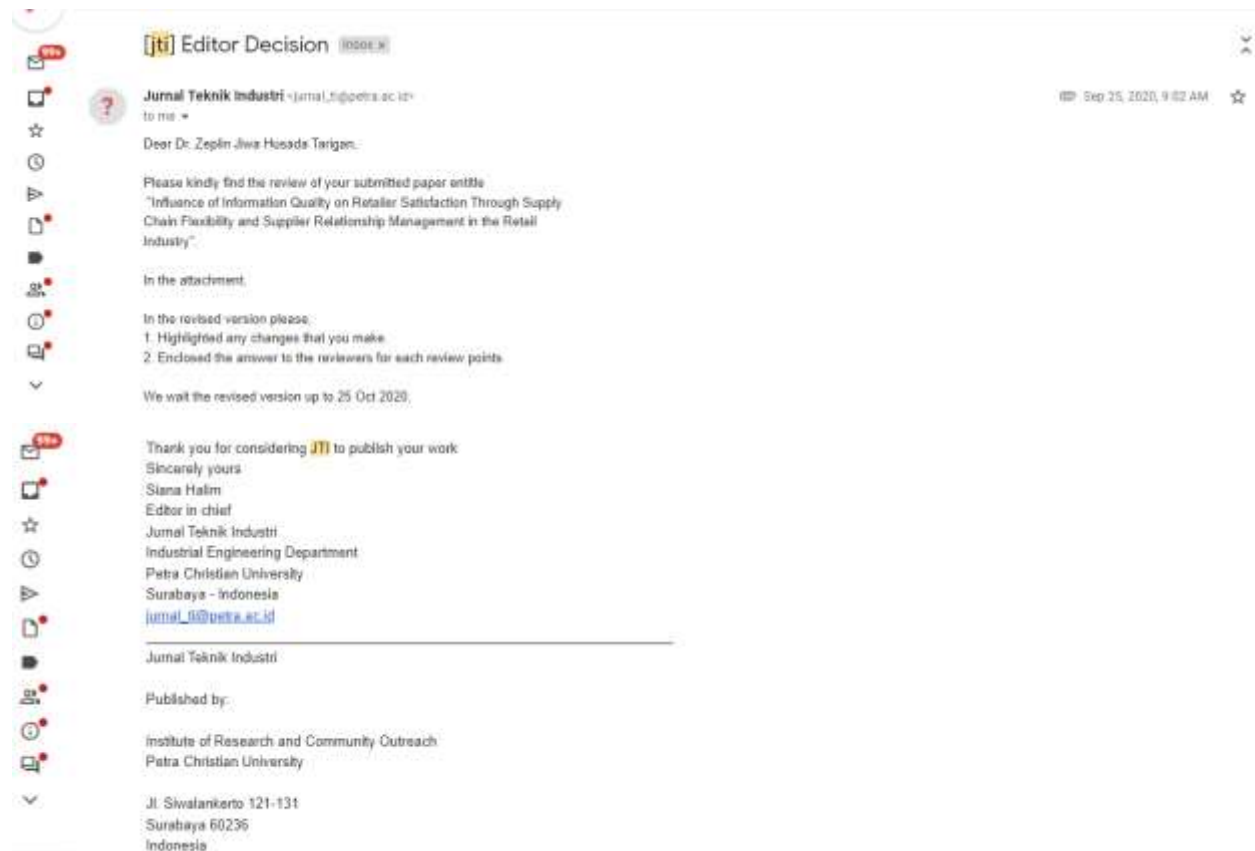


Corresponding Authors: Berjudul

Influence of Information Quality on Retailer Satisfaction Through Supply Chain Flexibility and Supplier Relationship Management in the Retail Industry

Paper Submission



For publication, this article requires major revisions, namely:

1. The object of research (unit of analysis) is not clear, in the research method it is called wholesaler while in the analysis it is mentioned as retailer. Which is true?
2. The research gap does not appear, gap among the theory of previous studies and the need for theory in building a relationship model with wholesalers for retailer satisfaction, according to the context of this study, has not been shown.
3. The unit of analysis description has not yet explained its characteristics, this is important to understand the sample and context of the object under study. The causality model that is developed should answer the needs of the object under study. Likewise, the discussion of empirical research results will be adjusted to the context of the research object.
4. The research model in the form of a series of hypotheses appeared suddenly, without adequate literature review on how the model was developed. The aspect studied is the satisfaction of retailers of MSME fast moving consumer goods, as a result of trade relations with wholesalers.

