

BUKTI KORESPONDENSI

Judul Artikel: **Consumer values shifting in cross generation Javanese consumers in Indonesia: do young consumers still uphold local wisdom?**

Nama Jurnal: **Journal of Population and Social Studies**

1. Tanggal 11 Agustus 2021

From: em.jpass.0.753d8d.330148ce@editorialmanager.com <em.jpass.0.753d8d.330148ce@editorialmanager.com> on behalf of JPSS <em@editorialmanager.com>
Sent: Wednesday, August 11, 2021 2:19 PM
To: Dr. Anna Triwijayati, S.E., M.Si. <anna.triwijayati@machung.ac.id>
Subject: Editorial Manager Registration

Dear Dr. Anna Triwijayati,

Thank you for registering for the Editorial Manager online submission and peer review tracking system for Journal of Population and Social Studies.

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Username: anna.triwijayati

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2. Tanggal 24 November 2021

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Sent: Wednesday, November 24, 2021 1:31 PM
To: Dr. Anna Triwijayati, S.E., M.Si. <anna.triwijayati@machung.ac.id>
Subject: Editor Decision - Revise - [EMID:484fe875adc7f3a9]

Dear Dr. *Anna Triwijayati*,

Please be advised that we have now received comments from our reviewers on your paper titled, "Consumer values shifting in cross generation Javanese consumers in Indonesia: do young consumers still uphold local wisdom?".

For your guidance, reviewers' comments are appended below.

We would like to request you to revise and resubmit your paper. Please complete your revisions and re-submit by **2021-12-25 23:59:59**.

When revising your paper, please **use tracked change mode**, and please prepare a response to the comments table for all comments made by the reviewers. Kindly use page number and line number to indicate the changes which you have made. And for your response table, please explain your responses in details, we would like to know how you incorporate suggestions and critiques from reviewers.

To submit a revision, go to <https://www.editorialmanager.com/jpss/> and log in as an Author. You will see a menu item call Submission Needing Revision. You will find your submission record there.

We look forward to your revision soon.

Best Regards,
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Journal of Population and Social Studies

Comments from the Editor and Reviewers :

Reviewer 1: researchers need to strengthen the process of developing existing research gaps from previous research in the introduction, use the latest references for this, in general the article provided relevance references

Reviewer 2: Introduction:

In the introduction, in the first paragraph the author mentions the total population of Java in Indonesia. However, the population is not known in what year and the reference used.

It is not clear what the research problem is. In the introduction it is written that the study of changes in consumer values and behavior in Indonesian culture is still limited as quoted from the research of Sihombing (2014), then why do researchers conduct research on changes in values for Javanese people? In fact, previous research (Sihombing, 2013, 2014) was about Indonesian values, and the current research conducted by researchers is about Javanese values which are of course two different things. Quoting a statement submitted in an article published in 2014 is also not appropriate, where in the last 7 years there have been and continue to be researches on Indonesian values.

It is not written what the objectives and research questions are, which of course will be closely related to the assessment of the accuracy of the research methods used.

Literature Review:

The researcher writes in the introduction and literature review that changes in Javanese consumer behavior are influenced by waves globalization and advanced technology. Researchers need to provide references for the statement made.

At the end of the literature review section, the researcher writes that the research objective is to explore the extent to which consumers of traditional culture values have shifted among the Javanese generation. The researcher needs to move the statement regarding the purpose of this research to the introduction section.

Research Method:

If the aim of the study is to explore the extent to which consumers of traditional culture values have shifted among the Javanese generation, so why is a mixed methods approach combining qualitative and quantitative paradigms applied? The researcher does not assert that qualitative research is conducted to answer which research questions and quantitative research is conducted to answer which research questions. Again, the absence of research questions and research hypotheses makes it difficult to assess the accuracy of the research methods used in this study. If the purpose of research is to find out changes in values, is it not enough to just do qualitative research?

Researchers need to justify the selection of research respondents in qualitative research, namely using 3 informants in 1 family, all of whom are female. The reasons for the specific selection of women's gender need to be stated. In addition, researchers also need to state the criteria for selecting the informants.

