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Dr. Netty Merdiaty <netty.merdiaty@dsn.ubharajaya.ac.id>

Frontiers: Acceptance of manuscript you reviewed - 952719

1 pesan

Frontiers Psychology <psychology.editorial.office@frontiersin.org>

18 Juli 2022 pukul 21.49

Balas Ke: Frontiers Psychology <psychology.editorial.office@frontiersin.org>

Kepada: netty.merdiaty@dsn.ubharajaya.ac.id

Dear Dr Merdiaty,

Frontiers Psychology has sent you a message. Please click 'Reply' to send a direct response

The manuscript you reviewed was accepted for publication:

Manuscript title: An Empirical Analysis of Double Reduction Education Policy Based on Public Psychology

Journal: Frontiers in Psychology, section Positive Psychology

Article type: Original Research

Authors: Xin Zhang, Weibin Zhao, Kai Zhou

Edited by: Lisete Mónico

Here's the link to the article:

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New author comments in the Review Forum - 864841

1 pesan

Frontiers in Psychology <psychology.editorial.office@frontiersin.org>

25 Maret 2022 pukul 01.15

Balas Ke: Frontiers in Psychology <psychology.editorial.office@frontiersin.org>

Kepada: Netty Merdiaty <netty.merdiaty@dsn.ubharajaya.ac.id>

Dear Dr Merdiaty,

New comments were just posted by author Alejandro Vega-Muñoz, for the manuscript "The impact of Customer Experience and Customer Engagement on Behavioral Intentions: Does Competitive Choices matters?".

Please visit the discussion forum to review these comments within the next few days:

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When reviewing the authors' responses, bear in mind that your mandate is to evaluate the accuracy and validity of the manuscript, not its potential impact.

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Manuscript title: The impact of Customer Experience and Customer Engagement on Behavioral Intentions: Does Competitive Choices matters?

Manuscript ID: 864841

Authors: Bilal Ahmed, Shagufta Zada, Liang Zhang, Shehla Najib Sidiki, Nicolás Contreras-Barraza, Alejandro Vega-Muñoz and Guido Salazar-Sepúlveda

Journal: Frontiers in Psychology, section Organizational Psychology

Article type: Original Research

Submitted on: 28 Jan 2022

Edited by: Ana Jiménez-Zarco

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2/1/24, 8:30 PM

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Effect of Brand experience on Customer Engagement Through Quality Services of Online Seller of Students in Bekasi

Netty Merdiaty* and Neil Aldrin

Original Research, *Front. Psychol.* - Organizational Psychology

Received on: 25 Oct 2021, Edited by: [Monica Gomez-Suárez](#) ✉

Manuscript ID: 801439

Keywords: customer engagement, Brand Experience, Service Quality, student, Gen Z



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1	25 Oct 2021	Netty Merdiaty	Effect of Brand experience on Customer Engagement Through Quality Services of Online Seller of Students in Bekasi Contribution to the field Abstract 801439_Manuscript.PDF 801439_Manuscript.DOCX 801439_Manuscript Figure 1.JPEG

History

Editor
Active

Reviewer 1
Rejected

Reviewer 2
Finalized

Reviewer 3
Finalized

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Reviewer 3

Independent review report submitted: 03 Nov 2021

Interactive review activated: 04 Nov 2021

Review finalized: 08 Nov 2021

Initial recommendation to the Editor: Accept in current form

EVALUATION

Q 1 Please list your revision requests for the authors and provide your detailed comments, including highlighting limitations and strengths of the study and evaluating the validity of the methods, results, and data interpretation. If you have additional comments based on Q2 and Q3 you can add them as well.

Reviewer 3 | 03 Nov 2021 | 15:26 #1

This paper intends to examine the effect of the brand experience on customer engagement to quality services as mediators. The goal is important because customer attachment research is mainly fragmented and requires a general theory that is empirically verified, particularly among Generation Z.

To do so, authors defined a sample of 254 respondents - students in Bekasi with an average age from 23 to 30 years and engaged in buying online - from a population of 750 students.

