

[TMJ] Submission Acknowledgement**Transnational Marketing Journal** <editor@transnationalmarket.com>

Fri, Sep 02, 2022 at 09:42 AM

To: **Hairudinor** <hairudinor@ulm.ac.id>

Hairudinor:

Thank you for submitting the manuscript, "The role of digital marketing in the Sustainable performance of Indonesian MSMEs: Do the online purchase intention and actual purchase decision matter?" to Transnational Marketing Journal.

With the online journal management system that we are using, you will be able to track its progress through the editorial process by logging in to the journal web site:

Submission URL: <https://transnationalmarket.com/submission/>

Username: hairudinor

If your paper pass reviews processes and meets our standards it is necessary to make the payment of APC (Article Processing Charge) for covering publishing, review, and databases indexing costs.

If you have any questions, please contact me. Thank you for considering this journal as a venue for your work.

Editor in Chief

[Transnational Marketing Journal](#)

[TMJ] Revision request**Transnational Marketing Journal** <editor@transnationalmarket.com> Tue, Sep 27, 2022 at 11:57 AMTo: **Hairudinor** <hairudinor@ulm.ac.id>

Hairudinor:

The paper "The role of digital marketing in the Sustainable performance of Indonesian MSMEs: Do the online purchase intention and actual purchase decision matter?" has been preliminarily reviewed.

Reviewers have given their comments on your paper. Please do the following when you resubmit your revised version:

- (i) All corrections as per the reviewers' comments and prepare a table / response letter showing corrections done. Your corrections will not be accepted in the absence of this response letter / table.
- (ii) All authors' names, emails and affiliations checked and corrected

Please ensure the submission of the revision within 1 month of receiving this mail either both as a reply to this mail and in the online system.

The paper can be resubmitted for a review after huge improvements, and this does not guarantee it will be approved.

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Editor in Chief

Transnational Marketing Journal

Reviewer A

The study aims to examine the relationship between digital marketing, purchase intention, and actual purchase decision of micro, small, and medium-sized firms (MSMEs) in Indonesia to evaluate the role of digital marketing in sustainable performance. The data were collected through a self-administered online survey of 400 MSMEs and analyzed using structural equation modeling. The study found a significant positive relationship between digital marketing and MSMEs' purchase intention and actual purchase decision, with purchase intention as a mediator. The study concludes that digital marketing plays a vital role in boosting sustainable performance and provides fresh insight into its influence on MSMEs in Indonesia. The study's methodology and outcomes offer useful implications for MSMEs and policymakers. Here are some suggestions for authors.

- The article presents two theoretical frameworks, the Theory of Planned Behavior (TPB) and transaction cost-benefit analysis, to examine the impact of direct mail (DM) on the sustainable performance (SP) of micro MSMEs in Indonesia. The article must argue that DM can influence the attitudes, social norms, and sense of control of MSMEs towards environmentally friendly products, which can in turn impact their purchasing decisions.
- The article should also acknowledge the challenges and barriers involved in relying on DM to enhance SP, such as the absence of uniformity in sustainability labeling and claims and unintended adverse effects like greater consumption and waste.

- How was data collected? Was it online or in person? How was it analyzed?
- The discussion section must provide a comprehensive and clear presentation of the study's findings.
- It would be useful to have more information about the study's limitations and implications for future research. Additionally, the text would benefit from further contextualization of the study's findings within the broader literature on digital marketing and small business performance.

Reviewer B

This study provides valuable insights into the role of digital marketing in boosting sustainable performance for MSMEs in Indonesia. The findings highlight the importance of adopting digital marketing strategies to improve business sustainability and offer implications for policymakers to support MSMEs in this regard. The paper also establishes the framework for future research into the relationship between digital marketing, purchase intention, and actual purchase decision in various contexts and industries. The paper is well-structured and clearly conveys the study's aims, objectives, and methodology. It also provides a comprehensive literature review of digital marketing and sustainable performance.

- However, the study could benefit from a more robust discussion of the limitations of the research methodology and its impact on the results.
- The study does not consider the effect of external factors such as market competition, economic conditions, and cultural differences that may influence purchase intention and actual purchase decision.
- The article must conclude that more research is needed to fully understand the complex relationships between DM, SP, and demographic and cultural factors.
- The methodology and results should present the relationship between digital marketing (DM), purchase intention, and actual purchase decision among a representative sample of Indonesian MSMEs.
- The structural model presented in Figure 3 shows the relationships between the variables, and the direct results presented in Table 4 demonstrate that all hypotheses, except for OPI -> P, were statistically accepted. The mediation analysis results should also be presented in table form indication mediatory role of purchase intention.