The researcher stated that the questionnaire was built from the results of qualitative research. In fact, efforts to make indicators known as scale development have stages which include those related to reliability and validity. The use of scale-development indicators without being tested beforehand makes the results of this research questionable.

Researchers need to reread the scale development process.

In the section relating to quantitative research, the researcher needs to justify the number of samples assigned and the use of the sampling design.

Results and Discussion:

The tables presented in the results section are not communicative and need improvement to make them easier to understand.

It is strange that research hypotheses are stated in the results section of the analysis. The researcher states his hypothesis in the results section; however, the research hypothesis should be built from theory and previous studies whose place is in the literature review section.

Reading the results section of this manuscript is difficult to read due to the absence of research questions and hypotheses.

Conclusion:

Researchers need to rewrite this conclusion section so that it can be easily understood what the conclusions of this study are.

Reviewer's Responses to Questions

Significance of the paper and its contribution to the field of population and social studies (please indicate if there are major strengths and weaknesses)

Reviewer #1: the paper contribute significance to the field of consumer values studies, especially the connection with ethnic culture.

Reviewer #2: This manuscript contributes to the field of population and social studies by examining Javanese values in Indonesia. However, researchers have not clearly indicated what the research problem is.

Accuracy and appropriateness of the title and abstract

Reviewer #1: the title and abstract provide an overview and are able to represent well, the problems, results and discussions in this study

Reviewer #2: The title and abstract don't match. In the title it is written "Consumer values shifting in cross generation Javanese consumers in Indonesia: do young consumers still uphold local wisdom?", whereas in the abstract it is written that the shift in consumption values did not occur in the Baby Boomer, X, Y, and Z generations.

Clarity of the theme, purpose and rationale of the paper

Reviewer #1: The themes and objectives of the research are directed at a very significant group of consumers in certain areas, rationally the structure of this research article is able to provide a considerable contribution to both the development of science and market practice.

Reviewer #2: It is not clear what the research problem is. In the introduction it is written that the study of changes in consumer values and behavior in Indonesian culture is still limited as quoted from the research of Sihombing (2014), then why do researchers conduct research on changes in values for Javanese people? In fact, previous research (Sihombing, 2013, 2014) was about Indonesian values, and the current research conducted by researchers is about Javanese values which are of course two different things. Quoting a statement submitted in an article published in 2014 is also not appropriate, where in the last 7 years there have been and continue to be researches on Indonesian values. It is not written what the objectives and research questions are, which of course will be closely related to the assessment of the accuracy of the research methods used.

Theme, purpose and rationale of the paper is not clear.

Relevance and sufficiency of the literature consulted (if possible, please suggest any additional literature that may be helpful)

Reviewer #1: researchers need to strengthen the process of developing existing research gaps from previous research in the introduction, use the latest references for this, in general the article provided relevance references

Reviewer #2: The researcher only wrote about Javanese values. The researcher makes statements that there is a change in Javanese values without informing the references used or showing the results of research related to the changes in Javanese values. No hypotheses were established in this literature review.

The literature review is not sufficient.

Appropriate use of theories or concepts to frame the study

Reviewer #1: this article already develop the conceptual framework in this study with the marketing field theory especially about consumer values, market analysis, segmentation and other theory in social studies for example in ethnic culture

Reviewer #2: No theory is used as the basis for writing this literature review.

Appropriate use of the data and methods

Reviewer #1: the data is appropriate and the mixed methods used also

Reviewer #2: If the aim of the study is to explore the extent to which consumers of traditional culture values have shifted among the Javanese generation, so why is a mixed methods approach combining qualitative and quantitative paradigms applied? The researcher does not assert that qualitative research is conducted to answer which research

questions and quantitative research is conducted to answer which research questions. Again, the absence of research questions and research hypotheses makes it difficult to assess the accuracy of the research methods used in this study. If the purpose of research is to find out changes in values, is it not enough to just do qualitative research?

Clarity of tables and figures

Reviewer #1: The tables and pictures show quite clearly the information to be conveyed

Reviewer #2: The tables presented in the results section are not communicative and need improvement to make them easier to understand.

