

Review Form 3

Journal Name:	Asian Journal of Economics, Business and Accounting
Manuscript Number:	Ms_AJEBA_122837
Title of the Manuscript:	THE INFLUENCE OF WEB PLATFORM AND CUSTOMER BASED FACTORS ON PERCEIVED POSITIVE E-WOM CREDIBILITY AND PURCHASE INTENTIONS
Type of the Article	Research

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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>
<p>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.</p>	<p>This manuscript provides valuable insights into the complex interplay between perceived eWOM credibility, website reputation, and consumer purchase intentions. By systematically analyzing how these factors influence product and website attitudes, the study enhances our understanding of eWOM's role in consumer decision-making. The use of advanced statistical methods like CFA and SEM to validate hypotheses adds rigor to the findings, though the poor overall model fit suggests areas for further refinement. The research's originality lies in its integration of website reputation and source credibility, offering practical implications for marketers seeking to optimize eWOM strategies. Overall, this manuscript is a significant contribution to the field, offering both theoretical advancements and actionable insights for improving digital marketing practices.</p>	
<p>Is the title of the article suitable? (If not please suggest an alternative title)</p>	<p>The title of the article is fairly descriptive but could be made more concise and focused to better reflect the core aspects of the study. Here's a revised title that captures the essence of the research more clearly: "Impact of Website Reputation and Source Credibility on Perceived eWOM Credibility and Consumer Purchase Intentions" This revised title highlights the key factors studied (website reputation and source credibility) and their impact on perceived eWOM credibility and purchase intentions, making it more specific and aligned with the study's focus.</p>	
<p>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.</p>	<p>The abstract provides a solid overview of the study but could benefit from some additional details and clarifications to enhance its comprehensiveness. Here are some suggestions:</p> <ol style="list-style-type: none"> 1. Objective Clarity: Specify the main research question or hypothesis to make it clearer what the study aims to address. 2. Findings Detail: Elaborate on the specific significant relationships found between eWOM, website reputation, and source credibility. Highlight any key insights or patterns observed. 3. Model Fit Discussion: Include a brief explanation of the implications of the poor model fit and how it might affect the interpretation of the findings. 4. Practical Recommendations: Expand on how the findings can be applied in practical marketing strategies beyond just enhancing eWOM credibility. 	
<p>Are subsections and structure of the manuscript appropriate?</p>	<p>The subsections and structure of the manuscript it was appropriate.</p>	
<p>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.</p>	<p>The scientific correctness of this manuscript is underpinned by its rigorous methodological approach and comprehensive analysis. The use of Confirmatory Factor Analysis (CFA) and Structural Equation Modelling (SEM) to test hypotheses and validate constructs ensures that the findings are based on robust statistical techniques, enhancing the reliability of the results. The study effectively demonstrates significant relationships between perceived positive eWOM review credibility and key variables such as website reputation and source credibility. However, the acknowledgment of some insignificant direct paths and the need for model adjustments reflect a critical and methodologically sound approach to interpreting the data. Overall, the manuscript contributes valuable insights into the impact of eWOM on consumer behaviour, supported by scientifically validated analysis and clear implications for practice.</p>	
<p>Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.</p>	<p>I think the references from this manuscript was sufficient and recent .</p>	

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Minor REVISION comments Is the language/English quality of the article suitable for scholarly communications?	The language quality of the article is suitable for scholarly communications. The abstract is clearly written and effectively communicates the study's aims, methodology, findings, and implications. The use of formal academic language and technical terms is appropriate for the intended audience. The text is coherent and logically organized, presenting the information in a structured manner that aligns with scholarly standards. Additionally, the language accurately reflects the research's scientific rigor and relevance, contributing to its credibility in academic contexts.	
Optional/General comments	Please pay attention to the format and organization of the bibliography or citations, as the citations used in the manuscript content are not numbered, but the references use numbers.	

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>	

Reviewer Details:

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