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| Journal Name: | Journal of Global Economics, Management and Business Research |
| Manuscript Number: | Ms_JGEMBR_12578 |
| Title of the Manuscript: | Seller Reputation, Sales Promotion, Trust, and Repurchase Intentions among E-Marketplace Users in Denpasar City |
| Type of the Article | |

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This journal's peer review policy states that **NO** manuscript should be rejected only on the basis of '**lack of Novelty**', provided the manuscript is scientifically robust and technically sound.

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PART 1: Comments

| | Reviewer's comment | Author's Feedback <i>(Please correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)</i> |
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| Please write a few sentences regarding the importance of this manuscript for the scientific community. A minimum of 3-4 sentences may be required for this part. | By examining the interplay between seller reputation, sales promotions, and consumer trust, the study contributes to a deeper understanding of the factors that drive repurchase intentions among online shoppers. This manuscript holds significant importance for the scientific community as it provides valuable insights into the dynamics of consumer behavior in e-marketplaces, particularly in Denpasar City. | |
| Is the title of the article suitable? (If not please suggest an alternative title) | Yes!! The title is suitable as it clearly conveys the main themes and focus of the research. However, to enhance clarity and appeal, an alternative title could be: "Exploring the Impact of Seller Reputation and Sales Promotions on Trust and Repurchase Intentions in E-Marketplaces: A Study of Consumers in Denpasar City." | |

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| <p>Is the abstract of the article comprehensive? Do you suggest the addition (or deletion) of some points in this section? Please write your suggestions here.</p> | <p>Yes, the provided abstract offers an overview of the article's scope.</p> | |
| <p>Is the manuscript scientifically, correct? Please write here.</p> | <p>Major key aspects that are mentioned below should be considered for scientific correctness:</p> <ol style="list-style-type: none"> 1. Introduction: The manuscript do not explicitly mention specific research questions. Explicitly defined research questions would enhance the clarity, focus and the objective of the research. 2. Literature Review: The manuscript should reference relevant literature to contextualize the findings. This includes citing previous studies that support or contrast with the current research. The research gap is also not mentioned in the manuscript which is vital to write an article. 3. Methodology: The manuscript should clearly outline the research design, sampling methods, data collection techniques and rating scales of the instrument. If the methodology is robust and appropriate for the research questions posed, it contributes to the scientific validity of the study. 4. Data Analysis: The statistical methods used to analyze the data should be appropriate for the type of data collected. The manuscript should provide sufficient detail on how the data was processed and analyzed, including any software used. 5. Results Presentation: The results should be presented clearly, with appropriate tables and figures that summarize the findings. The interpretation of results should be logical and based on the data and should be presented with proper justification from the earlier studies. 6. Implications and discussions: Implications and discussion parts are completely missing where logical | |

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| | <p>reasoning and theoretical and practical implications of the findings can be derived.</p> <p>7. Conclusions and Recommendations: The conclusions drawn from the data should be justified and should not overstate the implications of the findings. Recommendations should be practical and based on the results.</p> <p>If the methodology is sound, the data analysis is appropriate, and the conclusions are well-supported by the data, then the manuscript can be considered scientifically correct.</p> | |
| <p>Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.</p> | <p>The references cover various aspects of e-commerce, including consumer trust, seller reputation, and the effects of promotions, which suggests a well-rounded approach to the literature review.</p> <p>While the references are relevant, it may be beneficial to include additional recent studies that focus on:</p> <ul style="list-style-type: none"> • The impact of social media on consumer trust and purchasing decisions. • The role of mobile commerce in shaping consumer behavior in e-marketplaces. • Cross-cultural studies on e-commerce trust and reputation, especially if the research is intended to have broader implications beyond Denpasar City. | |

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| <p>Is the language/English quality of the article suitable for scholarly communications?</p> | <p>The language/ English quality of the article appear to be suitable for scholarly communication. However, a final review for minor errors and consistency would further enhance its quality.</p> | |
| <p>Optional/General comments</p> | <p>Based on the manuscript:</p> <ul style="list-style-type: none"> • The respondent characteristics are well-documented, showing a clear demographic breakdown, which is essential for understanding the sample population , . • The descriptive statistical analysis appears to be thorough, with clear criteria for measuring variables like seller reputation and consumer trust. • The references to previous studies indicate an effort to situate the research within the existing body of knowledge . <p>In summary, while the excerpts suggest a well-structured study, a complete evaluation would require a thorough review of the entire manuscript, particularly the methodology and results sections.</p> | |

PART 2:

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| | <p>Reviewer's comment</p> | <p>Author's comment <i>(if agreed with reviewer, correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)</i></p> |
| <p>Are there ethical issues in this manuscript?</p> | <p><i>(If yes, Kindly please write down the ethical issues here in details)</i></p> | |

Reviewer Details:

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