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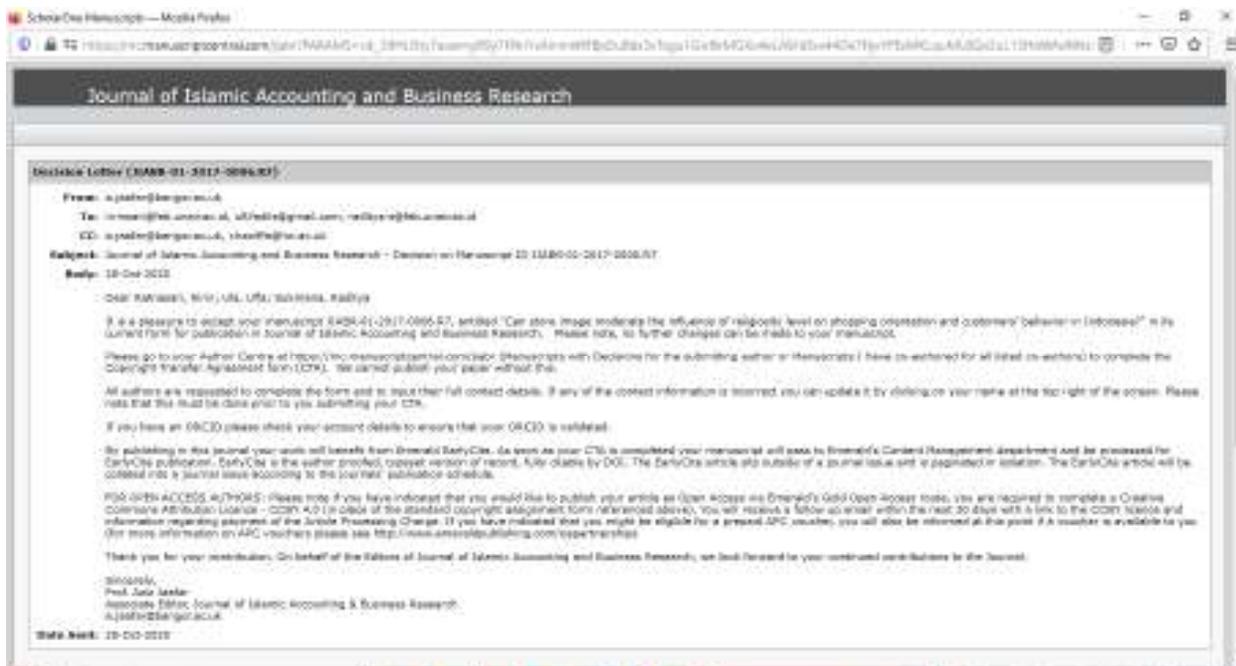
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Manuscripts with Decisions

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ACTION	EDITOR	ID	TITLE	SUBMITTED	DECIDED
	Dr. Hanifa, Rozaini Dr. Miftahussalam	JABR-2017-0006	WIMP INFLUENCE CUSTOMERS INTENTION TO BUY HALAL COSMETICS TESTING RELIGIOUS COMMITMENT, BOARD APPROVAL, AND TRUST	16-Mar-2017	21-Mar-2017
	Dr. Hanifa, Rozaini Dr. Miftahussalam	JABR-2017-0006	CREDIBILITY OF	16-Mar-2017	21-Mar-2017
	Dr. Hanifa, Rozaini Dr. Miftahussalam	JABR-2017-0006	Can store usage moderate the influence of religiosity level on shopping intention and customer behavior in Indonesian? Full Article	20-Oct-2016	29-Oct-2016
	Dr. Hanifa, Rozaini Dr. Miftahussalam	JABR-2017-0006	Can store usage moderate the influence of religiosity level on shopping intention and customer behavior in Indonesian? Full Article	21-Sep-2016	29-Oct-2016
	Dr. Hanifa, Rozaini Dr. Miftahussalam	JABR-2017-0011	SEMANTIC INTENTION BETWEEN REFERENCE GROUP AND CONSUMER ATTITUDE: A CONSEQUENCE OF CHAOS	16-Aug-2016	22-Aug-2016