[TMJ] Revision Submission Acknowledgement**Transnational Marketing Journal** <editor@transnationalmarket.com>

Thu, Oct 13, 2022 at 01:21 PM

To: **Hairudinor** <hairudinor@ulm.ac.id>

Hairudinor:

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Editor in Chief

Transnational Marketing Journal

Response to Reviewer 1

Sr. No.	Reviewer's Comment	Response
	<p>The study aims to examine the relationship between digital marketing, purchase intention, and actual purchase decision of micro, small, and medium-sized firms (MSMEs) in Indonesia to evaluate the role of digital marketing in sustainable performance. The data were collected through a self-administered online survey of 400 MSMEs and analyzed using structural equation modeling. The study found a significant positive relationship between digital marketing and MSMEs' purchase intention and actual purchase decision, with purchase intention as a mediator. The study concludes that digital marketing plays a vital role in boosting sustainable performance and provides fresh insight into its influence on MSMEs in Indonesia. The study's methodology and outcomes offer useful implications for MSMEs and policymakers. Here are some suggestions for authors.</p>	<p>Thanks a lot, dear reviewer, for detailed comments.</p>
1	<p>The article presents two theoretical frameworks, the Theory of Planned Behavior (TPB) and transaction cost-benefit analysis, to examine the impact of direct mail (DM) on the sustainable performance (SP) of micro MSMEs in Indonesia. The article must argue that DM can influence the attitudes, social norms, and sense of control of MSMEs towards environmentally friendly products,</p>	<p>Many thanks for your kind suggestions. We have added details on how DM can influence the attitudes, social norms, and sense of control of MSMEs towards environmentally friendly products, which can in turn, impact their purchasing decisions. Please see pages 7 and 8</p>

	which can in turn, impact their purchasing decisions.	
2	The article should also acknowledge the challenges and barriers involved in relying on DM to enhance SP, such as the absence of uniformity in sustainability labeling and claims and unintended adverse effects like greater consumption and waste.	Dear reviewer, Thank you for your kind suggestions. We have added challenges and barriers in relying on DM to enhance SP, such as the absence of uniformity in sustainability labeling and claims and unintended adverse effects like greater consumption and waste. Please see pages 9-11
3	How was data collected? Was it online or in person? How was it analyzed?	Dear reviewer, Thank you for your kind suggestions. All details added as per kind requirement. Please see pages 10-11
4	The discussion section must provide a comprehensive and clear presentation of the study's findings.	Respected reviewer, Thank you Done as suggested. please see pages 15-17
5	It would be useful to have more information about the study's limitations and implications for future research. Additionally, the text would benefit from further contextualization of the study's findings within the broader literature on digital marketing and small business performance.	Thankyou dear reviewer. We have now added more information about the study's limitations and implications for future research. We have also added contextualization of the study's findings within the broader literature on digital marketing and small business performance. Please see page 17-18

Response to Reviewer 2

Sr. No.	Reviewer's Comment	Response
	<p>This study provides valuable insights into the role of digital marketing in boosting sustainable performance for MSMEs in Indonesia. The findings highlight the importance of adopting digital marketing strategies to improve business sustainability and offer implications for policymakers to support MSMEs in this regard. The paper also establishes the framework for future research into the relationship between digital marketing, purchase intention, and actual purchase decision in various contexts and industries. The paper is well-structured and clearly conveys the study's aims, objectives, and methodology. It also provides a comprehensive literature review of digital marketing and sustainable performance.</p>	<p>Thanks a lot, dear reviewer.</p>
1	<p>However, the study could benefit from a more robust discussion of the limitations of the research methodology and its impact on the results.</p>	<p>Many thanks for your kind suggestions. We have now added discussion of the limitations of the research methodology and its impact on the results.</p> <p>Please see pages 11</p>
2	<p>The study does not consider the effect of external factors such as market competition, economic conditions, and cultural differences that may influence purchase intention and actual purchase decision.</p>	<p>Dear reviewer, Thank you for your kind suggestions. Done as suggested</p> <p>Please see pages 6-7</p>
3	<p>The article must conclude that more research is needed to fully understand the complex</p>	<p>Dear reviewer, Thank you for your kind suggestions. Done as suggested</p>

