



keni keni <keni@fe.untar.ac.id>

Journal of Islamic Marketing - JIMA-01-2023-0008

Journal of Islamic Marketing <onbehalf@manuscriptcentral.com>
Reply-To: jw@islamicmarketing.co.uk
To: keni@fe.untar.ac.id

Thu, Jan 5, 2023 at 10:32 PM

05-Jan-2023

Dear Dr. Keni:

Your manuscript entitled "Antecedents of viewers' re-watch behavior toward YouTube videos: evidence from the most populous muslim-majority country" has been successfully submitted online and is presently being given full consideration for publication in the Journal of Islamic Marketing.

Your manuscript ID is JIMA-01-2023-0008.

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Sincerely,
Jonathan Wilson
Journal of Islamic Marketing



keni keni <keni@fe.untar.ac.id>

Journal of Islamic Marketing - Author update

Journal of Islamic Marketing <onbehalf@manuscriptcentral.com>

Sun, Jan 29, 2023 at 10:08 AM

Reply-To: jw@islamicmarketing.co.uk

To: keni@fe.untar.ac.id, nicholaswilson8989@gmail.com, apteoh@usm.my

29-Jan-2023

Dear Author(s),

It is a pleasure to inform you that your manuscript titled Antecedents of viewers' re-watch behavior toward YouTube videos: evidence from the most populous muslim-majority country (JIMA-01-2023-0008) has passed initial screening and is now awaiting reviewer selection.

The manuscript was submitted by Dr. Keni Keni with you listed as a co-author. As you are listed as a co-author please log in to <https://mc.manuscriptcentral.com/jima> and check that your account details are complete and correct, these details will be used should the paper be accepted for publication.

Your paper is assigned to Dr. Hadeer Hammad, hadeer.shawky@guc.edu.eg. If you need any further information, please contact them directly.

Yours sincerely,
Jonathan Wilson
Editorial Assistant, Journal of Islamic Marketing
jw@islamicmarketing.co.uk



keni keni <keni@fe.untar.ac.id>

Journal of Islamic Marketing - Decision on Manuscript ID JIMA-01-2023-0008

Journal of Islamic Marketing <onbehalf@manuscriptcentral.com>
Reply-To: jw@islamicmarketing.co.uk
To: keni@fe.untar.ac.id

Sat, Mar 4, 2023 at 3:16 PM

04-Mar-2023

Dear Dr. Keni:

Manuscript ID JIMA-01-2023-0008 entitled "Antecedents of viewers' re-watch behavior toward YouTube videos: evidence from the most populous muslim-majority country" which you submitted to the Journal of Islamic Marketing, has been reviewed. The comments of the reviewer(s) are included at the bottom of this letter.

The reviewer(s) have recommended publication, but also suggest some revisions to your manuscript. Therefore, I invite you to respond to the reviewer(s)' comments and revise your manuscript.

To revise your manuscript, log into <https://mc.manuscriptcentral.com/jima> and enter your Author Centre, where you will find your manuscript title listed under "Manuscripts with Decisions." Under "Actions," click on "Create a Revision." Your manuscript number has been appended to denote a revision.

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When submitting your revised manuscript, you will be able to respond to the comments made by the reviewer(s) in the space provided. You can use this space to document any changes you make to the original manuscript. In order to expedite the processing of the revised manuscript, please be as specific as possible in your response to the reviewer(s).

IMPORTANT: Your original files are available to you when you upload your revised manuscript. Please delete any redundant files before completing the submission.

Because we are trying to facilitate timely publication of manuscripts submitted to the Journal of Islamic Marketing, your revised manuscript should be uploaded as soon as possible. If it is not possible for you to submit your revision in a reasonable amount of time, we may have to consider your paper as a new submission.

Once again, thank you for submitting your manuscript to the Journal of Islamic Marketing and I look forward to receiving your revision.

Sincerely,
Prof. Jonathan Wilson
Editor, Journal of Islamic Marketing
jw@islamicmarketing.co.uk

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Reviewer(s)' Comments to Author:
Reviewer: 1

Recommendation: Reject

Comments:
It does not have an adequate sample.