The paper needs the following corrections:

Situation 1:

There are several identical situations along the text:

"Attachment implies a two-party relationship (Vivek et al., 2014); (Dessart et al., 2016) based on interactivity (Brodie, R. J., Hollebeek, L. D., & Smith, 2011); (Hollebeek et al., 2019)"

It should be: "Attachment implies a two-party relationship (Vivek et al., 2014; Dessart et al., 2016) based on interactivity (Brodie, Hollebeek & Smith, 2011; Hollebeek et al., 2019)".

Situation 2:

"Customer attachment can be classified as a positive or negative feeling ((Brady et al. 2006)"

It should be: "Customer attachment can be classified as a positive or negative feeling (Brady et al., 2006)"



Live chat



Ahn, J., & Back, K. J. (2018). Antecedents and consequences of customer brand engagement in integrated resorts. *International Journal of Hospitality Management*, 75, 144-152.

Ahn, J., & Back, K.-J. (2018). Antecedents and consequences of customer brand engagement in integrated resorts. *International Journal of Hospitality Management*, 75, 144-152.

Corresponding Author: Netty Merdiaty | 07 Nov 2021 | 09:18 #2

for all input, already answered in the revision journal.

i hope all answer will fit with the question

[Review supporting file - 208640](#)

Reviewer 3 | 08 Nov 2021 | 08:04 #3

The text is much better.

However there are still some problems:

Page 2:

(...) account different product attributes, including price, quality, design, and brand image (J. Lee & Nguyen, 2017). Thus, consumers are more aware of the price by considering the various aspects of the price. (Henkel et al., 2018)

It should be:

(...) account different product attributes, including price, quality, design, and brand image (Lee & Nguyen, 2017). Thus, consumers are more aware of the price by considering the various aspects of the price (Henkel et al., 2018).

Page 2:

(Hennig-Thurau et al., 2010), (Hoyer et al., 2010), (Viswanathan Kumar et al., 2010) the same journal published a landmark review article by Brodie et al., (2013) with discussion from different perspectives (including papers by Bolton & Alba, (2012); (Brodie et al., 2011); (Nitzan & Libai, 2011); (Malthouse & Calder, 2011); (Doorn, 2011) and (Bowden et al., 2015); (Calder et al., 2016).

As I told in my last comments this is wrong and all the text should be corrected.

Page 8: This finding supports several prior studies,

(...) which found that service quality may lead to customer engagement; Lee et al., (2019); Ahn & Back, (2018); Roy, Shekhar, et al., (2018).

It should be: (...) This finding supports several prior studies, which found that service quality may lead to customer engagement: Lee et al. (2019); Ahn e Back (2018); Roy, Shekhar, et al. (2018).

Page 8: There is a view of SQ research as a mediator to CE. The author compared the research from (Prentice, C., & Loureiro, 2018).

It should be (...) (Prentice & Loureiro, 2018).

Final references:

Pine, B. J., & Gilmore, J. H. (1998). Welcome to the experience economy.

Wheat is the Editor and country?

Corresponding Author: Netty Merdiaty | 08 Nov 2021 | 09:40 #4

page 2. done to revision

page 2 done to revision

page 8 done to revision

page 8 done to revision

Pine, B. J., & Gilmore, J. H. (1998). Welcome to the experience economy. Harvard Business Review. United State. Canada

[Review supporting file - 208997](#)

Reviewer 3 | 08 Nov 2021 | 12:34 #5

Thank you for your quick reply.



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It should be:

(...) account different product attributes, including price, quality, design, and brand image (Lee & Nguyen, 2017). Thus, consumers are more aware of the price by considering the various aspects of the price (Henkel et al., 2018).

Page 2:

According to Gao et al. (2012). When consumers decide to buy a product or service, they must go through three decision-making steps: intelligence, design, and choice.

It should be:

According to Gao et al. (2012), when consumers decide to buy a product or service, they must go through three decision-making steps: intelligence, design, and choice.

