

# BUKTI KORESPONDENSI

### Submission

**Authors** Alinanyu Tawuh Sembudo, Adja Harmauw, Endang Fatmawati, I Wayan Ruspendi Jusaid, Shajhatul Ai

**Title** PERSONAL SELLING AND DIGITAL MARKETING AS CRUCIAL FACTORS IN MAXIMIZING CUSTOMER SATISFACTION THROUGH PERCEIVED VALUE IN THE USAGE OF M-BANKING APPLICATION

**Original file** 35667863-1-581.docx 2023-11-30

**Supp. files** None [Add a Supplementary File](#)

**Submitter** Angga Endra Rastanto

**Date submitted** 2023-11-30

**Section** Articles [Change to:](#) Articles [Reset](#)

**Abstract Views** 304

### Editors

None assigned

[Reset](#) [Add Section Editor](#) [Add Editor](#) [Add Self](#)

### Status

**Status** Published | Vol 20, No 4 (2022) [Reject and Archive Submission](#)

**Issued** 2023-11-30

**Last modified** 2023-12-26

### Submission Metadata

**Edit Metadata**

**Authors**

**Name** Alinanyu Tawuh Sembudo

**Affiliation** Faculty of Economics and Business, Universitas Indonesia

**Country** Indonesia

**Bio Statement** —

**Principal contact for editorial correspondence.**

**Name** Adja Harmauw

**Affiliation** Universitas Widjagama Malang, Indonesia

**Country** —

**Bio Statement** —

**Name** Endang Fatmawati

**Affiliation** Universitas Diponegoro, Semarang, Indonesia

**Country** —

**Bio Statement** —

**Name** I Wayan Ruspendi Jusaid

**Affiliation** Universitas Dhyana Pura, Indonesia

**Country** —

**Bio Statement** —

**Name** Shajhatul Ai

**Affiliation** Miyaz University of Science and Technology, Pakistan

**Country** —

**Bio Statement** —

### Title and Abstract

**Title** PERSONAL SELLING AND DIGITAL MARKETING AS CRUCIAL FACTORS IN MAXIMIZING CUSTOMER SATISFACTION THROUGH PERCEIVED VALUE IN THE USAGE OF M-BANKING APPLICATION

**Abstract** The use of mobile banking applications supports the level of customer satisfaction of SPR Lembang Artha. The growth in the use of mobile banking shows customer satisfaction and the success of digital marketing. The research aims to find out that the relationship between personal selling and digital marketing can increase perceived value, personal selling relationships, digital marketing, and the perceived value of users of m-banking applications users. Perceived value can mediate personal selling on customer satisfaction, and perceived value can mediate digital marketing on satisfied customers. The quantitative approach is used as a research approach. Data were collected by questionnaire. The data collected were analyzed to determine the effect between variables, and the analysis technique was Partial Least Square (PLS). The research was conducted at SPR Lembang Artha. The research subjects are SPR Lembang Artha customers who use the Mobile Banking application. The object of research is a review of the effect of personal selling and digital marketing on customer satisfaction by mediating value perceptions. The sampling technique is purposive sampling. The results show that personal selling and digital marketing affect perceived value, personal selling, digital marketing, and perceived value effect satisfaction. Perceived value can mediate the effect of personal selling on customer satisfaction/users of the m-banking application. Perceived value can mediate the effect of digital marketing on customer satisfaction/users of the m-banking application. Better personal selling and digital marketing can improve customer perceptions of value. Good value perception is indicated by customer satisfaction and supports personal selling.

[Index](#)

### Publication Info

**Water Scientific**

### USER

You are logged in as... g1gh-c3122

- My Profile
- Log Out

### INFORMATION FOR AUTHOR

[Online Submissions](#)

[Author Guidelines](#)

[Download Template](#)

[Manuscript Tutorial](#)

### DOAJ

DOAJ DIRECTORY OF OPEN ACCESS JOURNALS

ASEAN CITATION INDEX

SINTA

Google

Crossref

### TOOLS

MENDELEY

- Mendeley User Guide
- Smart Citation using Mendeley

grammarly

**THOMSON REUTERS**

ENDNOTE

turnitin

### VISITOR STATISTIC

**COUNTRY** ▼ VISITOR

Indonesia	58,810
United States	6,437
Philippines	3,151
United Kingd...	2,817
Malaysia	1,602

