

Review Form 1.7

Journal Name:	Journal of Economics, Management and Trade
Manuscript Number:	Ms_JEMT_99616
Title of the Manuscript:	The Effect of Influencer and Endorsement Content on Consumer Purchase Intention
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)	This paper explores the role of influencers on marketing by investigating data from Indonesia. This is an interesting and practical issue in business. The title and abstract are both comprehensive and suitable. The structure of the paper is appropriate, and the author uses a proper method for this study. References are sufficient and some are recently published journal articles.	
Minor REVISION comments 1. Is language/English quality of the article suitable for scholarly communications?	U&G theory is not clearly stated when it first appears in the paper. I suggest the author to replace "2.1 U&G Theory" by "2.1 Uses and Gratifications Theory (U&G Theory)".	
Optional/General comments	Readers might be interested in the questionnaires the author used in this study. It will be nice if the author can provide a copy of questionnaires in the appendix.	

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>	

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