

## **Paper Acceptance Letter**

February 25, 2020

Dear Agus Supandi Soegoto & Herman Karamoy

It is my pleasure to inform you that your paper entitled "Competitive Strategy Analysis to Increase Consumer Purchasing Decisions on Minimarket Business" with ID-article: 14337 has been **accepted** by Signifikan: Jurnal Ilmu Ekonomi (Journal of Economics) for Vol. 19(1), 2020.

You are also required to pay the publication fee for IDR 1,500,000 with bank transfer through Bank of Mandiri a/c. no. 164-00-0292015-7, name: Pengelola Jurnal

Etikonomi: Jurnal Ekonomi accredited by Ministry of Research, Technology, and Higher Education Republic of Indonesia No. 048a/KPT/2017 on October 30, 2017 (Valid until October 30, 2022). Etikonomi: Jurnal Ekonomi indexed by Emerging Source of Citation Index (ESCI), Asian Citation Index (ACI), DOAJ, CrossRef, Ebsco (Open Science Directory), IPI, ISJD LIPI, Moraref, etc.

Thank you very much for contributing to Etikonomi: Jurnal Ekonomi.

Regards,



M. Nur Rianto Al Arif

## REVIEW FORM

<b>Article Number</b>	ETK-14337				
<b>Title</b>	Competitive Strategy Analysis to Increase Consumer Purchasing Decisions on Minimarket Business				
<b>Criteria</b>					
<b>Criteria</b>	<b>Excellent</b>	<b>Good</b>	<b>Fair</b>	<b>Poor</b>	<b>Comments</b>
Title		v			Ok
Abstract			v		Delete → this statement: "test statistics....(F and ... 5% )"  Add the practical implication from this research
Keywords		v			Ok  Add the JEL Code
Introduction	v				Authors had explain clearly about the research gap & contribution of this research.
Methods			v		What is the reason only using 100 respondents?
Result & Discussion		v			Maybe you can add the descriptive statistics to show the respondents distribution.  Authors can add more previous studies, to strengthen the analysis.
Conclusion			v		What is the policy implication from this research?
Topic and level of formality appropriate for audience		v			
Citations & References			v		Add more references from journals, especially from international recognized journals.  Please use Mendeley for the citations and references.

Supporting data and material			v		You can add more supporting data
Language			v		Have you use native proofread to check the language?
<b>Recommended Changes</b>					
Please revise according to the above comments					
<b>Decision</b>					
<input type="radio"/> Accepted					
<input type="radio"/> Minor revision					
<input type="radio"/> Major revision					
<input type="radio"/> Rejected					

To: **Managing Editor**  
Journal of Etikonomi  
UIN Syarif Hidayatullah Jakarta.

I sent proof of bank transfer (attached) for the publication fee for IDR 1,500,000 to Bank Mandiri a/c. no. 164-00-0292015-7, name: Pengelola Jurnal.  
Thank you very much for your help and cooperation.

Regard,

Agus Supandi Soegoto

Thank you for the Editorial Team's decision on the article,  
"Competitive Strategy Analysis to Increase Consumer Purchasing Decisions on Minimarket Business".

I have revision the article and added the author as suggested.  
Now, I send back the article revision.  
Hopefully, this revision can be accepted, and request information for further.

*Success for Tim Editors & Reviewers of Jurnal Etikonomi.*  
Best regards,

Agus Supandi Soegoto

Agus Supandi Soegoto:

We have reached a decision regarding your submission to ETIKONOMI, "Competitive Strategy Analysis to Increase Consumer Purchasing Decisions on Minimarket Business".

Our decision is Revision Required. Please do your revision in a week for the final decision of your manuscript. Please also add more authors in your manuscript.

Payment of article publication fees

To: **Editor-in-Chief**

Jurnal Etikonomi

UIN Syarif Hidayatullah Jakarta.

Thank you for the Paper Acceptance Letter decision on the article, "Competitive Strategy Analysis to Increase Consumer Purchasing Decisions on Minimarket Business".

I will immediately pay the publication fee for IDR 1,500,000 with bank transfer through Bank of Mandiri a / c. no. 164-00-0292015-7, name: Journal Manager today and send the proof via Email.

*Success for Tim Editors & Reviewers of Jurnal Etikonomi.*

Best regards,

Agus Supandi Soegoto