Appropriate interpretation of the findings including soundness and internal consistency of reasoning and arguments advanced

Reviewer #1: The researcher has conducted an interpretation of the findings including soundness and internal consistency of reasoning and arguments advanced, the researcher shows how the comparison of consumers from different generations on the topic of consumer values held, hedonic properties and others with several test tools and shows the results clearly.

Reviewer #2: It is not easy to read this manuscript, especially with regard to the results of the analysis and discussion. This is because it is unclear what the research problem is and the absence of research questions and research hypotheses.

Clarity of the paper's organization and structure

Reviewer #1: the paper's organization and structure are good

Reviewer #2: The structure of the article is good. However, the content of each part of the article needs to be improved. For example, no research objectives are clearly stated in the introduction. Researchers present it in the literature review section. There is no research hypothesis in the literature review, but the researcher puts it in the results section.

Clarity and conciseness of writing (please indicate if the language and writing style are of a publishable standard and if the paper requires language editing)

Reviewer #1: Clarity and conciseness of writing are good

Reviewer #2: Manuscript is well understood. However, I am not in the capacity to judge the language of the manuscript.

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3. Tanggal 27 Desember 2021

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Sent: Monday, December 27, 2021 5:20 PM
To: Dr. Anna Triwijayati, S.E., M.Si. <anna.triwijayati@machung.ac.id>
Subject: Editor Decision - Accept - [EMID:e2cb89e15073ec86]

Ref.: Ms. No. JPASS-D-21-00262R1

Consumer values shifting in cross generation Javanese consumers in Indonesia: do young consumers still uphold local wisdom?

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Dear Anna Triwijayati,

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Your paper must be edited for grammatical, typographical, and overall readability of the manuscript, as well as systematic reference checking and reference formatting in line with APA 7th Edition to meet the requirement of JPSS before publication.

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4. Tanggal 03 Januari 2022

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6. Tanggal 07 Januari 2022

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Dear Dr. Anna Triwijayati,

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To: Dr. Anna Triwijayati, S.E., M.Si. <anna.triwijayati@machung.ac.id>
Subject: Re: Editor Decision - Accept - [EMID:e2cb89e15073ec86]

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8. Tanggal 17 Januari 2022

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To: Dr. Anna Triwijayati, S.E., M.Si. <anna.triwijayati@machung.ac.id>
Subject: Re: Editor Decision - Accept - [EMID:e2cb89e15073ec86]

Dear Dr. Anna Triwijayati,

Please find the attached edited version for confirmation.
If you wish to keep any of your original wordings, please provide your justification for those as well.
Thank you very much.

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Dear Dr. Anna Triwijayati,

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Ref.: Ms. No. JPASS-D-21-00262R1

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Journal of Population and Social Studies

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9. Tanggal 18 Januari 2022

From: Dr. Anna Triwijayati, S.E., M.Si. <anna.triwijayati@machung.ac.id>
Sent: Tuesday, January 18, 2022 5:05 PM
To: JPSS IPSR <jpss.ipsr@gmail.com>
Subject: Re: Editor Decision - Accept - [EMID:e2cb89e15073ec86]

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10. Tanggal 19 Januari 2022

From: JPSS IPSR <jps.ipsr@gmail.com>
Sent: Wednesday, January 19, 2022 12:03 PM
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To: JPSS IPSR <jpss.ipsr@gmail.com>
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Thank you for proofreading and editing our paper.
I agree and accept this latest edited version.

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The editor of Journal of Population and Social Studies (JPSS) has now reviewed the revised version of your paper. We are satisfied that you have successfully responded to the reviewers' comments, and are pleased to tell you that your paper is accepted for publication in our current volume.

Your paper must be edited for grammatical, typographical, and overall readability of the manuscript, as well as systematic reference checking and reference formatting in line with APA 7th Edition to meet the requirement of JPSS before publication.

As you are aware, effective January 2020, the authors of accepted papers for publication with JPSS are required to seek their own language editing service. If you recall, the Journal can provide language editing service upon request from you for a flat rate of 10,000 Thai Baht. If you choose to utilize the language editing service offered by JPSS, you would need to submit the full fee at this time, before the manuscript editing can begin. Once the paper is finalized, it will be formatted and then sent to you for final proofreading.

