



INTERNATIONAL UNIVERSITY LIAISON INDONESIA

Assignment Letter/Surat Tugas

No. : ASL/IBA/0574/IULI/III/2022 **Date/Rev.** : 1 March 2022/ 00
From /Dari : Head of Department of International Business **Page** : 1 of 1
Administration / Kepala Program Studi **Doc Type** : Main Document
To / Kepada Administrasi Bisnis Internasional
: Name Below / Nama dibawah ini

Duty Assignment / Tugas melaksanakan kegiatan

Assignment At **INTERNATIONAL UNIVERSITY LIAISON INDONESIA** **Penugasan di** **UNIVERSITAS LINTAS INTERNASIONAL INDONESIA**

Head of Department of IBA of International University Liaison Indonesia

Kepala Program Studi IBA Universitas Lintas Internasional Indonesia

In consideration of:

Mengingat:

His appointment as the Head of Department of IBA of International University Liaison Indonesia under agreement Nomor SK/REC/0671/IULI/XI/2021

Pengangkatannya sebagai Kepala Program Studi IBA Universitas Lintas Internasional Indonesia dibawah perjanjian Nomor SK/REC/0671/IULI/XI/2021

Herewith gives the task to:

Dengan ini menugaskan kepada:

Name: **Dr. Samuel PD Anantadjaya**
Position: **Lecturer**

Nama: **Dr. Samuel PD Anantadjaya**
Jabatan: **Dosen**

To provide the following activity:

Untuk mengikuti kegiatan:

| No | Task/Tugas | Article/Artikel | SKS | Period/Periode | Journal/Jurnal |
|------------------|------------------|--|----------|-------------------------|--|
| 1. | Article Reviewer | Customer Acceptance Framework of Hydroponic Vegetables Products paper ID: [ID#1749] | 1 | 7 March – 27 March 2022 | Invited by: Prof Ibrahim Sirkeci On behalf of the Editorial Team of Transnational Marketing Journal Transnational Marketing Journal https://journals.tplondon.com/tmj published by: Transnational Press London https://tplondon.com |
| Total SKS | | | 1 | | |

* 1 SKS activity = 50 hour/ 1SKS Kegiatan = 50 Jam

Contoh/ Example:

If the fasilitator full for 3 day activity, the calculation of SKS is 3 day x 8 hour= 24 hour, plus preparation ± 12 hour, then the workload is $\{[(3 \text{ day} \times 8 \text{ hour}) + (12 \text{ hour})] / 50 \text{ hour}\} * 1 \text{ SKS} = 0.72 \text{ SKS}$

Jika fasilitator penuh untuk satu kegiatan selama 3 hari, maka perhitungannya menjadi 3 hari x 8jam, ditambah dengan persiapan ± 12jam maka beban kerja menjadi $\{[(3 \text{ hari} * 8 \text{ jam}) + (12 \text{ hari})] / 50 \text{ jam}\} * 1 \text{ SKS} = 0.72 \text{ SKS}$

The assignee shall accomplish the duty and responsible in line with the related guidelines and other regulation valid in IULI.

Penerima tugas harus menyelesaikan tugas dan tanggung jawab sesuai dengan petunjuk dan peraturan yang berlaku di IULI.

Assignor/Pemberi Tugas:

Ida Bagus Putu Aditya, ST., MM.
Kepala Program Studi IBA / Head of Department of IBA of International University Liaison Indonesia

Journal's Signature & Cho
Ste

**this special class activity has been completed.
See below for evidence**



S A M <ethan.eryn@gmail.com>

[TMJ] Article Review Request

1 message

Editorial Team <alert-journals@tplondon.com>
To: Samuel Anantadjaya <ethan.eryn@gmail.com>

Mon, Mar 7, 2022 at 5:38 AM

Dear Samuel Anantadjaya,

Hope you are well. I write with a request for your professional service in the process of peer review of scholarship. Manuscript entitled "Customer Acceptance Framework of Hydroponic Vegetables Products" [ID#1749] has been submitted to Transnational Marketing Journal. The abstract appears at the end of this letter. I kindly invite you to review this manuscript. Your perspectives on the contributions of this paper for advancing scholarship in this field and for publication in Transnational Marketing Journal will be very much appreciated by myself and the editorial board. Please let us know 2022-03-13 by clicking on the appropriate links below to indicate whether you will undertake the review or not, as well as to access the submission and to record your review and recommendation. The review itself is due 2022-03-27.

Submission Review URL: <https://journals.tplondon.com/tmj/reviewer/submission?submissionId=1749&reviewId=2243&key=zVUFr8>

Once you accept to review via above link, at a subsequent stage (3. Download & Review) on the same screen, you will be able to download the manuscript and enter your comments and scores.

We ask that you complete the review within 4 weeks. If you require additional time to undertake the review, please accept this invitation and notify the editor of Transnational Marketing Journal with your preferred deadline.

Also, when determining whether to undertake this review, please consider whether you have any conflict(s) of interest that may have an impact on the impartiality of your review (including in relation to any Company and/or commercial product mentioned in the article). If your conflict is serious enough to preclude your participation, please decline this invitation to review. If you would like to discuss what constitutes a serious conflict, please contact the editorial team of Transnational Marketing Journal prior to accepting this invitation.

