

Judul lama: Do Combination Social Campaign & Celebrity Endorser Increase Waqf Intention?:
A PLS SEM Approach

Judul baru dari editor: An Effort To Increase Waqf Intention: The Role Of Celebrity Endorsers
In Social Campaigns

al-Uqud : Journal of Islamic Economics

Ririn Tri Ratnasari

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SUBMISSION

March 2, 2023

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[al-Uqud] Submission Acknowledgement Eksternal Kotak Masuk x



Ahmad Ajib Ridlwan <journalmails@unesa.ac.id>

Kam, 2 Mar, 09.08



kepada saya ▾

Ririn Tri Ratnasari:

Thank you for submitting the manuscript, "Do Combination Social Campaign & Celebrity Endorser Increase Waqf Intention? : A PLS SEM Approach" to al-Uqud : Journal of Islamic Economics. With the online journal management system that we are using, you will be able to track its progress through the editorial process by logging in to the journal web site:

Submission URL: <https://journal.unesa.ac.id/index.php/jie/authorDashboard/submission/22376>

Username: [REDACTED]

If you have any questions, please contact me. Thank you for considering this journal as a venue for your work.

Ahmad Ajib Ridlwan

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[al-Uqud] Submission Acknowledgement

Ahmad Ajib Ridlwan <journalmails@unesa.ac.id>

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Username:

If you have any questions, please contact me. Thank you for considering this journal as a venue for your work.

Ahmad Ajib Ridlwan

REVISIONS

April 7, 2023

[al-Uqud] Editor Decision

admin jurnal <journalmails@unesa.ac.id>

Jum, 7 Apr, 15.42 (12
hari yang lalu)

Kepada saya,

Dear,

Ririn Tri Ratnasari:

We have reached a decision regarding your submission to al-Uqud : Journal of Islamic Economics, "Do Combination Social Campaign & Celebrity Endorser Increase Waqf Intention? : A PLS SEM Approach".

Our decision is: Revisions Required

Reviewer A:
Recommendation: Revisions Required

1. Originality:

Does the paper contain new and significant information adequate to justify publication?

Â

- The topic is very significant in the context of Waqf literatures. This study is focusing on a specific group which is celebrity and also specific context that focused on Social Campaign and Celebrity Endorser.

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?

- The Literature is related to study and updated with recent studies.

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 add the sample size technique used. The rest is perfect.

4. Results:

Are results presented clearly and analysed appropriately? Do the conclusions adequately tie together the other elements of the paper?

- Most of the current development of SEM, the editor request for HTMT result which is also available in the discriminant analysis result. Please report the HTMT instead of Fornel and Lacker result. HTMT result is more robust than Fornel and Lacker and cross loading results.
- The rest is good
- Please add theoretical implication (only practical implication is discussed in the conclusion)
- Possible exclude the Practical Implication title and just merged the conclusion of the study and supported with the implication of the study to theoretical and practical.

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?

- Please add theoretical implication (only practical implication is discussed in the conclusion)
- Possible exclude the Practical Implication title and just merged the conclusion of the study and supported with the implication of the study to theoretical and practical.

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

Adequate.

Would you be willing to review a revision of this manuscript?

- No

Recommendation

- Major Revision

Confidential Comments to the Editor-in-Chief

-

Comments to the Author

-

Reviewer B:

Recommendation: Revisions Required

1. Originality:

Does the paper contain new and significant information adequate to justify publication?

Â

The topic is very significant in the context of Waqf literatures. This study is focusing on a specific group which is celebrity and also specific context that focused on Social Campaign and Celebrity Endorser.

This article offers a new perspective on the field of Islamic social finance, particularly waqf. The information provided in this article is also sufficient to be published.

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?

The Literature is related to study and updated with recent studies.

In the introduction, include a definition of nazhir and how it can relate to the issue discussed in this study.

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?

