



Submission 75

CITSM 2017

Conference

News


EasyChair

CITSM 2017 Submission 75

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Submission 75	
Title	Store Image for Green Product
Paper:	 (Mar 02, 10:58 GMT) (previous versions)
Author keywords	Perceived Quality Perceived Risk Store Image Customer Trust
EasyChair keyphrases	customer trust (560), store image (480), customer perceived quality (348), organic vegetable product (316), organic vegetable (290), perceived risk (260), customer perceived risk (237), perceived quality (220), organic product (200), customer behavior (150), environmental friendly product (110), increase customer (80), correlation value (70), negative correlation (70), support support support (63), positive correlation (60), study result (60), research finding (60), west java (50), perceived value (50), research model (50), customer perceived value (47), global warming issue (47), research hypothesis (40), additional value (40), research variable (40), private label (40), mediating effect (40), customer satisfaction (40)
Abstract	Nowadays, Organic vegetables as green product has not become the important attention for customer in West Java, Indonesia. This is caused by customer perceived risk for product, it still felt by customer which is the policy of price. This case impacts indirectly on customer trust. Remember that organic vegetables are dominant in Supermarket, so it is conducted the review with the focus on moderating effect of store image in the correlation of perceived quality and perceived risk for organic product with customer trust. The study conducted on 361 respondents, which is customer exists in Supermarket. Data from questionnaire that spreads to retail customer is processed by Lisrel with using analysis approach of Structure Equation Model. In testing the study result is conducted research hypothesis test. The research finding stated that store image can be mediated the correlation of perceived quality and perceived risk for organic vegetables product, in order to improve customer trust. The study result is truly encourage the effort of facing "global

Submitted	warming” issue, through the review of environmental friendly products
Last update	Mar 02, 10:49 GMT

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Reviews

Review 1	
<i>Overall evaluation</i>	<p>2: (accept) Comments:</p> <ol style="list-style-type: none"> 1. Check it back the title. Make it more specific and interesting 2. Check english writing in Abstract. Avoiding the repetition 3. Some figure are not clear. 4. Figure and table must be explained in more detail 5. It is better to show the discussion or analysis through data or graphics 6. overall ok.
<i>Attachment</i>	review.pdf

Review 2	
<i>Overall evaluation</i>	<p>0: (borderline paper)</p> <ol style="list-style-type: none"> 1. title is too general and ambiguous, really recommended to revise the title to make it more specifically describe the method, problem and evaluation. 2. research flow is also ambiguous, for example there is a literature review after result that not related to research evaluation.

Review 3	
<i>Overall evaluation</i>	<p>1: (weak accept)</p> <p>Review the paper following the IEEE proceeding template, especially the standardization of the figures and the page number.</p> <p>Review and revise the affiliation’s name following the English standardization</p> <p>The authors present the unclear problem statements, purposes and significance of the study in the introduction section.</p> <p>Give a short guideline sentence in the introduction section for making easily the readers see the logical flow of the paper.</p> <p>Language and grammar: The English may need to be checked, such as the grammar</p>