Journal of Islamic Accounting and Business Research

Manuscript ID IAAB-01-2017-0096-001

From: a.jafari@engr.usi.edu
To: a.jafari@engr.usi.edu
CC:

Subject: Journal of Islamic Accounting and Business Research - Decision on Manuscript ID IAAB-01-2017-0096-001
Reply: 18-Aug-2017

Dear Dr. Jafari:

Manuscript ID IAAB-01-2017-0096-001 entitled "Can religiosity level moderated by store image influence shopping orientation and purchase behavior in Indonesia?" which you submitted to the Journal of Islamic Accounting and Business Research, has been reviewed. The contents of the reviewer(s) are included at the bottom of this letter.

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

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

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

Respectfully,
Paul Jose Jafari
AC, Journal of Islamic Accounting and Business Research
a.jafari@engr.usi.edu

DISCLOSURE: 21-Aug-2017. If you need additional time to complete your revision please contact me to ask for an extension. Please note that the deadline expires at the start of the day and not the end of the day.

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Reviewer(s) Comments to Author:
Reviewer 1

Recommendation: Accept

COMMENTS:
Please refer to my comments below.

Additional Questions:
1. Originality: Does the paper contain any new and significant information adequate to justify publication? This paper is a very good attempt to start research in the field of consumer behaviour. However, it does not have any significant contribution to the body of knowledge and/or industry as the sample population is focused on only one brand in Indonesia.

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? There are many recent pieces of literature in this field that are not included in the study (2015-2017).

3. Methodology: Is the paper's empirical built on an appropriate base of theory, concepts, or other ideas? Has the research or empirical method used or which the paper is based been well designed? Are the methods employed appropriate? The sample is too small (138) and it is good for a degree level assignment.

Unfortunately, the developed measurement for this study has major flaws as can be only solved if authors intend to go for RECOLLECTION of data.

For example:

1. Religiosity: Admin mistakenly change the word of "I" to "Customer" for religiosity measurement (Originally used by Henkin, 2005). By doing so, the measurement will take the public view of the religiosity level of society (I than an individual) which is the major flaw in the study.

2. Shopping Orientation Level: What the question is actually intended to measure? "Customer are experienced in shopping in Islamic supermarket". It is possible that the shopper in a supermarket that has no experience in shopping from a supermarket?
or
"Customer find a suitable place to shop, and will always shop at that place" is more related to loyalty.

Customer Behavior: "Allocation of customer monthly spending at Islamic supermarket" what is the context of this question?

Customers find a suitable place to shop, and will always shop at that place" is more related to (1)(1).

Customer behavior
 "Attitudes of customers" mostly speaking of "attitudinal disposition" what is the meaning of the question?

4. Results: Are results presented clearly and analyzed appropriately? Do the conclusions adequately tie together the other elements of the paper? Read to include H1, H2 and (1)(2)(3)(4) with all variables.

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, or 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? The findings and their supporting analysis do not relate in many cases for example. "The study supports modest research interest, which claimed that the religiosity level of a customer had found to have a significant influence on their shopping orientation. Furthermore, Haidt's (2004) argued that an individual with high religiosity, as reflected by the low skills of interpersonal and interpersonal religious, is a customer who is more likely to be concerned with a price. Hence the tendency to bargain, look for quality products when shopping, and is less likely to make an impulsive buying decision." In the study, the authors did not specifically measure the price sensitivity of customers... Thus the relationship can be interesting for the reader.

6. Quality of Communication: Does the paper clearly describe its aims, 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, paper use, acronyms, etc., need clear proofreading.

Revised 2
 Recommendation: Major Revision

Comments:
 It is suggested that the author to sign back the hypotheses and the framework design. Especially (1) which is not clear the arrow in the conceptual model. Are you sure it is correct to be there? Check both with you findings, it is contradicted and it is wrong, so if the model already wrong, I believe the arrow is not by the author side correct.