Additional Questions:

1. Originality: Does the paper contain new and significant information adequate to justify publication?: Not so much.
2. Relationship to Literature: Does the paper demonstrate an adequate understanding of the relevant literature in the field and cite an appropriate range of literature sources? Is any significant work ignored?: Yes.
3. Methodology: Is the paper's argument built on an appropriate base of theory, concepts, or other ideas? Has the research or equivalent intellectual work on which the paper is based been well designed? Are the methods employed appropriate?: Yes.
4. Results: Are results presented clearly and analysed appropriately? Do the conclusions adequately tie together the other elements of the paper?: its ok.
5. Implications for research, practice and/or society: Does the paper identify clearly any implications for research, practice and/or society? Does the paper bridge the gap between theory and practice? How can the research be used in practice (economic and commercial impact), in teaching, to influence public policy, in research (contributing to the body of knowledge)? What is the impact upon society (influencing public attitudes, affecting quality of life)? Are these implications consistent with the findings and conclusions of the paper?: Not so much
6. Quality of Communication: Does the paper clearly express its case, measured against the technical language of the field and the expected knowledge of the journal's readership? Has attention been paid to the clarity of expression and readability, such as sentence structure, jargon use, acronyms, etc.: ok

Reviewer: 2

Recommendation: Major Revision

Comments:

I feel that Figure 1 and 2 are not providing any value addition to the manuscript. Further, Figure 2 could be included in the manuscript with a single sentence.

There are many sections, were references need to be included. For instance, page 3 has a large paragraph, with not even a single reference.

Additional Questions:

1. Originality: Does the paper contain new and significant information adequate to justify publication?: Yes. The manuscript does
2. Relationship to Literature: Does the paper demonstrate an adequate understanding of the relevant literature in the field and cite an appropriate range of literature sources? Is any significant work ignored?: It would be ideal to have a separate section for theory in the Literature review section.
I dont see a strong link between the literature and the hypotheses, which needs to be addressed.
3. Methodology: Is the paper's argument built on an appropriate base of theory, concepts, or other ideas? Has the research or equivalent intellectual work on which the paper is based been well designed? Are the methods employed appropriate?: Please do explain how you identified the respondents.
The authors could do well to present the demographics of the sample.
How about Common method bias (CMV)?
4. Results: Are results presented clearly and analysed appropriately? Do the conclusions adequately tie together the other elements of the paper?: The results are presented clearly and analysed appropriately.
5. Implications for research, practice and/or society: Does the paper identify clearly any implications for research, practice and/or society? Does the paper bridge the gap between theory and practice? How can the research be used in practice (economic and commercial impact), in teaching, to influence public policy, in research (contributing to the body of knowledge)? What is the impact upon society (influencing public attitudes, affecting quality of life)? Are these implications consistent with the findings and conclusions of the paper?: In the discussion section, the authors need to compare the results with existing research, which is not seen attempted.

Why not theoretical implications?
6. Quality of Communication: Does the paper clearly express its case, measured against the technical language of the field and the expected knowledge of the journal's readership? Has attention been paid to the clarity of expression and readability, such as sentence structure, jargon use, acronyms, etc.: Please do redraft the abstract, particularly purpose. A professional copy editing would be advised.

Reviewer: 3

Recommendation: Major Revision

Comments:

The paper "Antecedents of viewers' re-watch behavior toward YouTube videos: evidence from the most populous Muslim-majority country" deals with a potentially interesting topic for managers and researchers. Yet, I have some major concerns regarding the contribution of this particular paper that I will discuss in the following.

The authors need to position the paper much clearer and derive a much clearer research gap. Whereas I understand what they are doing, I understand much less what the main reference literature is and what we need to understand better relative to what we already know based on this literature. What do we already know about engagement with YouTube content? The authors need to do an even better job in contrasting what we already know with what we need to know in this regard. Another issue that requires clearer communication is the role of different factors as drivers for consumer engagement with YouTube content. There is a lot of research on drivers of consumer engagement, so the authors need to justify even better, why proposed factors, i.e., content quality and creator credibility matter above and beyond the existing drivers. Finally, we need to understand much better the role of content quality and creator credibility. To what extent do these factors matter and inform or influence the results? Thus, overall, the authors need to derive a much clearer research gap and based on this also clear research questions.

