

Zagreb, December 15th, 2016

Dear Professor Purwanto,

Your paper titled „Effects Of Flexibility And Interactivity On Perceived Value Of And Satisfaction With E-Commerce (Evidence in Indonesia)“ authored by Purwanto and Kuswandi has been reviewed. Reviewers' comments are written below. Modified version of your paper (word format), please send by e-mail at zkrupka@efzg.hr no later than February 10th, 2017.

Best regards,
Zoran Krupka, Ph. D.

Reviewer 1:

1. Page 7 - There is a typing error regarding one reference “Hoolbrok, 200”
2. The author(s) should present results from convergent and discriminant validity testing (factor loadings significance, C.R., and AVE measure, Fornell Larcker criterion). Also, outliers, multivariate and univariate normality test should be provided. GoF indices are good but does not tell about construct validity, for example one should omit 5 indicators from one construct which have 8 indicators to achieve good model fit but this practice harm construct content validity. So from the results it is not clear if construct convergent and discriminant validity are assessed, so I suggest that authors do and report more test results.
3. In the Limitations and future research section more emphasis should be addressed to the sample and generalization of the results, and further moderator or mediating variable should be explained in more details - for example product characteristic, quality or web site, store characteristics...
4. There is an error on page 13, in the discussion section – Flexibility according to the result has no impact on utilitarian and hedonic value...
5. In my opinion there is a problem with the research methodology which influences the results. The authors have mentioned that, but it would be better if they would report which products or services respondents most often buy online and from which store. Hence the explanation why interactivity or flexibility does not influence hedonic value is not fully correct,

Finally the authors in the discussion section explain the impact of the research results on managers and their decision, but since there is no significant evidence from interactivity and flexibility impact on value, managers cannot do much with this results. I suggest that authors shorten this section and focus more on research results. Another factor should be found which affects value.

Reviewer 2:

In general, the paper covers an interesting and modern topic which has a potential for research. Although there are some English errors in the paper title, it reflects the contents of the paper. Also, the manuscript is well structured with the appropriate sub-titles. More specific comments and suggestions are given below:

- Paper contains some English errors, such as “indonesia”, “the sample in the present study was consumers”, “user interface design and the website should be emphasis on the content” etc.

Additionally, the style of writing is rather confusing and there is some level of inconsistency in the sentences. I highly suggest some proof-reading to be done.

- Reading the paper more thoroughly have made me skeptical about the real contribution of the paper to the existing knowledge, although some new data is presented. More precisely, the introduction part does not accomplish to present the real background of the problem and to identify existing gaps in literature. The authors should strengthen their arguments in order to clearly develop their position regarding previous research and to elaborate how this paper fills the identified gaps.
- The presented conceptual model lacks well argumentation, although the separate concepts are well elaborated and defined. The development of the hypotheses and the model, including the elaboration of the relationships among the constructs should be presented more thoroughly.
- The random sampling technique that was stated in the abstract is not elaborated in the sample and data collection section. Is the sample really based on the random sampling technique?
- Cronbach's is a measure used to assess scale reliability, but it is not a measure of validity, as stated in the measure sub-section. The authors should present additional analysis of assessing convergent and discriminant validity of the separate constructs in the model (see in Fornell & Larcker, 1981, Hair et al., 2009)
- The authors should do some tests and concerns regarding Common Method Variance (CMV) (see in Podsakoff et al. 2003)
- There is a misinterpretation of RMSEA index in the text below the table 2. As presented in the table 2 RMSEA should be lower than 0.08 (Hair et al., 2010), not higher than 0.08. In that direction, the authors should provide some justification of the results of RMSEA. (In the table 2 "RAMSEA" should be corrected in "RMSEA")
- The authors do not provide description of the items used for measuring the analyzed constructs. A table with the measurement variables should be introduced in the text or as an appendix.
- The authors should provide information of model fit indices of the measurement model, as well (not only of the structural model).
- There are some misinterpretations of the results presented in the table 3, i.e. there are inconsistencies between the results in the table and the corresponding text.
 - In the text the authors have stated that H2b is accepted, although a sign for significance lacks for H2b in the table 3.
 - Is H1a significant as stated in the text or it is insignificant as presented in the table 3?
- More thorough discussion of connections between the constructs should be presented.
- What is the contribution of analyzed model regarding previous similar models?
- Considering the dynamic progress of e-commerce, some more up-to-date sources should be included.
- Regarding references, there are many technical errors that should be removed (commas, spaces, full stops, italic letters etc.).
- Consider different title. Suggestion... EFFECTS OF FLEXIBILITY AND INTERACTIVITY ON PERCEIVED VALUE AND SATISFACTION WITH E-COMMERCE (Evidence from Indonesia)
- Also, there are some inconsistencies between references in the text and references in the list of references (presented below as underlined text):
 - In the text: Burke, 1997; in the list of references: Burke, R. R. (1996)

