

### Review Form 3

Journal Name:	<a href="#">Asian Journal of Economics, Business and Accounting</a>
Manuscript Number:	Ms_AJEBA_127427
Title of the Manuscript:	The Synergistic Effects of Brand Ambassadors, Taglines, and Jingles on E-commerce Brand Awareness: A Case Study of Tokopedia
Type of the Article	Original Research Article

#### PART 1: Review Comments

Compulsory REVISION comments	Reviewer's comment	Author's Feedback <i>(Please correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)</i>
Please write a few sentences regarding the importance of this manuscript for the scientific community. Why do you like (or dislike) this manuscript? A minimum of 3-4 sentences may be required for this part.	This manuscript addresses a critical area in marketing by exploring the combined effects of brand ambassadors, taglines, and jingles on brand awareness, particularly in the e-commerce domain. By focusing on Tokopedia, a prominent platform, the research provides actionable insights for marketers seeking to optimize integrated marketing strategies. I appreciate the manuscript's relevance to both academic discourse and practical applications in the field of digital marketing.	
Is the title of the article suitable? (If not please suggest an alternative title)	The title is clear and accurately reflects the manuscript's content. However, for brevity, consider simplifying it to: "Brand Ambassadors, Taglines, and Jingles: Synergistic Effects on E-commerce Brand Awareness – A Tokopedia Case Study."	
Is the abstract of the article comprehensive? Do you suggest the addition (or deletion) of some points in this section? Please write your suggestions here.	The abstract is comprehensive and provides an excellent summary of the study. To enhance clarity, consider including specific data points from the results, such as the R <sup>2</sup> value, to immediately showcase the strength of the findings.	
Are subsections and structure of the manuscript appropriate?	The manuscript is well-structured, with clear subsections that enhance readability. The progression from the introduction to the methodology and results is logical and cohesive. No major structural changes are needed.	
Please write a few sentences regarding the scientific correctness of this manuscript. Why do you think that this manuscript is scientifically robust and technically sound? A minimum of 3-4 sentences may be required for this part.	This manuscript is scientifically robust and technically sound. The use of regression analysis to quantify the impact of independent variables is appropriate. The findings are supported by valid statistical data, ensuring reliability. The integration of theoretical and empirical evidence strengthens the manuscript's academic credibility.	
Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form. :-	The references are recent and sufficient. However, including more region-specific studies about e-commerce in Southeast Asia could enhance the relevance of the discussion. Consider adding research focusing on cultural influences on consumer behavior.	

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Minor REVISION comments  <b>Is the language/English quality of the article suitable for scholarly communications?</b>	<b>Language Quality:</b> While the language is generally suitable for scholarly communication, minor improvements in grammar and sentence structure could enhance readability. For example, replace "This implies the marketing elements being evaluated are generally perceived as effective..." with "This suggests that the evaluated marketing elements are perceived as effective..." <b>Typographical Issues:</b> Ensure consistency in formatting for headings and tables.	
<b>Optional/General</b> comments		

### **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>	

### Reviewer Details:

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