Why all the indicators rate are different with the figure 3 inner model testing that you shared in page 7?

Additional Questions:
 1. Originality: Does the paper contain new and significant information adequate to justify publication? This paper has the potential to be accepted, but some important points have to be clarified or fixed before an accepted and positive review can be given.

2. Relationship to literature: Does the paper demonstrate an adequate understanding of the relevant literature in the field and cite an appropriate range of research sources? Is any significant work ignored? The literature seems fine but if the author could provide the latest and articles from prominent journals it could be better.

3. Methodology: Is the paper's argument built on an appropriate base of theory, concepts, or other ideas? Has the research or relevant intellectual work on which the paper is based been well designed? Are the methods employed appropriate? Is there any problem with the methodology as it is used in the research?

4. Results: Are results presented clearly and analyzed appropriately? Do the conclusions adequately tie together the other elements of the paper? The research has a major problem since the model (assumptions) and hypotheses were contradicted with the findings.

1. Check back your hypotheses and compare with the framework (conceptual model)
 2. The store image mediated which relationship? Is it between religiosity and shopping orientation? or between shopping orientation and consumer behavior?
 3. If the store image mediated between religiosity and shopping orientation, as it stated in page 3 (1)(2) as the framework in figure 1 is wrong.

3. The store image mediated which relationship? Is it between religiosity and shopping orientation? or between shopping orientation and consumer behavior?

4. Figure 1 - shows that you have mediator and moderator at the same time. But I could not find a hypothesis for mediator testing.

5. Why do a emphasize on sharing the t-value instead of F-value?

The results should be presented in F12 table reporting. The author can refer to Lee et al (2010) for presenting the results.

The hierarchical regression table should be presented showing all the variables relationship.

Check on table 4 - why all relationship resulted for (1)?

6. 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, or 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? If they not be discussed and the research needs some improvement in some of the hypotheses and framework.

6. Quality of Communication: Does the paper clearly describe its aims, 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, paper use, acronyms, etc. I did have concerns on certain tables in the paper. Wherever possible, please locate the original source of the desired data. If the original source is not available, use "as cited in..." for in text please page 5, table 12 etc....also write not doing properly.

In page 2 - table 1 (2011:12) - what does it mean by 212?
 In page 12 - table 14 (2011:1) - may I know, it refers to what?

ETC comments to the Authors:
 As you can see the reviewers have containing comments regarding the quality of the paper. I have read both comments as well as the paper and I agree with the comments (based as the paper has not reached the standard required for publication). The literature review, the data analysis and the content of its results suffer weaknesses that need substantial amendments. However, you are offered a final opportunity to improve the paper up to a publishable level and I hope you can do this.

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Journal of Islamic Accounting and Business Research

Decision Letter (13424-21-0006-8A)

From: mohammad@jiaab.com
 To: mohammad@jiaab.com
 CC:

Subject: Journal of Islamic Accounting and Business Research - Decision on Manuscript ID: 13424-21-0006-8A
 Reply: 11-Nov-2018

Dear Dr. Fadzilah,

Manuscript ID: 13424-21-0006-8A entitled "Wagobias towards Store Image, Shopping Decision and Consumer Behavior" which you submitted in the Journal of Islamic Accounting and Business Research, has been reviewed. The comments of the reviewer(s) are included at the bottom of this letter.

The reviewer(s) have recommended major revision to the submitted manuscript, before it can be considered for publication. Therefore, I invite you to respond to the reviewer(s) comments and revise your manuscript.

To revise your manuscript, log into this journal's manuscript central and enter your Author Centre, where you will find your manuscript title listed under "Manuscripts with Decisions." Under "Actions," click on "13424-21-0006-8A Revision." Your manuscript number has been highlighted to assist a revision.

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

DR. MOHAMMAD HUSSEIN
 Associate Editor
 Journal of Islamic Accounting and Business Research

Proof notification for your article 'Can store image moderate the influence of religiosity level on shopping orientation and customers' behavior in Indonesia?'