- In the text: Burke, 1999; in the list of references: Burke, R. R. (1996)
- In the text: Butner and Goritz, 2007; in the list of references: Büttner, O.B., & Göritz, A.S. (2007)
- In the text: Byrne 1998; in the list of references: no reference
- In the text: Cowless et al. (2002); in the list of references: no reference
- In the text: Darden and Reynolds, 1971; in the references: no reference
- In the text: Evans et al., 1984; in the list of references: Evans, G., Skorpanich, M., Garling, T., Bryant, K., & Bresolin, B. (1981)
- In the text: Hair, 2010 (single author); in the list of references: Hair, J.F., Anderson, R.E., Tatham, R.L. & Black, W.C. (2010)
- In the text: Holbrook, 200; in the list of references: Holbrook, M.B. (2005)
- In the text: Igbaria et al., 1996; in the list of references: Igbaria, M., Schiffman, S. & Wieckowski, T. (1995)
- In the text: Miles, 1992; in the list of references: no reference
- In the text: no reference; in the list of references: Rogers, E.M. (1995). Diffusion of Innovations. Free Press, New York, NY
- In the text: Noval et al. 2000; in the list of references: Novak, T.P., Hoffman, D.L., & Yung, Y.F. (2000)
- In the text: Overby and Lee, 2006; in the list of references: Overby, J.W. & Lee E.J. (2007)
- In the text: Revald and Grönroos, 1996; in the list of references: Ravald, A., & Gronroos, C. (1996)
- In the text: San-Martín et al., 2013; in the list of references: San-Martín, S., López, C. B. (2013)
- In the text: Sheeth et al. (1991); in the list of references: Sheth, J.N., Newman, B.I., & Gross, B.L., 1991
- In the text: Stomer-Galley, 2000; in the list of references: Stomer, G.J. (2000)
- In the text: Teo, 2001; in the list of references: no reference
- In the text: Theo et al., 2003; in the list of references: Theo, H.H., Oh, L.B., Liu, C., & Wei, K.K. (2003).
- In the text: Varadarajan Yadav (2002); in the list of references: Yadav, M.S., & Varadarajan, P.R. (2005)
- In the text: Wu, 2005; in the list of references: no reference
- In the text: Yang et al., 2015; in the list of references: no reference
- In the text: Yoo, 2011; in the list of references: no reference
- In the text: Zack's (1993); in the list of references: Zack, M.H., (1993)
- In the text: Zeithmal (1988); in the list of references: Zeithaml, V.A., Parasuraman, A., & Malhotra, A. (2002)

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- Sosial 232
- Update 345
- Forum 16
- Promosi 1.071

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Zoran Krupka <zkrupka@efzg.hr> kepada saya

Kam, 15 Des 2016 18.35

Dear Professor Purwanto,

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Modified version of your paper (word format) as well as Author-response-form, please send by e-mail at zkrupka@efzg.hr no later than February 10th, 2017.

If you would have any question please do not hesitate to contact me.

Best regards,

Zoran Krupka, Ph.D.

29°C Berawan 12:42 21/10/2022