

Review Form 1.7

Journal Name:	Asian Journal of Economics, Business and Accounting
Manuscript Number:	Ms_AJEBA_112313
Title of the Manuscript:	The Impact of E-WOM on Trust Inclination and Information Adoption in the Sociolla Platform
Type of the Article	Original Research Article

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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> <ol style="list-style-type: none"> 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. <p><u>(Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)</u></p>	<p>1. This manuscript contributes significantly to the scientific community by examining the influence of Electronic Word of Mouth (eWOM) on the Sociolla (SOCO) platform, with a focus on information quality, information usefulness, perceived risk, and argument quality. The study's findings, particularly the identified relationships and mediation effects, provide valuable insights for researchers, marketers, and platform managers. The comprehensive analysis of respondent profiles, validity and reliability testing, SEM analysis, and hypothesis testing enhances the rigor of the research, making it a valuable addition to the field.</p> <p>2. The title is appropriate as it accurately reflects the content and scope of the manuscript. It effectively communicates the focus on eWOM in the context of the Sociolla platform, making it clear for readers.</p> <p>3. The abstract is comprehensive and effectively summarizes the key elements of the study, including the research objectives, methodology, major findings, and implications.</p> <p>4. Conclusion Section: The conclusion is concise but could benefit from a summary of the key findings and their implications. Additionally, consider mentioning potential avenues for future research in the conclusion.</p> <p>Explain the rationale behind choosing the Musannip & Siregar method for determining the sample size. Provide a concise explanation of the method for readers who may not be familiar with it.</p> <p>Clarify if there are specific reasons for choosing the entire community in Yogyakarta as the research sample.</p> <p>5. The manuscript demonstrates scientific correctness through its robust methodology, including respondent profiling, validity and reliability testing, and SEM analysis. The hypothesis testing results are presented with clarity, and the discussion of findings is grounded in previous research. However, a minor clarification may be needed regarding the unexpected negative influence of perceived risk on trust inclination, as this contradicts some prior studies.</p> <p>6. The references provided are sufficient and recent, supporting the research and theoretical framework. However, it may be beneficial to consider adding a few more recent references, especially in areas where recent developments or advancements have occurred since the last update of the author's knowledge in 2022.</p>	
<p>Minor REVISION comments</p> <ol style="list-style-type: none"> 1. Is language/English quality of the article suitable for scholarly communications? 	<p>Section 3.1 Measurement: Consider rephrasing the sentence: "Respondent evaluations were measured using a 5-point Likert scale, including strongly disagree (1), disagree (2), neutral (3), agree (4), and strongly agree (5)." to improve clarity. For example: "Respondents rated their evaluations on a 5-point Likert scale ranging from strongly disagree (1) to strongly agree (5)."</p> <p>Section 3.2 Sampling and Data Collection: In the sentence: "Primary data were obtained from the results of an online survey, while secondary data were derived from reports and references of previous research," consider specifying the type of reports and references used for secondary data (e.g., academic articles, industry reports).</p> <p>Section 3.2 Sampling and Data Collection: Clarify the term "Musannip & Siregar method" by providing a brief explanation or reference to ensure readers understand the rationale for determining the sample size.</p> <p>Section 3.2 Sampling and Data Collection: In the sentence: "The research sample consists of the entire community in Yogyakarta using the Sociolla (SOCO) platform," consider providing additional context on why the entire community in Yogyakarta was chosen and how it aligns with the research objectives.</p> <p>Section 3.2 Sampling and Data Collection:</p>	

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	Instead of "This choice is made because the location facilitates the researcher in obtaining respondents who are users of SOCO," consider: "This choice is made because the location facilitates the researcher in accessing respondents who are users of SOCO." Section 3.2 Sampling and Data Collection: Consider specifying the time frame for data collection in the sentence: "The research questionnaire was distributed through social media platforms such as Instagram, WhatsApp, and Line to reach respondents more easily."	
Optional/General comments		

PART 2:

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

Reviewer Details:

Name:	Sushma Tiwari
Department, University & Country	Pt. Ravishankar Shukla Vishwavidyalaya, India