Thank you again for your interest in publishing in JPSS.

Best Regards

Editorial Team
Journal of Population and Social Studies

In compliance with data protection regulations, you may request that we remove your personal registration details at any time. (Use the following URL: <https://www.editorialmanager.com/jpass/login.asp?a=r>). Please contact the publication office if you have any questions.

From: JPSS IPSR <jpss.ipsr@gmail.com>
Sent: Sunday, January 30, 2022 5:00 PM
To: Dr. Anna Triwijayati, S.E., M.Si. <anna.triwijayati@machung.ac.id>
Subject: Re: Editor Decision - Accept - [EMID:e2cb89e15073ec86]

Dear Dr. Anna Triwijayati,

Please be advised that we have changed the page numbers and published the paper.
Best Regards,

Editorial Team
Journal of Population and Social Studies
Email: jpss.ipsr@gmail.com
Web: www.jpss.mahidol.ac.th
FB: Journal of Population and Social Studies - jpss

On Wed, 26 Jan 2022 at 18:23, Dr. Anna Triwijayati, S.E., M.Si. <anna.triwijayati@machung.ac.id> wrote:

Dear

Editorial Team

Journal of Population and Social Studies

I agree with final changes/revisions. I approve this manuscript to publish.
Thank you very much for the editing.

Regards

Anna Triwijayati

From: JPSS IPSR [mailto:jpss.ipsr@gmail.com]
Sent: Wednesday, January 26, 2022 11:12 AM
To: Dr. Anna Triwijayati, S.E., M.Si.
Subject: Re: Editor Decision - Accept - [EMID:e2cb89e15073ec86]

Dear Dr. Anna Triwijayati,

Please find the attached final version of the paper.
The paper will be published shortly.
We very much appreciate your patience and important contribution toward publishing your work with us.

Best Regards,

Editorial Team
Journal of Population and Social Studies
Email: jpss.ipsr@gmail.com
Web: www.jpss.mahidol.ac.th
FB: Journal of Population and Social Studies - jpss

On Tue, 25 Jan 2022 at 13:16, Dr. Anna Triwijayati, S.E., M.Si. <anna.triwijayati@machung.ac.id> wrote:

Dear: Editorial Team
Journal of Population and Social Studies

Herewith we send the revised manuscript. We made minor changes, for example: the spelling author name and affiliations. We also made changes in track changes mode.
Thank you very much

Regards

Anna Triwijayati

From: JPSS IPSR <jpss.ipsr@gmail.com>
Sent: Monday, January 24, 2022 1:42 PM
To: Dr. Anna Triwijayati, S.E., M.Si. <anna.triwijayati@machung.ac.id>
Subject: Re: Editor Decision - Accept - [EMID:e2cb89e15073ec86]

Dear Dr. Anna Triwijayati,

Please find the attached formatted paper.
Please check the spelling of authors' names and affiliations, and please proofread the paper one last time.
If you need to make any minor changes, please do so in track change mode so we can see the changes clearly.
Best Regards,

Editorial Team
Journal of Population and Social Studies
Email: jpss.ipsr@gmail.com
Web: www.jpss.mahidol.ac.th
FB: Journal of Population and Social Studies - jpss

On Thu, 20 Jan 2022 at 08:45, JPSS IPSR <jpss.ipsr@gmail.com> wrote:

Dear Dr. Anna Triwijayati,

Please find the attached further edited version.
If you have additional comments or wish to make any revision, please do so in track change mode.
Otherwise, we will begin to format and proofread the paper
Thank you very much.
Best Regards,

Editorial Team
Journal of Population and Social Studies
Email: jpss.ipsr@gmail.com
Web: www.jpss.mahidol.ac.th
FB: Journal of Population and Social Studies - jpss

On Wed, 19 Jan 2022 at 16:03, JPSS IPSR <jps.ipsr@gmail.com> wrote:

Dear Dr. Anna Triwijayati,

Thank you for pointing it out.

Please note that editing is not done yet. We are going through the paper one or two more times to ensure the highest quality of the paper.