The research method and findings of the study are concisely described. Please add the sample size technique used. The researcher did not build his own framework. The researcher did not mention the sources of the scales.

4. Results:

Are results presented clearly and analysed appropriately? Do the conclusions adequately tie together the other elements of the paper?

Most of the current development of SEM, the editor request for HTMT result which is also available in the discriminant analysis result. Please report the HTMT instead of Fornel and Lacker result. HTMT result is more robust than Fornel and Lacker and cross loading results. Also, the implications and suggestions for future studies should be separated
This article has an adequate report on results with sufficient discussions on all hypotheses of the study.

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?

This article is critically addressing to its underlying research issue.
The objective of the research is clearly stated as it can answer the research issue.
The research method and findings of the study are concisely described. The conclusion of the study does relate to past studies.
The contributions also are well presented.

Please add theoretical implication (only practical implication is discussed in the conclusion)
Possible exclude the Practical Implication title and just merged the conclusion of the study and supported with the implication of the study to theoretical and practical.
Implications were ignored, except a small paragraph with the conclusion. Possible exclude the Practical Implication title and just merged the conclusion of the study and supported with the implication of the study to theoretical and practical

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

The presentation of the article has a sequence of sections. However, the researcher needs to check the grammar as well as sentence structure (the use of past tense and present tense).

Would you be willing to review a revision of this manuscript?

- No

Recommendation

- Minor Revision

Confidential Comments to the Editor-in-Chief

NO

Comments to the Author

No

LIST OF REVISIONS

April 7, 2023

Reviewer A:

Recommendation: Revisions Required

Review Form	Reviewer's Comments	Authors Comments
Recommendation :Major Revision		
Additional Questions:		
1. Originality: Does the paper contain new and significant information adequate to justify publication ?	The topic is very significant in the context of Waqf literatures. This study is focusing on a specific group which is celebrity and also	Thank you for the valuable comment. The researcher agrees with what the reviewer said, namely that this research is still very interesting about

	specific context that focused on Social Campaign and Celebrity Endorser.	waqf as part of the Islamic economy and this research relates it to social campaigns and celebrity endorsers.
2. Relationship to Literature: Does the paper demonstrate an adequate understanding of the relevant literature in the field and cite appropriate literature sources? Is there important work being overlooked ?	The Literature is related to study and updated with recent studies.	Thank you
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 add the sample size technique used. The rest is perfect	Thank you for the correction. We have added explanations in methodology. The sample measurement technique is described in the second paragraph of the methodology section
4. Results: Are results presented clearly and analysed appropriately? Do the conclusions adequately tie together the other elements of the paper?	Most of the current development of SEM, the editor request for HTMT result which is also available in the discriminant analysis result. Please report the HTMT instead of Fornel and Lacker result. HTMT result is more robust than Fornel and Lacker and cross loading results. <ul style="list-style-type: none"> • The rest is good • Please add theoretical implication (only practical implication is discussed in the conclusion) • Possible exclude the Practical Implication title and just merged the conclusion of the study and supported with the implication of the study to theoretical and practical. 	Thank you for the correction. HTMT has been added for discriminant validity on page 10
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 on society (influencing public attitudes, affecting the quality of life)? Are these implications consistent with the findings and conclusions of the paper?	<ul style="list-style-type: none"> • Please add theoretical implication (only practical implication is discussed in the conclusion) • Possible exclude the Practical Implication title and just merged the conclusion of the study and supported with the implication of the study to theoretical and practical. 	Thank you for the correction. The author has added theoretical and practical implications on page 11 which is the specialty of this paper
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.	Adequate	Thank you

Reviewer B:

Recommendation: Revisions Required


Review Form	Reviewer's Comments	Authors Comments
Recommendation: Minor Revision		
1. Originality: Does the paper contain new and significant information adequate to justify publication?	The topic is very significant in the context of Waqf literatures. This study is focusing on a specific group which is celebrity and also specific context that focused on Social Campaign and Celebrity Endorser.	Thank you.

