



Abdul Karim <abdul.karim@universitasbosowa.ac.id>

[QAS] Submission Acknowledgement

2 pesan

Ismail Hakki Mirici <hakkimirici@gmail.com>

15 Januari 2023 pukul 15.27

Kepada: Abdul Karim <abdul.karim@universitasbosowa.ac.id>

Abdul Karim:

Thank you for submitting the manuscript, "Social Media Marketing Technology and Online-Based Consumer Purchase Interest in South Sulawesi Province" to Quality - Access to Success. 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://submission.calitatea.ro/index.php/QAS/authorDashboard/submission/1933>

Username: abdul_karim

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

Ismail Hakki Mirici

[Quality - Access to Success](#)**abdul.karim** <abdul.karim@universitasbosowa.ac.id>

15 Januari 2023 pukul 16.52

Kepada: Ismail Hakki Mirici <hakkimirici@gmail.com>

Dear Prof. / Dr. Ismail Hakki Marici

Thanks for the information, I hope our article manuscript can be processed for publication.

Best regards

Abdul Karim / Corresponding author

[Kutipan teks disembunyikan]



Abdul Karim <abdul.karim@universitasbosowa.ac.id>

[QAS] Editor Decision

1 pesan

Ismail Hakki Mirici, <hakkimirici@gmail.com>
Kepada: Abdul Karim <abdul.karim@universitasbosowa.ac.id>

27 Januari 2023 pukul 04.35

Abdul Karim:

We have reached a decision regarding your submission to Quality - Access to Success, "Social Media Marketing Technology and Online-Based Consumer Purchase Interest in South Sulawesi Province".

Our decision is: Revisions Required

Reviewer A:

1. The grammar used is still not good, this paper requires professional proof reading.
2. Has the author used a reference manager in writing this paper? If not, you are advised to use a reference manager in citations and writing references.
3. The writing of code / terms in statistics is still not appropriate such as R^2 , error variables should be error terms, and other terms
4. In discussion part, author said:

The results show that consumer buying interest indirectly has a positive effect on business competitiveness in online-based MSMEs in South Sulawesi Province. The non-standardized coefficient value is 0.200 with the standard Beta coefficient value of 0.160 with a t-value of 6.78 > 1.96 with a Sig of 0.05. This means that if consumer buying interest will be activated it will affect business competitiveness. The achievement of business competitiveness cannot be separated from how consumer buying interest is given by online-based MSMEs managers. Where consumer buying interest includes transactional interest, referential interest, preferential interest, and exploration interest in online-based MSMEs managers in South Sulawesi Province as a form of fulfilling the needs of online-based MSMEs managers. If you look at the results of research showing that consumer buying interest affects business competitiveness, online-based MSMEs managers must be able to provide business competitiveness (Hasniati et al., 2023). To maintain the image of online-based MSMEs products by providing availability and good environmental conditions, business capabilities, policies and infrastructure, research and technology, financial support, and partnerships.

The results of the estimation test of the consumer buying interest variable model consist of indicators of transactional interest, referential interest, preferential interest, and exploration interest. Furthermore, the business competitiveness variable consists of indicators of availability and good environmental conditions, business capabilities, policies and infrastructure, research and technology, financial support, and partnerships. The results of the t-value model test and the results of the hypothesis of the consumer buying interest variable consist of indicators of transactional interest, referential interest, preferential interest, and exploration interest.

The results of the study show that direct effect technology has a positive effect on the effectiveness of business continuity in online-based MSMEs in South Sulawesi Province. The value of unstandardized coefficients is 0.470 with a Beta standardized coefficients value of 0.464 with a t-value of 6.13 > 1.96 with a Sig of 0.000. This means that if marketing technology will be enabled it will affect the effectiveness of business continuity. Achieving the effectiveness of business continuity cannot be separated from the marketing technology provided by online-based MSMEs managers. Where marketing technology includes online communities, interaction, content sharing, accessibility, and credibility of online-based MSMEs managers in South Sulawesi Province as a form of fulfilling the needs of online-based MSMEs managers. Online-based MSMEs managers can create effective business continuity to maintain business continuity from online-based MSMEs products. Management can significantly provide productivity, efficiency, profit, business development, business stability, enthusiasm, and job satisfaction.