Therefore, when developing a research model, it is necessary to examine various literatures to get the relationship factors with wholesalers that have an impact on retailers' satisfaction. These relational factors are used as a hypothesis.

5. Discussion of the research results is expected to produce a supply chain model between wholesalers and retailers that can satisfy retailers, so that it has managerial contributions for wholesalers and retailers of fast moving consumer goods in Makassar city. The resulting model is also expected to add to the knowledge of the relationship between retailers and wholesalers.
6. The title of the article is not attractive, the title should be to impress the reader, not just write down what is being researched.
7. Literature review does not impress readers, not only registering the results of previous studies, there must be an extraction and synthesis process from various relevant literature to obtain important research variables, develop relevant indicators, and build hypotheses on the influence relationship among variables.
8. Goodness of fit model has not been adequately discussed.
9. The explanation of the moderation model has not been adequately explained. When the model is created, it must be explained why the moderation model was developed? During the analysis, it is necessary to explain which moderation model has more impact. Nor has the total model impact been explained.
10. Weaknesses of research and further research proposed to improve this research have not been addressed.

The screenshot shows an email thread. The first email is from Zepin Jiwa Husada Tarigan to Jurnal Teknik Industri, dated Oct 18, 2020, 5:47 PM. The content of the email is as follows:

Dear Siema Halim
Editor in chief
Jurnal Teknik Industri
Industrial Engineering Department

We have made improvements to the article according to the results of the review. We again sent two attachments, the first was the article that had been corrected and the second was the answer to each reviewer result

1. revision influence of Information Quality on Retailer Satisfaction Through Supply Chain Flexibility and Supplier Relationship Management in the Retail Industry.
2. Answer from the reviewer comments

Thank You.

Zepin Jiwa Husada Tarigan

The second email is from Jurnal Teknik Industri to me, dated Oct 23, 2020, 1:42 PM. The content of the email is as follows:

Pak Zepin,

Paper hasil revisinya kok tidak diberi highlight.
Mohon diberi highlight setiap perubahan yang telah bapak lakukan.

Terima kasih
Siema

Siema Halim
Editor in chief
Jurnal Teknik Industri-UK, Petra
<http://jurnalindustri.petra.ac.id/>

For publication, this article requires major revisions, namely:

1. The object of research (unit of analysis) is not clear, in the research method it is called wholesaler while in the analysis it is mentioned as a retailer. Which is true?

Response: *It has been fixed. The unit analysis is a retailer.*

2. The research gap does not appear, gap among the theory of previous studies and the need for theory in building a relationship model with wholesalers for retailer satisfaction, according to the context of this study, has not been shown.

Response: *It has been explained in the manuscript. This research is applied research focusing on finding out the solution to the retail industry's current problem in the context of supply chain management. The problem is the low retailer satisfaction due to the supplier's delivery could not cope with the demand fluctuation. This idea has been included in the manuscript background (yellow color)*

3. The analysis unit has not yet explained its characteristics; this is important to understand the sample and context of the object under study. The causality model that is developed should answer the needs of the object under study. Likewise, the discussion of empirical research results will be adjusted to the context of the research object.

Response: *The unit analysis is the retailer with the characteristics, namely, located in the City of Makassar and surrounding, engaged in the fast-moving consumer good, small and medium-size retailer, and annual revenue turnover Rp.300.000.000 up to Rp.2.500.000.000. It has been explained in more detailed in the method section*

4. In the form of a series of hypotheses, the research model appeared suddenly, without adequate literature review on how the model was developed. The aspect studied is the satisfaction of retailers of MSME fast-moving consumer goods as a result of trade relations with wholesalers. Therefore, when developing a research model, it is necessary to examine various literature to get related factors with wholesalers that impact retailers' satisfaction. These relational factors are used as a hypothesis.