	This article offers a new perspective on the field of Islamic social finance, particularly waqf. The information provided in this article is also sufficient to be published.	
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?	The Literature is related to study and updated with recent studies. In the introduction, include a definition of nazhir and how it can relate to the issue discussed in this study.	Thank you for the correction. The definition of nazhir and its relation to the research problem has been added in the introduction section in paragraph 10
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?	The research method and findings of the study are concisely described. Please add the sample size technique used. The researcher did not build his own framework. The researcher did not mention the sources of the scales.	Thank you for the correction. We have added explanations in methodology. The sample measurement technique is described in the second paragraph of the methodology section
4. Results: Are results presented clearly and analysed appropriately? Do the conclusions adequately tie together the other elements of the paper ?	Most of the current development of SEM, the editor request for HTMT result which is also available in the discriminant analysis result. Please report the HTMT instead of Fornel and Lacker result. HTMT result is more robust than Fornel and Lacker and cross loading results. Also, the implications and suggestions for future studies should be separated This article has an adequate report on results with sufficient discussions on all hypotheses of the study.	Thank you for the correction. HTMT has been added for discriminant validity on page 10. The author has also separated implications and future research
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)? Are these implications consistent with the findings and conclusions of the paper?	This article is critically addressing to its underlying research issue. The objective of the research is clearly stated as it can answer the research issue. The research method and findings of the study are concisely described. The conclusion of the study does relate to past studies. The contributions also are well presented. Please add theoretical implication (only practical implication is discussed in the conclusion) Possible exclude the Practical Implication title and just merged the conclusion of the study and supported with the implication of the study to theoretical and practical. Implications were ignored, except a small paragraph with the conclusion. Possible exclude the Practical Implication title and just merged the conclusion of the study and supported with the implication of the study to theoretical and practical	Thank you for the correction. The author has added theoretical and practical implications on page 11
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	The presentation of the article has a sequence of sections. However, the researcher needs to check the grammar as well as sentence structure (the use of past tense and present tense).	Thank you for the correction. The grammar in this paper has been professionally corrected

ACCEPT SUBMISSION

April 15, 2023

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 **admin jurnal** <journalmails@unesa.ac.id> 15 Apr 2023, 10.45 (4 hari yang lalu) ☆ ↶ ⋮
kepada saya ▾

Dear,


Ririn Tri Ratnasari:

We have reached a decision regarding your submission to al-Uqud : Journal of Islamic Economics, "*An Effort To Increase Waqf Intention: The Role Of Celebrity Endorsers In Social Campaigns*"

Our decision is to: Accept Submission

Best regard,

Ahmad Ajib Ridlwan
Editor in Chief

 **admin jurnal** <journalmails@unesa.ac.id> 15 Apr 2023, 10.46 (4 hari yang lalu) ☆ ↶ ⋮
kepada saya ▾

Dear,

Ririn Tri Ratnasari:

The editing of your submission, "*An Effort To Increase Waqf Intention: The Role Of Celebrity Endorsers In Social Campaigns*" is complete. We are now sending it to production.

Submission URL: <https://journal.unesa.ac.id/index.php/jie/authorDashboard/submission/22376>

Best Regard

Editor

[al-Uqud] Editor Decision

admin jurnal <journalmails@unesa.ac.id>

Sab, 15 Apr, 10.45 (4 hari yang lalu)

kepada saya

Dear,

Ririn Tri Ratnasari:

We have reached a decision regarding your submission to al-Uqud : Journal of Islamic Economics, " *An Effort To Increase Waqf Intention: The Role Of Celebrity Endorsers In Social Campaigns* ".

Our decision is to: Accept Submission

Best regard,

Ahmad Ajib Ridlwan

Editor in Chief

admin jurnal <journalmails@unesa.ac.id>

Sab, 15 Apr, 10.46 (4
hari yang lalu)

kepada saya

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Best Regard

Editor