The discussion should no longer convey things that smell of statistics, the author must be more creative in explaining the results of his research.

In conclusion part, author said:

"Based on the results of testing and empirical discussion, this study concludes that marketing technology has a positive and significant effect on the competitiveness of online-based MSMEs management businesses in 6 districts and cities in Makassar, Gowa, Takalar, Jeneponto, Bantaeng, and Bulukumba in South Sulawesi Province. Consumer buying interest has a positive and significant impact on the competitiveness of online-based MSMEs management businesses in 6 districts and cities. Marketing technology has a positive and significant effect on the effectiveness of online-based MSMEs managers in 6 districts and cities. Consumer buying interest has no significant effect on the effectiveness of online-based MSME managers in 6 districts and cities. Business competitiveness has a positive and significant effect on the effectiveness of online-based MSMEs managers' business continuity".

The conclusion should no longer contain statistical explanations, the author should be more creative in concluding the results of his research.

Recommendation: Resubmit for Review

Reviewer B:

- The research objectives are not well defined
- The variables involved in the research is not well defined
- Writing in English needs to be improved

Recommendation: Revisions Required

Quality - Access to Success



C-Article_Rosnaini Daga_et al.docx

170K



Abdul Karim <abdul.karim@universitasbosowa.ac.id>

[QAS] New notification from Quality - Access to Success

3 pesan

Ismail Hakki Mirici, <hakkimirici@gmail.com>
Balas Ke: Ismail Hakki Mirici <hakkimirici@gmail.com>
Kepada: Abdul Karim <abdul.karim@universitasbosowa.ac.id>

16 Januari 2023 pukul 05.04

You have a new notification from Quality - Access to Success:

You have been added to a discussion titled "Reminder" regarding the submission "Social Media Marketing Technology and Online-Based Consumer Purchase Interest in South Sulawesi Province".

Link: <https://submission.calitatea.ro/index.php/QAS/authorDashboard/submission/1933>

Ismail Hakki Mirici

[Quality - Access to Success](#)

Abdul Karim <abdul.karim@universitasbosowa.ac.id>
Kepada: Ismail Hakki Mirici <hakkimirici@gmail.com>

16 Januari 2023 pukul 07.52

Dear **Editor in Chief**

We understand that the Journal Quality - Access to Success is a paid journal. Because of this, we are willing to follow the terms of payment so that our articles can be published.
Thanks & Regards

Abdul Karim / Corresponding Author

[Kutipan teks disembunyikan]

Abdul Karim <abdul.karim@universitasbosowa.ac.id>
Kepada: Ismail Hakki Mirici <hakkimirici@gmail.com>

1 Februari 2023 pukul 01.06

Dear **Mr. Hakki Marici**

Editor in Chief


We have revised the manuscript of the article and have also carried out professional proofreading according to input from reviewers 1 & 2.

Thanks.

Best regards

Abdul Kari / Correspondence.

[Kutipan teks disembunyikan]

 **Article_Rosnaini Daga_et al - PROOFREAD.docx**
214K



Abdul Karim <abdul.karim@universitasbosowa.ac.id>

[QAS] Editor Decision

1 pesan

Ismail Hakki Mirici, <hakkimirici@gmail.com>
Kepada: Abdul Karim <abdul.karim@universitasbosowa.ac.id>

1 Februari 2023 pukul 03.29

Abdul Karim:

We have reached a decision regarding your submission to Quality - Access to Success, "Social Media Marketing Technology and Online-Based Consumer Purchase Interest in South Sulawesi Province".

Our decision is to: Accept Submission

[Quality - Access to Success](#)



Abdul Karim <abdul.karim@universitasbosowa.ac.id>

[QAS] New notification from Quality - Access to Success

7 pesan

Ismail Hakki Mirici, <hakkimirici@gmail.com>
Balas Ke: Ismail Hakki Mirici <hakkimirici@gmail.com>
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1 Februari 2023 pukul 03.30

You have a new notification from Quality - Access to Success:

You have been added to a discussion titled "Reminder 2" regarding the submission "Social Media Marketing Technology and Online-Based Consumer Purchase Interest in South Sulawesi Province".

