

Website Quality, E-satisfaction, and E-loyalty of Users Based on The Virtual Distribution Channel

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Website Quality, E-satisfaction, and E-loyalty of Users Based on The Virtual Distribution Channel

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BUKTI SUBMIT:

MS #JDS-May-16-2021-065_R1 Receipt of New Manuscript.

Hee-Joong Hwang
To: You
Mon 6/21/2021 9:58 AM

Dear Dr Bram Hadianoto:

On 2021-06-21, we received your manuscript, referenced below:

Title: Website quality, e-satisfaction, and e-loyalty: Survey on the users of the four virtual hotel operators in Bandar Lampung, Indonesia

Author: Dorothy R. H. Pandjaitan; Mahrinasari Mahrinasari S; Bram Hadianoto

Your manuscript has been assigned the Manuscript #JDS-May-16-2021-065_R1. It is now being entered into the peer-review process.

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Hasil Review Pertama

Review Comments

Comments to Author

Reviewer1 :

1. It is necessary to point out several important phenomena that demonstrate the importance of e-loyalty being investigated in the introduction
2. In the introduction, it is necessary to explain the importance of research variables being included in the research model.
3. In the introduction, it is necessary to explain the contribution of research to various previous studies.

Reviewer2 :

Please delete materials that are not books or papers (reports, Internet materials, etc.) from the reference.

Reviewer3 :

This paper examined the relationships e-satisfaction on e-loyalty, between website quality and e-satisfaction. And between website quality and e-loyalty. Those three factors, along with other factors such as trust and privacy considered crucial for apps users on all kind of services.

I appreciate some aspects of your paper. The approach is not new, or closing identified gap, but you made it more focused. I appreciate your work. Though, I have some comments or suggestions for improvement.

Abstract

1. You mentioned five hypotheses in your abstract. However, your paper aimed to investigate the association between e-satisfaction on e-loyalty, between website quality and e-loyalty, and between website quality and e-satisfaction. Your literature also involved three.

Introduction

1. You only rely on inconclusive results to build your problem statement.
2. Your work contribution and practical implications need to be discussed.
3. It is also preferable to highlight in the introduction what you will do in brief in the coming parts.

Literature Review

1. Literature review needs to be improved and updated. The components of this topic have been widely investigated in the context of e-commerce implications such as online shopping, as well as in the tourism areas. Just a few examples: -

• <https://doi.org/10.1504/IJWBC.2020.105124>

• <https://doi.org/10.1080/15332861.2019.1668658>

2. To provide a better understanding to readers, I suggest you add the figure of your framework with marking the proposed hypotheses.

Methods

1. I suggest you move Table 1 to the appendix section. This extra information that only scholars might need not all readers. But you still need to mention the sources in the context.
2. The items of E-Loyalty were taken from multiple sources. This might lead to making another construct unless you have the justifications.
3. In the data in the sample section, you missed important parts such as: -
 - How did you reach your respondents, especially during the epidemic crisis? As you mentioned later, the data was collected between March and October 2020, and this raises inquires about how did you get the right respondents and how did you manage to reach them.
 - Sample population, frame and technique were totally unnoticed.
4. Which software of structural equation model was used to analyse the data?
5. Your analysis missed some important parts such as, normality, and multicollinearity that the assessment of the structural model results required the examination of the predictive capabilities of the model and constructs' relationships.
6. Discriminant validity recently assessed by heterotrait-monotrait ratio (HTMT). You only mentioned the loading.
7. You have not included any figure from your analysis. I suggest including the path coefficient estimation result.
8. I suggest adding the effect size f^2 , and this will help the readers to know the most influencing factors. Also, the industry could use that to improve their services.
9. Review table 3, Housewife percentage is not correct.