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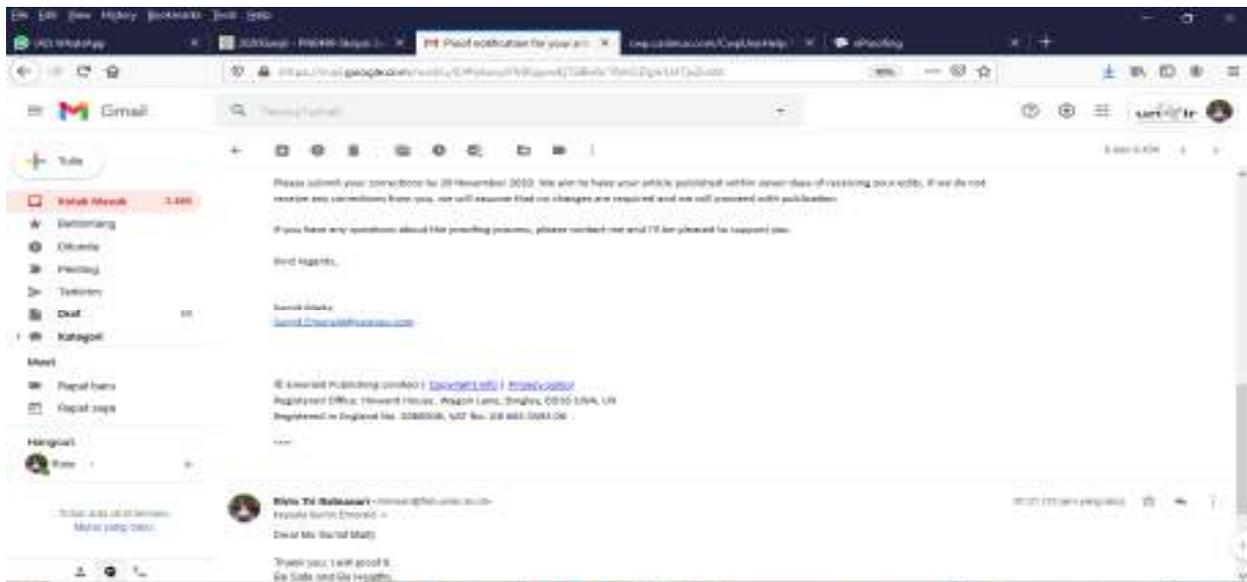
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Kind regards,

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Can store image moderate the influence of religiosity level on shopping orientation and customers' behavior in Indonesia?

Influence of religiosity level

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Abstract

Ratnasari, R.T. and Rahawandita, N. (2019), "The correlation of financial development on energy consumption: a study case in Indonesia", *Test Engineering and Management*, Vol. 62, pp. 2300-2304.

Sukra, M.Y., Maharani, N. and Loong, V.S. (2018), "Measuring religiosity among Muslim consumers: observation and recommendation", *Journal of Islamic Marketing*, Vol. 10 No. 2.

Santosa, A.E., Ratnasari, R.T., Palupangtyas, D. and Habiba, M.Y. (2020), "Determinants of social media use by handicraft industry of Indonesia and its impact on export and marketing performance: an empirical study", *International Journal of Innovation, Creativity and Change*, Vol. 12 No. 3, pp. 1-22.

Soderingoth, R.T.R. and Ari Dyanitya, H. (2019), "Antecedents of recommendation and repurchase intention on medical tourism", *Optima*, Vol. 36 No. 25, pp. 1277-1300.

Sula, H. (2012), "Religious influence on consumers' high involvement purchasing decisions", *Journal of Services Marketing*, Vol. 27 No. 7, pp. 579-586.

Wahsanah, Y., Kirana, K.C., Ratnasari, R.T., Ihsani, T.D. and Rahani, A. (2019), "Measuring the corruption measurement model (KMM) based on neopaid shariah framework", *Homotopia and Social Sciences Review*, Vol. 7 No. 2, pp. 382-396.

Influence of religiosity level

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