Response: *The literature review dealing with the relationship between concepts have been added to the manuscript, and the hypothesis was developed based on previous research. It has been added a new subsection: Relationship of concept and hypothesis development*

5. Discussion of the research results is expected to produce a supply chain model between wholesalers and retailers that can satisfy retailers so that it has managerial contributions for wholesalers and retailers of fast-moving consumer goods in Makassar city. The resulting model is also expected to add to the knowledge of the relationship between retailers and wholesalers.

Response: *The managerial contribution has been added to the manuscript in the section of the discussion. The contribution to the current research on supply chain management has also been added to the manuscript. At the end paragraph of the discussion*

6. The title of the article is not attractive, the title should be to impress the reader, not just write down what is being researched.

Response: *The title is determined to reflect the substance of the study. The focus is to express how to improve retailer satisfaction through the adoption of supply chain management practices, namely, information quality, supply chain flexibility, and supplier relationship management. We decide that the title remains.*

7. Literature review does not impress readers, not only registering the results of previous studies, there must be an extraction and synthesis process from various relevant literature to obtain important research variables, develop relevant indicators, and build hypotheses on the influence relationship among variables.

Response: *The important variable has been developed based on the author's current problem in the retail industry, namely the low level of retailer satisfaction due to its supplier performance. The author tried to solve this problem by considering the previous research. Authors have investigated several previous research on how to improve retailer satisfaction. The Result is the determination of essential variables that are considered could affect retailer satisfaction. Similarly, hypothesis development has also been explored by looking at relevant previous research to support hypothesis development. Those previous research and hypothesis development has been addressed in the subsection titled: The relationship of concepts and hypothesis development. Besides, the relevant indicator development is also improved by explaining how the indicators are determined and which definitions were adopted. This explanation was addressed in the literature review and on each variable definition.*

8. The goodness of fit model has not been adequately discussed.

Response: *The goodness of fit of the model has been discussed using the predictive relevance (Q-square). The model meets the goodness of fit when the*

Q square value is approaching one. This issue is presented in the subtitle: The goodness of fit of the research model

9. The explanation of the moderation model has not been adequately explained. When the model is created, it must be explained why the moderation model was developed? During the analysis, it is necessary to explain which moderation model has more impact. Nor has the total model impact been explained.

Response: *The model of the research deals with the mediation model instead of the moderation model. The presence of the mediation role of the supplier relationship management and the supply chain flexibility have been addressed in more detail in the last section of Result and Discussion.*

10. Weaknesses of research and further research proposed to improve this research have not been addressed.

Response: *The limitation of this research has been addressed in the section of the Result and discussion. The weakness lies in the research sample that covers limited geographical areas in the city of Makassar only. This limited area coverage may result in data variance, which did not reflect the retail industry as a whole. This issue has been addressed in the last paragraph of the Result and discussion.*

Additional Note:

Authors have improved the English grammar for several items: typos, article, vocabularies, tenses, etc. The English improvement has been performed almost on each page.

THANK YOU

Zepin Jiwa Husada Tarigan <zepin@petra.ac.id>
to Jurnal

Yth. Bu Siana

Artikel yang telah kami perbaiki dan kami berikan warna kuning, mohon diformasikan apabila ada yang akan kami perbaiki lagi

Terima kasih

Zepin Jiwa Husada

2 Attachments

Jurnal Teknik Industri <jurnal.tippetra.ac.id>
to me

Ok Pak Zepin,

Saya Akim ka revisinya ya pak.

terima kasih
Siana

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JTI Editor Decision [View all](#)

Jurnal Teknik Industri <jurnal.tippetra.ac.id>
to me

Dear Dr. Zepin Jiwa Husada Tarigan

The reviewers agree with the revised version of your paper entitled:
"Influence of Information Quality on Retailer Satisfaction Through Supply Chain Flexibility and Supplier Relationship Management in the Retail Industry"

This paper will be published in **JTI**, Dec 2020

We will send your paper to the proof readers and copy editors.

Thank you for considering **JTI** to publish your work.

Sincerely yours
Siana Halim
Editor in chief
Jurnal Teknik Industri
Industrial Engineering Department
Petra Christian University
Surabaya - Indonesia
jurnal_tii@petra.ac.id

Jurnal Teknik Industri

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