Page 2:

(...) attachment implies a four party relationship (Hennig-Thurau et al., 2010), (Hoyer et al., 2010), (Viswanathan Kumar et al., 2010) the same journal published a landmark review article by Brodie et al., (2013) with discussion from different perspectives (including papers by Bolton & Alba, (2012); (Brodie et al., 2011); (Nitzan & Libai, 2011); (Malthouse & Calder, 2011); (Doorn, 2011) and (Bowden et al., 2015); (Calder et al., 2016).

It should be:

(...) attachment implies a four party relationship (Hennig-Thurau et al., 2010; Hoyer et al., 2010; Viswanathan Kumar et al., 2010). The same journal published a landmark review article by Brodie et al., (2013) with discussion from different perspectives (including papers by Bolton & Alba, 2012; Brodie et al., 2011; Nitzan & Libai, 2011; Malthouse & Calder, 2011; Doorn, 2011; Bowden et al., 2015 and Calder et al., 2016).

Page 2:

In this study, we tried to look at it from a marketing psychology point of view. However, different opinions imply from the opinion (Brodie et al. 2011) and (Van Doorn et al. 2010)

It should be:

In this study, we tried to look at it from a marketing psychology point of view. However, different opinions imply from the opinion (Brodie et al., 2011) and (Van Doorn et al., 2010)

Page 2:

This experience becomes a stimulus, such as color, shape, image, look, background, brand writing, and design (Mandel & Johnson, 2002). The BE is created when customers use the brand, talk to others about the brand, seek out brand information, promotions, and events, and so on (Ambler et al. 2002).

It should be:

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Page 3:

They will perceive SQ as excellent and vice versa (Zeithaml, V. A., Berry, L. L., & Parasuraman, 1996).

It should be: They will perceive SQ as excellent and vice versa (Zeithaml, Berry & Parasuraman, 1996).

Page 3:

Also, Tafesse (2016))

It should be: Also, Tafesse (2016)

Page 3:

Exposure above is consistent with those in Roberts, C., & Alpert (2010); Kumar & Pansari (2016), and Pansari, A., & Kumar, (2018) studies.

It should be:



Page 4:

Quality of service is widely recognized as an antecedent of customer satisfaction and behavioral intent that in turn leads to organizational profitability (Alexandris et al. 2002);(Kim et al. 2016); (Wirtz, J. et al. 2013); (Shi et al. 2014); (Zeithaml et al. 1996). Its researchers argue that customers' perceptions of service performance over each service experience determine the quality of a company's services. (Cronin et al. 2000). Unlike the quality of service can be judged on a single meeting experience, another case in the brand experience was not limited to just one experience in one touchpoint only. However, experience involves different touchpoints, different phases of the pre-consumption journey. For example, consumers consume the experience, alternative valuations, and anticipated experiences in brand organizations, including perceived sensations and memories of postconsumption experiences (Carù, A., & Cova, 2003); (Laming, C., & Mason, 2014). The brand experience results from a series of interactions between brands and consumers during service meetings (Jiang et al. 2018).

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Quality of service is widely recognized as an antecedent of customer satisfaction and behavioral intent that in turn leads to organizational profitability (Alexandris et al., 2002; Kim et al., 2016; Wirtz et al., 2013; Shi et al., 2014 and Zeithaml et al., 1996). Its researchers argue that customers' perceptions of service performance over each service experience determine the quality of a company's services (Cronin et al. 2000). Unlike the quality of service can be judged on a single meeting experience, another case in the brand experience was not limited to just one experience in one touchpoint only. However, experience involves different touchpoints, different phases of the pre-consumption journey. For example, consumers consume the experience, alternative valuations, and anticipated experiences in brand organizations, including perceived sensations and memories of postconsumption experiences (Carù & Cova, 2003; Laming & Mason, 2014). The brand experience results from a series of interactions between brands and consumers during service meetings (Jiang et al., 2018).