If you do not have your username and password for the journal web site, you can use this link to reset your password (which will then be emailed to you along with your username). <https://journals.tplondon.com/tmj/login/lostPassword>

If you are unable to review at this time, your recommendation of another expert reviewer would be very much appreciated. Please email us with the name and email address of a potential reviewer.

In recognition of your continued support, Transnational Marketing Journal and our publisher Transnational Press London are pleased to offer our reviewers reviewer credits via ReviewerCredits.com. Please register there and claim your reviewer credits. It will also allow you to download a reviewer certificate.

Participation in the process of review by scholars such as yourself is essential in rigorous fostering of this field. I thank you in advance for considering this request, and I look forward to your reply.

Kind regards,

Prof Ibrahim Sirkeci

On behalf of the Editorial Team of Transnational Marketing Journal

Transnational Marketing Journal

<https://journals.tplondon.com/tmj>Transnational Marketing Journal is published by Transnational Press London | <https://tplondon.com>**MANUSCRIPT DETAILS**

TITLE: "Customer Acceptance Framework of Hydroponic Vegetables Products"

ABSTRACT

Consumer awareness of food safety that is not harmful to the body and the fulfillment of nutrients and vitamins are topics related to healthy lifestyles and disease prevention during the COVID-19 pandemic. This causes the market demand for healthy food to continue to increase. One of the healthy foods developed by the community is Hydroponic technology. Hydroponics provides benefits, quality, affordable prices, and positive values so that consumers repurchase hydroponic vegetables. This study is an explanatory research, which aims to determine the relationship between the research variables perceived benefit, perceived quality, perceived value, perceived pricing and purchase intention. The sample in this study was consumers who had purchased hydroponic vegetable products and had consumed them more than once with purposive sampling technique with certain criteria to ensure data collection was 388 people. This figure is at a safe level to be tested using Structural Equation

Modeling. The questionnaire was distributed in June 2021 online using googleform. Overall, the hypothesis is proven to have a positive and significant effect, the perceived benefits variable has a positive and significant effect on perceived quality and perceived value; Perceived quality has a positive and significant effect on perceived value and repurchase intention; price perception has a positive and significant effect on perceived value and repurchase intention; Perceived value has a positive and significant effect on repurchase intention. This article closes with theoretical and practical implications.

Transnational Marketing Journal

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Transnational Marketing Journal supports **Transnational Marketing Conferences**



Review: *Customer Acceptance Framework of Hydroponic Vegetables Products*

1. Request
2. Guidelines
3. Download & Review
4. Completion

Review Files

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| | | | |
|--------|--|---------------|--------------|
| 6739-1 | Article Text, Journal.docx | March 6, 2022 | Article Text |
|--------|--|---------------|--------------|

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TMJ Review Form

Dear colleague,

Thank you for helping with the review process of TMJournal. Please complete the form below and please do not forget to selecting and submitting the recommendation option in the next page.

Thank you

The TMJ Editorial Team

MANUSCRIPT REVIEW FORM:

Importance of the topic: *

- Poor
- Average
- Excellent

- Poor
- Average
- Excellent

Originality of contribution to the field *

- Poor
- Average
- Excellent

Strength of the argument *

- Poor
- Average
- Excellent

References to existing literature *

- Poor
- Average
- Excellent

Degree of interest to our readership *

- Poor
- Average
- Excellent

Clarity of the organisation of paper *

- Poor
- Average
- Excellent

Writing and presentation *

Average

Excellent

Your comments to the author(s):

8. the data analysis and conclusions need to be added. For instance, the “lower” values of 0.211, 0.212, 0.290, 0.480 and 0.529, what went “wrong” with those relationships? Though positive, but logically, it is expected that the relations should have been much higher

9. where is the managerial implications? Where is the estimated costs on

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1. there are incomplete sentences and typos. Please use the spell-check prior to any submissions

2. when using the brackets for the citations, please make sure to edit the corresponding citations. Brackets are intended to be placed at the end of the sentences. When citations are placed as a portion of the sentences, last names of the authors are typed manually first before inserting the citations. Then edit the citations to only show the year and/or page. For instance, as a part of the sentences, "According to Smith (2022, p. 10)" instead of "According to (Smith, 2022, p. 10)" ==> edit the citations!

3. show the research model with the corresponding hypotheses

4. the purposive sampling was used in this study. Related to the topic on hydroponic, it appears tolerable. However, you are relying on a parametric testing. Is it not violating the basic statistical analysis though? If you are going to use the parametric tests, then you must rely on the probability sampling of either cluster and/or stratified (not even random and systematic as they are relatively impossible to implement in the real world)

5. referring to your descriptive statistics, your result may likely lean toward "teachers/lecturers" though with a maximum salary of 300 Euros

6. This study shows different fonts & spacing are used in the manuscript

7. repeat table headers automatically

8. the data analysis and conclusions need to be added. For instance, the "lower" values of 0.211, 0.212, 0.290, 0.480 and 0.529, what went "wrong" with those relationships? Though positive, but logically, it is expected that the relations should have been much higher

9. where is the managerial implications? Where is the estimated costs on potential improvement, as a part of managerial implications?

10. where is the recommendations?