:	Ms_JEMT_98123
Title of the Manuscript:	Analysis of Social Media Marketing Activity, Relationship Equity, and Loyalty: Studies on consumers using Indonesian beauty products, Somethinc
Type of the Article	Original Research Article

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.journaljemt.com/index.php/JEMT/editorial-policy>)

PART 1: Review Comments

	Reviewer's comment	Author's comment (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)
Compulsory REVISION comments 1. Is the manuscript important for scientific community? (Please write few sentences on this manuscript) 2. Is the title of the article suitable? (If not please suggest an alternative title) 3. Is the abstract of the article comprehensive? 4. Are subsections and structure of the manuscript appropriate? 5. Do you think the manuscript is scientifically correct? 6. Are the references sufficient and recent? If you have suggestion of additional references, please mention in the review form. (Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)	The manuscript is important for scientific community, considering the significant of social media for marketing activities The topic can be review for instance: The effect of Social Media Marketing Activity on Relationship Equity, and brand Loyalty: Study on consumers using Indonesian beauty products, Somethinc. (just a suggestion) The abstract is comprehensive, as it showed the purpose of the study, methodology and the findings The work seems to be scientifically correct, but there is need for the author to state clearly how each variables were measured as well as how the author arrived at the sample size. Also state the reason for focusing on primary data collection as well as the sampling technique Some of the references are recent, but the author needs to do more literature review and more discussion of how the findings relates to the previous studies. The findings can also show the type of social media used by the respondents (Facebook, WhatsApp, Twitter and other as well as frequency of the use of these social media among others)	
Minor REVISION comments 1. Is language/English quality of the article suitable for scholarly communications?	There are grammatical and typographic error in the work, which are highlighted in the study. For instance rather than use of work "taken", "obtained" is more applicable. Hence, the author should consider proper proofreading	
Optional/General comments	Generally, the work is satisfactory, but can be improve through proofreading, adding more literature review, indicate how the variables were measured, and more discussion of how the findings relates to the previous studies.	

PART 2:

	Reviewer's comment	Author's comment (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)
Are there ethical issues in this manuscript?	<i>(If yes, Kindly please write down the ethical issues here in details)</i> Ethical issues were not found in the work, nevertheless, there is need for proofreading	

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