You need to find a theoretical framework that supports your study's hypotheses and research objectives. Furthermore, you need to re-write the manuscript in a way that it becomes relevant to the readership of the Journal of Islamic Marketing. Don't make generalised statements without a reference supporting such statements, e.g., "Next, the fact that the number of content creators post or publish their videos on YouTube platform rises from time to time, has also significantly increase the number of videos or contents that people could access on YouTube within the same timeframe. In this case, people or viewers all around the world are given an ultimate freedom in determining which videos that people want to watch from millions of videos available on the platform".

Your hypotheses H2, H3, and H6 are not informed by relevant literature. I shall suggest you find theoretical support for these hypotheses. Similarly, H7 does not make any sense as why to people's intention to watch content will lead to re-watch behaviour. You need to develop hypotheses that should make sense theoretically.

In the discussion section, you must relate the findings of your study to existing research. You need to explain if your results are supporting or contradicting existing research and give the reasons for such results.

Additional Questions:

1. Originality: Does the paper contain new and significant information adequate to justify publication?: There are a number of studies published on the topic. For instance, Khan (2017), Munaro et al. (2020), and Muda and Hamzah (2021) have investigated the factors that can enhance engagement with YouTube content or attitude towards YouTube content. The authors need to position the paper by highlighting the inadequacy of existing research on the topic.

- Muda, M., & Hamzah, M. I. (2021). Should I suggest this YouTube clip? The impact of UGC source credibility on eWOM and purchase intention. *Journal of Research in Interactive Marketing*, 15(3), 441-459.
- Khan, M. L. (2017). Social media engagement: What motivates user participation and consumption on YouTube?. *Computers in human behavior*, 66, 236-247.
- Munaro, A. C., Hübner Barcelos, R., Francisco Maffezzolli, E. C., Santos Rodrigues, J. P., & Cabrera Paraiso, E. (2021). To engage or not engage? The features of video content on YouTube affecting digital consumer engagement. *Journal of consumer behaviour*, 20(5), 1336-1352.

2. Relationship to Literature: Does the paper demonstrate an adequate understanding of the relevant literature in the field and cite an appropriate range of literature sources? Is any significant work ignored?: In my analysis of the study, I was unable to locate the theoretical framework that informed the research question or hypotheses. Although the author(s) mentioned that the study modifies and merges the Theory of Reasoned Action (TRA) and product quality theory, it was not clear how this objective was achieved. Additionally, the limited number of citations - only two research papers from the Journal of Islamic Marketing - raises questions about the relevance of the paper to the scope of the Journal of Islamic Marketing.

3. Methodology: Is the paper's argument built on an appropriate base of theory, concepts, or other ideas? Has the research or equivalent intellectual work on which the paper is based been well designed? Are the methods employed appropriate?: An overarching theory is missing. A sample of 112 respondents is not large enough. You need to justify that the sample size is adequate. You need to show how did you adopt/adapt the indicator variables. I could not find content quality and watch/re-watch measures in Wang et al.'s (2020) study. You need to explain why conducting this research in a Muslim-majority country matters to theory and application.

4. Results: Are results presented clearly and analysed appropriately? Do the conclusions adequately tie together the other elements of the paper?: A commonly adopted significance level in research is 0.05, which means that there is a 5% chance of rejecting the null hypothesis when it is actually true. By adopting a significance level of 0.1 you are making a Type-1 error where you are rejecting the null hypothesis when it is true. Following this reasoning, your H6 should not be supported.

5. Implications for research, practice and/or society: Does the paper identify clearly any implications for research, practice and/or society? Does the paper bridge the gap between theory and practice? How can the research be used

in practice (economic and commercial impact), in teaching, to influence public policy, in research (contributing to the body of knowledge)? What is the impact upon society (influencing public attitudes, affecting quality of life)? Are these implications consistent with the findings and conclusions of the paper?: Implications for theory are missing. Practical implications are adequate.