Link: <https://submission.calitatea.ro/index.php/QAS/authorDashboard/submission/1933>

Ismail Hakki Mirici

[Quality - Access to Success](#)

Abdul Karim <abdul.karim@universitasbosowa.ac.id>
Kepada: Ismail Hakki Mirici <hakkimirici@gmail.com>

1 Februari 2023 pukul 11.25

Dear **Mr. Ismail Hakki Mirici**
Editorial in Chief

Thanks for the information, we look forward to the best news for our article manuscript.

Best regards

Abdul Karim / Correspondence author
[Kutipan teks disembunyikan]

Abdul Karim <abdul.karim@universitasbosowa.ac.id>
Kepada: Ismail Hakki Mirici <hakkimirici@gmail.com>

1 Februari 2023 pukul 19.35

Dear **Mr. Ismail Hakki Mirici**
Editorial in Chief

We plan to pay for the publication of our article tomorrow, Indonesian time, but we need to inform you that there will be an additional 1 author in our article. Is that okay?
Thanks

Best Regards

Abdul Karim / Correspondence author
[Kutipan teks disembunyikan]

Ismail Hakki Mirici <hakkimirici@gmail.com>
Kepada: Abdul Karim <abdul.karim@universitasbosowa.ac.id>

2 Februari 2023 pukul 01.24

If you add one more author, you pay \$100 more.

1 Şub 2023 Çar 14:35 tarihinde Abdul Karim <abdul.karim@universitasbosowa.ac.id> şunu yazdı:
[Kutipan teks disembunyikan]

Abdul Karim <abdul.karim@universitasbosowa.ac.id>
Kepada: İsmail Hakki Mirici <hakkimirici@gmail.com>

2 Februari 2023 pukul 06.48

Ok, thanks.
[Kutipan teks disembunyikan]

Abdul Karim <abdul.karim@universitasbosowa.ac.id>
Kepada: İsmail Hakkı Mirici <hakkimirici@gmail.com>

2 Februari 2023 pukul 12.19

Dear **Mr. İsmail Hakkı Mirici**

Editorial in Chief

Here we send you proof of payment for \$550 worth of articles with a final article manuscript. We are waiting for good news about the article publishing schedule.

Thanks

Best regards

Abdul Karim / Correspondence

[Kutipan teks disembunyikan]

2 lampiran



Article_Rosnaini Daga_ et al.docx
184K



Article payment proof.pdf
592K

Abdul Karim <abdul.karim@universitasbosowa.ac.id>
Kepada: İsmail Hakkı Mirici <hakkimirici@gmail.com>

3 April 2023 pukul 10.30

Dear **Mr. İsmail Hakkı Marici**
Editorial in Chief

Our permission asks when we can publish our article entitled "**Social Media Marketing Technology and Online-Based Consumer Purchase Interest in South Sulawesi Province**".

Thanks

Best Regards

Abdul Karim / Correspondence

[Kutipan teks disembunyikan]



Abdul Karim <abdul.karim@universitasbosowa.ac.id>

[QAS] New notification from Quality - Access to Success

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Kepada: Abdul Karim <abdul.karim@universitasbosowa.ac.id>

2 Februari 2023 pukul 01.24

If you add one more author, you pay \$100 more.

1 Şub 2023 Çar 14:35 tarihinde Abdul Karim <abdul.karim@universitasbosowa.ac.id> şunu yazdı:
[Kutipan teks disembunyikan]

Abdul Karim <abdul.karim@universitasbosowa.ac.id>
Kepada: İsmail Hakki Mirici <hakkimirici@gmail.com>

2 Februari 2023 pukul 06.48

Ok, thanks.
[Kutipan teks disembunyikan]

Abdul Karim <abdul.karim@universitasbosowa.ac.id>
Kepada: İsmail Hakkı Mirici <hakkimirici@gmail.com>

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