Discussion & Conclusion & Recommendation

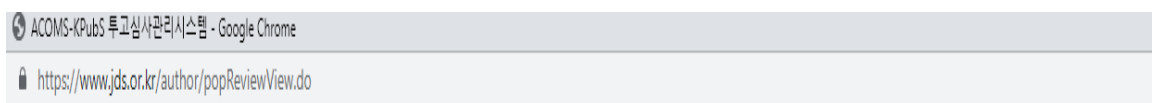
1. In your discussion part, you discussed the analysis findings with the findings of previous studies where all relationships were positive. To enrich this part, I suggested discussing the sides leading to that findings. Moreover, almost 75% of your respondents were below 29 years old, and more than 60% were students. It would help if you also justified that from some official statistics. This part is vital to give credibility to your data and findings.
2. The conclusion part repeats the findings. To improve this part, I suggest rewriting this part by highlighting the functions of the variables based on the measurement items you used.

Language

The manuscript was written well. No significant spelling or grammar issues were noticed.

Thank You..

REVIEW KEDUA



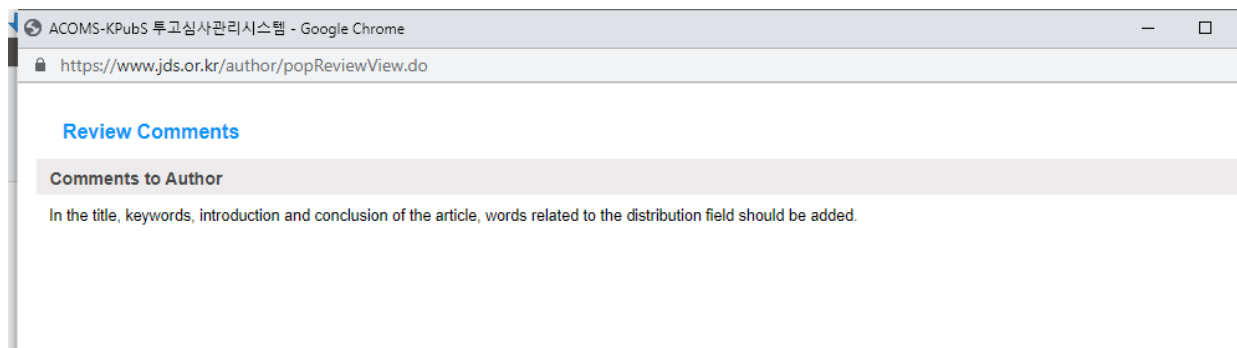
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Comments to Author

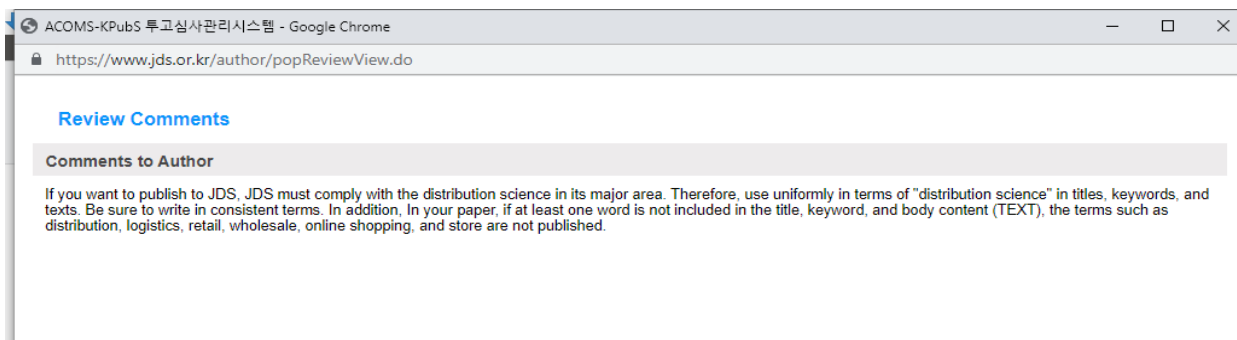
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REVIEW III



REVIEW IV



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Bram Hadianto

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