	relationships between DM, SP, and demographic and cultural factors.	Please see pages 16-17
4	The methodology and results should present the relationship between digital marketing (DM), purchase intention, and actual purchase decision among a representative sample of Indonesian MSMEs.	Dear reviewer, Thank you In methodology and results we have now presented the relationship between digital marketing (DM), purchase intention, and actual purchase decision among a representative sample of Indonesian MSMEs. please see pages 11
5	The structural model presented in Figure 3 shows the relationships between the variables, and the direct results presented in Table 4 demonstrate that all hypotheses, except for OPI -> P, were statistically accepted. The mediation analysis results should also be presented in table form indication mediatory role of purchase intention.	Done dear reviewer. We have now added the mediation analysis results in table form indication mediatory role of purchase intention. Please see page 14

[TMJ] Revision request**Transnational Marketing Journal** <editor@transnationalmarket.com>

Fri, Nov 11, 2022 at 009:404 AM

To: **Hairudinor** <hairudinor@ulm.ac.id>

Hairudinor:

The paper "The role of digital marketing in the Sustainable performance of Indonesian MSMEs: Do the online purchase intention and actual purchase decision matter? " Has been reviewed again.

Please also address respected reviewers' following concerns.

- The article should provide a comprehensive and critical review of the literature on the influence of DM on consumer behavior and its role in developing SP, highlighting both its potential and limitations.
- The text should provide a clear and concise description of the methods used and the results obtained, including tables and figures to illustrate the findings.
- The study's reliability analysis and discriminant validity tests appear to have been appropriately conducted, with results suggesting that the data collected for this study is reliable and valid. It must also be reported accurately.

Please ensure the submission of the revision within 1 month of receiving this mail either both as a reply to this mail and in the online system.

The paper can be resubmitted for a review after huge improvements, and this does not guarantee it will be approved.

If you have any questions, please contact me. Thank you for considering this journal as a venue for your work.

Editor in Chief

Transnational Marketing Journal

[TMJ] Revision Submission Acknowledgement**Transnational Marketing Journal** <editor@transnationalmarket.com>

Wed, Nov 23, 2022 at 10:14 AM

To: **Hairudinor** <hairudinor@ulm.ac.id>

Hairudinor:

Thank you for submitting revision of the manuscript, "The role of digital marketing in the Sustainable performance of Indonesian MSMEs: Do the online purchase intention and actual purchase decision matter? " to Transnational Marketing Journal.

With the online journal management system that we are using, you will be able to track its progress through the editorial process by logging in to the journal web site:

Submission URL: <https://transnationalmarket.com/submission/>

Username: hairudinor

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Editor in Chief

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Response to Reviewers

Sr. No.	Reviewer's Comment	Response
	Please also address the respected reviewers' following concerns.	Thank you.
1	The article should provide a comprehensive and critical review of the literature on the influence of DM on consumer behavior and its role in developing SP, highlighting both its potential and limitations.	Many thanks for your kind suggestions. We have now provided a comprehensive and critical review of the literature on the influence of DM on consumer behavior and its role in developing SP, highlighting both its potential and limitations. Please see pages 4
2	The text should provide a clear and concise description of the methods used and the results obtained, including tables and figures to illustrate the findings.	Dear reviewer, Thank you for your kind suggestion. Done. Please see page 10
3	The study's reliability analysis and discriminant validity tests appear to have been appropriately conducted, with results suggesting that the data collected for this study is reliable and valid. It must also be reported accurately.	Dear reviewer, Thank you for your kind suggestions. Done as suggested. Please see pages 13-15

[TMJ] Acceptance Acknowledgment**Transnational Marketing Journal** <editor@transnationalmarket.com>

Thu, Dec 29, 2022 at 10:28 AM

To: **Hairudinor** <hairudinor@ulm.ac.id>

Hairudinor:

Congratulations!

Your paper entitled, "The role of digital marketing in the Sustainable performance of Indonesian MSMEs: Do the online purchase intention and actual purchase decision matter? " has been accepted for publication in Transnational Marketing Journal (Vol. 11 No. 1, 2023).

Thank you for your interest in our journal. Your Journal paper would be indexed in Scopus (Elsevier), Google Scholar, Scirus, GetCited, Scribd, so on. We look forward to receiving your subsequent research papers.

Editor in Chief

Transnational Marketing Journal