Best Regards,

Editorial Team

Journal of Population and Social Studies

Email: jps.ipsr@gmail.com

Web: www.jpss.mahidol.ac.th

FB: Journal of Population and Social Studies - jpss

On Tue, 18 Jan 2022 at 21:05, Dr. Anna Triwijayati, S.E., M.Si. <anna.triwijayati@machung.ac.id> wrote:

Dear Editorial Team JPSS

Thank you for the language editing provided. In general, I agree with it. but there are a few questions that need confirmation. this article has a lot of phrases or words in Javanese. I see some are italic, some are not. Maybe it just needs consistency. I highlight a few inconsistent examples.

Thank you for your attention.

Regards

Anna Triwijayati

From: JPSS IPSR <jps.ipsr@gmail.com>

Sent: Monday, January 17, 2022 2:43 PM

To: Dr. Anna Triwijayati, S.E., M.Si. <anna.triwijayati@machung.ac.id>

Subject: Re: Editor Decision - Accept - [EMID:e2cb89e15073ec86]

Dear Dr. Anna Triwijayati,

Please find the attached edited version for confirmation.

If you wish to keep any of your original wordings, please provide your justification for those as well.

Thank you very much.

Best Regards,

Editorial Team

Journal of Population and Social Studies

Email: jps.ipsr@gmail.com

Web: www.jpss.mahidol.ac.th

FB: Journal of Population and Social Studies - jpss

On Sat, 8 Jan 2022 at 22:10, JPSS IPSR <jps.ipsr@gmail.com> wrote:

Dear Dr. Anna Triwijayati,

Thank you very much.

We will begin to edit the paper and will get back to you shortly.
Best Regards,

Editorial Team
Journal of Population and Social Studies
Email: jpss.ipsr@gmail.com
Web: www.jpss.mahidol.ac.th
FB: Journal of Population and Social Studies - jpss

On Fri, 7 Jan 2022 at 17:02, Dr. Anna Triwijayati, S.E., M.Si. <anna.triwijayati@machung.ac.id> wrote:

Dear
Editorial Team
Journal of Population and Social Studies

Herewith we send the attached proof of payment for language editing. Please confirm when the payment process has been received.
Thank you very much.

Regards

Anna Triwijayati

From: JPSS IPSR <jpss.ipsr@gmail.com>
Sent: Wednesday, January 5, 2022 1:30 PM
To: Dr. Anna Triwijayati, S.E., M.Si. <anna.triwijayati@machung.ac.id>
Subject: Re: Editor Decision - Accept - [EMID:e2cb89e15073ec86]

Dear Dr. Anna Triwijayati,

Please find the attached invoice for language editing as requested.
Please send us the proof of payment once you have made the transfer and we will begin to work on your paper.
Thank you very much.
Best Regards,

Editorial Team
Journal of Population and Social Studies
Email: jpss.ipsr@gmail.com
Web: www.jpss.mahidol.ac.th
FB: Journal of Population and Social Studies - jpss

On Mon, 3 Jan 2022 at 12:52, Dr. Anna Triwijayati, S.E., M.Si. <anna.triwijayati@machung.ac.id> wrote:

Editorial Team
Journal of Population and Social Studies

Thanks for the information. We are very happy receiving this news.

Regarding the language editing service offered by JPSS, we chose to use the JPSS service. Please provide us the information regarding how we should pay and bank account number.

Thank you very much.

Regards

Anna Triwijayati

From: em.jpss.0.784646.5acab7e0@editorialmanager.com
<em.jpss.0.784646.5acab7e0@editorialmanager.com> on behalf of JPSS <em@editorialmanager.com>
Sent: Monday, December 27, 2021 5:20 PM
To: Dr. Anna Triwijayati, S.E., M.Si. <anna.triwijayati@machung.ac.id>
Subject: Editor Decision - Accept - [EMID:e2cb89e15073ec86]

Ref.: Ms. No. JPASS-D-21-00262R1

Consumer values shifting in cross generation Javanese consumers in Indonesia: do young consumers still uphold local wisdom?
Journal of Population and Social Studies

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Journal of Population and Social Studies

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