6. Quality of Communication: Does the paper clearly express its case, measured against the technical language of the field and the expected knowledge of the journal's readership? Has attention been paid to the clarity of expression and readability, such as sentence structure, jargon use, acronyms, etc.: Yes



keni keni <keni@fe.untar.ac.id>

Journal of Islamic Marketing - JIMA-01-2023-0008.R1

Journal of Islamic Marketing <onbehalf@manuscriptcentral.com>
Reply-To: shrouk.abdelnaeim@guc.edu.eg
To: keni@fe.untar.ac.id

Thu, Apr 27, 2023 at 11:13 PM

27-Apr-2023

Dear Dr. Keni:

Your revised manuscript entitled "Antecedents of viewers' watch behavior toward YouTube videos: evidence from the most populous muslim-majority country" has been successfully submitted online and is presently being given full consideration for publication in the Journal of Islamic Marketing.

Your manuscript ID is JIMA-01-2023-0008.R1.

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Sincerely,
Shrouk Abdelnaiem
Journal of Islamic Marketing



keni keni <keni@fe.untar.ac.id>

Journal of Islamic Marketing - Decision on JIMA-01-2023-0008.R1

Journal of Islamic Marketing <onbehalf@manuscriptcentral.com>

Tue, May 30, 2023 at 2:01 PM

Reply-To: noha.elbassiouny@guc.edu.eg

To: keni@fe.untar.ac.id, nicholaswilson8989@gmail.com, apteoh@usm.my

30-May-2023

Dear Keni, Keni; Wilson, Nicholas; Teoh, Ai Ping

It is a pleasure to accept your manuscript JIMA-01-2023-0008.R1, entitled "Antecedents of viewers' watch behavior toward YouTube videos: evidence from the most populous muslim-majority country" in its current form for publication in Journal of Islamic Marketing. Please note, no further changes can be made to your manuscript.

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Thank you for your contribution. On behalf of the Editors of Journal of Islamic Marketing, we look forward to your continued contributions to the Journal.

Sincerely,
Prof. Noha El-Bassiouny
Editor, Journal of Islamic Marketing
noha.elbassiouny@guc.edu.eg, elbassiouny.noha@gmail.com

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keni keni <keni@fe.untar.ac.id>

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To: keni@fe.untar.ac.id, nicholaswilson8989@gmail.com, apteoh@usm.my

30-May-2023

Dear Keni, Keni; Wilson, Nicholas; Teoh, Ai Ping,

"Antecedents of viewers' watch behavior toward YouTube videos: evidence from the most populous muslim-majority country" - JIMA-01-2023-0008.R1

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- Include the date your article was accepted for publication, which was:
(30-May-2023)
- The AAM must clearly indicate where the article was published, or where it is forthcoming;

- Include a clear licensing statement (see below).
- Include the article abstract (see below):

This study attempted to determine the impact of Attitude toward Content Creator, Subjective Norm and Perceived Content Quality in affecting people's intention and behavior to watch videos posted on YouTube in Indonesia. Using questionnaire, data from the total of 112 individuals living in Indonesia gathered in this study, in which, these respondents are individuals who've been watching YouTube contents at least 3 (three) hours a day for the past 8 months. Moreover, all of these data were processed and analyzed using PLS method in order to determine the impact given by one variable toward the other.

Based on the results of the analysis, authors concluded that both factors, namely content credibility and perceived content quality play significant and positive roles in determining people's intention to watch – and ultimately behavior to Watch - contents or videos published on YouTube, with the former turned out to be the stronger predictor. Current study attempts to modify and merge both the concept of theory of reasoned action (TRA) and product quality theory in order to explain Indonesians' behavior toward watching contents published on YouTube, which, to authors' knowledge, was still in rarity.

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Kind Regards,

Laura Wilson
Head of Research Integrity, Rights & Policy, Emerald Publishing

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keni keni <keni@fe.untar.ac.id>

JIMA-01-2023-0008.R1: Credit Line for Figure & Tables

Journal of Islamic Marketing <onbehalf@manuscriptcentral.com>
Reply-To: purnachandra.emerald@kwglobal.com
To: keni@fe.untar.ac.id

Wed, May 31, 2023 at 1:05 PM

31-May-2023

Dear Dr. Keni Keni,

Congratulations on the acceptance of your article!

I am writing to you with regard to all figures and tables. In order for us to be able to publish them, please include a credit line for each figure and table if you have been given permission to use it; this credit line is still required even if the figures & tables are your own work. Also, in-text citations for 'Figure 1 and Tables 1 & 2' are missing from the manuscript.