Page 4:

Quality of service will significantly influence customer engagement behavior (Verleye, K., Gemmel, P., & Rangarajan. 2014). On the other hand, Ahn, J., & Back (2018) state that the customer brand experience is a positive and significant antecedent of CE. On the other hand, the BE is related to the perceived quality of service. In CE, SQ plays a minor role in moderated mediation and post hoc testing or direct effects (Prentice et al. 2019). The results provide empirical evidence of the gap between SQ and CE, providing insight into the following SQ research. The results of previous research consistent with a view on the proposed hypothesis are Hypothesis3: It is suspect that there is a positive influence of SQ on CE Effect Brand experience to Engagement Customer with Service Quality as a mediator Brand experience included cognitive and affective states (Bhat, S., & Reddy, 1998); (Mollen & Wilson, 2010), (Bridges, E., & Florsheim, 2008). Further evidenced by Gambetti, R. C., & Graffigna (2010) and Brodie et al. (2011) that brands are the most distinctive objects of engagement in business literature. Perceived quality of service is defined as a global assessment or attitude relating to service superiority (Bitner, M. J., Zeithaml, V. A., & Gremler, 2010). Prentice, C., & Loureiro (2018) researched customers' perspectives and examined customers' psychological desires.

It should be:

Quality of service will significantly influence customer engagement behavior (Verleye, Gemmel & Rangarajan, 2014). On the other hand, Ahn and Back (2018) state that the



moderated mediation and post hoc testing or direct effects (Prentice et al., 2019). The results provide empirical evidence of the gap between SQ and CE, providing insight into the following SQ research.

The results of previous research consistent with a view on the proposed hypothesis are

Hypothesis3: It is suspect that there is a positive influence of SQ on CE

Effect Brand experience to Engagement Customer with Service Quality as a mediator Brand experience included cognitive and affective states (Bhat & Reddy, 1998; Mollen & Wilson, 2010; Bridges & Florsheim, 2008). Further evidenced by Gambetti & Graffigna (2010) and Brodie et al. (2011) that brands are the most distinctive objects of engagement in business literature.

Perceived quality of service is defined as a global assessment or attitude relating to service superiority (Bitner, Zeithaml & Gremler, 2010). Prentice and Loureiro (2018) researched customers' perspectives and examined customers' psychological desires.

Page 4:

Marketing shows that consumers no longer buy products and services but rather buy experiences around what is sold (Morrison, S., & Crane, 2007).

It must be:

Marketing shows that consumers no longer buy products and services but rather buy experiences around what is sold (Morrison & Crane, 2007).

Page 8:

This topic is particularly intriguing because the relationship between experience and engagement is controversial (Hollebeek et al., 2014; Calder et al., 2009). Given the intense focus on experience in modern marketing (e.g., Pine & Gilmore, 1998; Brakus et al., 2009), This can be considered surprising. However, other types of experiences may be better able to predict consumer behavior. According to (N. Aldrin & Merdiaty, 2019), today's brand experience is no longer in demand, especially for young people or students (Gen Z).

It must be:

This topic is particularly intriguing because the relationship between experience and engagement is controversial (Hollebeek et al., 2014; Calder et al., 2009). Given the intense focus on experience in modern marketing (e.g., Pine & Gilmore, 1998; Brakus et al., 2009), this can be considered surprising. However, other types of experiences may be better able to predict consumer behavior. According to Aldrin and Merdiaty (2019), today's brand experience is no longer in demand, especially for young people or students (Gen Z).

Q 2 Check List

Reviewer 3 | 03 Nov 2021 | 15:26 #1

- Is the quality of the figures and tables satisfactory?
- Yes
- Does the reference list cover the relevant literature adequately and in an unbiased manner?
- Yes
- Are the statistical methods valid and correctly applied? (e.g. sample size, choice of test)
- Yes
- Are the methods sufficiently documented to allow replication studies?
- Yes

Corresponding Author: Netty Merdiaty | 08 Nov 2021 | 16:01 #2



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Q 4	Quality of the writing	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Q 5	Overall quality of the content	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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