

Review Form 1.7

Journal Name:	Journal of Economics, Management and Trade
Manuscript Number:	Ms_JEMT_95417
Title of the Manuscript:	The Influence of Social Media Marketing and Word of Mouth on Product Purchase Intentions at Bibit FinTech Startup Mediated by Brand Awareness
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)
<p>Compulsory REVISION comments</p> <p>1. Is the manuscript important for scientific community? (Please write few sentences on this manuscript)</p> <p>2. Is the title of the article suitable? (If not please suggest an alternative title)</p> <p>3. Is the abstract of the article comprehensive?</p> <p>4. Are subsections and structure of the manuscript appropriate?</p> <p>5. Do you think the manuscript is scientifically correct?</p> <p>6. Are the references sufficient and recent? If you have suggestion of additional references, please mention in the review form.</p> <p>(Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)</p>	<ul style="list-style-type: none"> ❖ Author should amend the content and the flow of content of manuscript. ❖ The title of manuscript is clear but should be restructured. The proposed title of manuscript is as below: "Social Media Marketing and Word of Mouth on Product Purchase Intentions at Bibit FinTech Startup with the mediation of Brand Awareness" ❖ The abstract should be restructured. The specific comments are stated in the softcopy. ❖ It is good if the author can improve the flow of manuscript, The proposed flow of manuscript are as below: Introduction, literature review, methodology, findings, discussions and conclusions ❖ It looks fine. ❖ Please ensure that all the used citations are listed in the reference lists and delete those unused references. Besides, please check the format of preparing the references is correct. ❖ Please do the correction accordingly and send the paper for proofreading before submitting the finalised copy of manuscript. 	
<p>Minor REVISION comments</p> <p>1. Is language/English quality of the article suitable for scholarly communications?</p>	<ul style="list-style-type: none"> ❖ Author is advised to send the manuscript for proofreading as there are too many grammar mistakes. 	
<p>Optional/General comments</p>		

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

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