Once you have included credit lines and in-text citations, please can you then send me the updated version of your manuscript clearly highlighting these changes.

Until this issue has been resolved we cannot proceed further. Please do not hesitate to contact me should you have any further questions. I look forward to hearing from you.

Sincerely,
Purnachandra Padhy
Journal of Islamic Marketing

**Revised - Journal of Islamic Marketing - Watch Behavior on YouTube.docx**

73K



keni keni <keni@fe.untar.ac.id>

JIMA-01-2023-0008.R1: Credit Line for Figure & Tables

keni keni <keni@fe.untar.ac.id>
To: purnachandra.emerald@kwglobal.com

Wed, May 31, 2023 at 9:51 PM

Dear Dr. Padhy,

First of all, I, on behalf of all authors, would like to say thank you very much for the comments/notes that were given toward this manuscript. In regard to the comments that you've given, I would like to inform you that I've revised my manuscript in accordance with your notes, in which I've done the following actions:

- 1) First of all, I've added all credit lines to all tables and figures presented on this manuscript
- 2) Next, in regard to your note concerning the absence of in-text citations for figure 1, table 1 and table 2, I would like to confirm that I've added the in-text citations for all of these aforementioned sections within the manuscript

I've highlighted all of these changes within the manuscript in Yellow

Moreover, I've attached the revised version of the manuscript within the attachment section of this email

Thank you very much, Dr. Padhy

Yours Sincerely,

Dr. Keni

All is well,

Keni
Fakultas Ekonomi & Bisnis Universitas Tarumanagara

[Quoted text hidden]



Finalized - Revised - Journal of Islamic Marketing - Rewatch Behavior on YouTube - 310523.docx
88K



keni keni <keni@fe.untar.ac.id>

JIMA-01-2023-0008.R1: Credit Line for Figure & Tables

Purnachandra Emerald <purnachandra.emerald@kwglobal.com>
To: keni keni <keni@fe.untar.ac.id>

Thu, Jun 1, 2023 at 6:27 PM

Dear Dr. Keni Keni,

Many thanks for an updated document; received.

Best Regards,
PC**Purnachandra Padhy (He/Him)**On behalf of the Emerald Peer Review team | Emerald Publishing
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From: keni keni <keni@fe.untar.ac.id>
Sent: Wednesday, May 31, 2023 8:21 PM
To: Purnachandra Emerald <purnachandra.emerald@kwglobal.com>
Subject: Re: JIMA-01-2023-0008.R1: Credit Line for Figure & Tables

[Quoted text hidden]

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keni keni <keni@fe.untar.ac.id>

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Emerald Publishing <es-noreply@emerald.com>
To: keni@fe.untar.ac.id

Fri, Jun 2, 2023 at 6:32 AM

Dear Keni Keni,

Congratulations on the acceptance of your article!

- Article title: Antecedents of viewers' watch behavior toward YouTube videos: evidence from the most populous muslim-majority country
- Journal title: Journal of Islamic Marketing
- DOI: 10.1108/JIMA-01-2023-0008

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Fri, Jun 2, 2023 at 8:01 AM

Dear Keni Keni,

The licence for the following article has been signed.

- Corresponding author: Keni Keni
- Article title: Antecedents of viewers' watch behavior toward YouTube videos: evidence from the most populous muslim-majority country
- Journal title: Journal of Islamic Marketing
- DOI: 10.1108/JIMA-01-2023-0008
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Kind regards

The Emerald Team





keni keni <keni@fe.untar.ac.id>

JIMA - Antecedents of viewers' watch behavior toward YouTube videos: evidence from the most populous Muslim-majority country, is now published online.

adminTrackit@emeraldpublishing.com <adminTrackit@emeraldpublishing.com>

Tue, Jun 13, 2023 at 6:17 PM

To: keni@fe.untar.ac.id

13-Jun-2023

JIMA - Journal of Islamic Marketing

Emerald Insight Date: 13-Jun-2023

I am pleased to inform you that Antecedents of viewers' watch behavior toward YouTube videos: evidence from the most populous Muslim-majority country of *Journal of Islamic Marketing* has been published on Emerald Insight.

Should you have any queries please do not hesitate to contact the Production Department.

Best Wishes,

O.Ganji

Emerald Production Department

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