1-4 of 172 VISIT -

### EDITOR

**Submissions**

- Unassigned (1)
- In Review (52)
- In Editing (0)
- Articles

**Issues**

- Create Issue
- Notify Issues
- Future Issues
- Back Issues

### NOTIFICATIONS

- View (2612 new)
- Manage

### JOURNAL CONTENT

Search

Search Scope: All

## Submission

Authors	Abimanyu Tuvuh Sembodo, Adya Hermawati, Endang Falmawati, I Wayan Ruspindi Junaedi, Shujahat Ali
Title	PERSONAL SELLING AND DIGITAL MARKETING AS CRUCIAL FACTORS IN MAXIMIZING CUSTOMER SATISFACTION THROUGH PERCEIVED VALUE IN THE USAGE OF M-BANKING APPLICATION
Section	Articles
Editor	None assigned
Review Version	3044-7864-1-RV.docx 2022-11-30
	Upload a revised Review Version <input type="button" value="Choose File"/> No file chosen <input type="button" value="Upload"/>
Supp. files	None

## Peer Review Round 1

[Select Reviewer](#) [View Regrets, Cancels, Previous Rounds](#)

### Reviewer A Dimas Hendrawan

Review Form	None / Free Form Review			
	Request	Underway	Due	Acknowledge
	2022-11-30	2022-11-30	2022-12-28	<input type="checkbox"/>
Recommendation	Accept Submission 2022-11-30			
Review	<input type="checkbox"/> No Comments			
Uploaded files	None			

## Editor Decision

Select decision	<input type="button" value="Choose One"/> <input type="button" value="Record Decision"/>	Section editor not yet recorded or no review file present.
Decision	None	
Notify Author	<input type="checkbox"/> Editor/Author Email Record <input type="checkbox"/> No Comments	
Review Version	3044-7864-1-RV.docx 2022-11-30	
Author Version	None	
Editor Version	None	
	<input type="button" value="Choose File"/> No file chosen	<input type="button" value="Upload"/>

## Publication Ethics

Visitor Statistic

## USER

You are logged in as... gijihcb125

- My Profile
- Log Out

## INFORMATION FOR AUTHOR

[Online Submissions](#)

[Author Guidelines](#)

[Download Template](#)

[Mendeley Tutorial](#)

## INDEX

DOAJ DIRECTORY OF OPEN ACCESS JOURNALS

ASEAN CITATION INDEX

SINTA

Google

Crossref

## TOOLS

MENDELEY

- Mendeley User Guide
- Insert Citation using Mendeley

grammarly

## Submission

Authors	Abimanyu Tuvuh Sembhodo, Adya Hermawati, Endang Fatmawati, I Wayan Ruspandi Junaedi, Shujahat Ali
Title	PERSONAL SELLING AND DIGITAL MARKETING AS CRUCIAL FACTORS IN MAXIMIZING CUSTOMER SATISFACTION THROUGH PERCEIVED VALUE IN THE USAGE OF M-BANKING APPLICATION
Section	Articles
Editor	None assigned

## Copyediting

### Copyedit Instructions

Review Metadata	Request	Underway	Complete	Acknowledge
-----------------	---------	----------	----------	-------------

1. Initial Copyedit		N/A	Complete	N/A
---------------------	--	-----	----------	-----

File: Request email cannot be sent until file is selected for copyediting in Editor Decision, Review page.

2. Author Copyedit		—	—	
--------------------	--	---	---	--

File:

3. Final Copyedit		N/A	Complete	N/A
-------------------	--	-----	----------	-----

File:

Upload file to  Step 1,  Step 2, or  Step 3  No file chosen

Copyedit Comments

## Scheduling

Schedule for publication in   Table of Contents

Published

## Layout

	Request	Underway	Complete	Acknowledge
--	---------	----------	----------	-------------

Layout Version	N/A	N/A	N/A	N/A
----------------	-----	-----	-----	-----

File: None (Upload final copyedit version as Layout Version prior to sending request)

Galley Format	File	Order	Action	Views
---------------	------	-------	--------	-------

1. PDF	<a href="#">View Proof</a>	<a href="#">3044-7865-3-PB.pdf</a>	2022-12-28	<a href="#">↑ ↓</a>	<a href="#">Edit</a>   <a href="#">Delete</a>	0
--------	----------------------------	------------------------------------	------------	---------------------	---	---

## Publication Ethics

## Visitor Statistic

## USER

You are logged in as... [gigihcb125](#)

- [My Profile](#)
- [Log Out](#)

## INFORMATION FOR AUTHOR

[Online Submissions](#)

[Author Guidelines](#)

[Download Template](#)

[Mendeley Tutorial](#)

## INDEX



## TOOLS



- [Mendeley User Guide](#)
- [Insert Citation using Mendeley](#)



### Submission

Authors	Abimanyu Tuvuh Sembhodo, Adya Hermawati, Endang Fatmawati, I Wayan Ruspindi Junaedi, Shujahat Ali
Title	PERSONAL SELLING AND DIGITAL MARKETING AS CRUCIAL FACTORS IN MAXIMIZING CUSTOMER SATISFACTION THROUGH PERCEIVED VALUE IN THE USAGE OF M-BANKING APPLICATION
Section	Articles
Editor	None assigned

### Event Log - Recent Entries

Date	User	Event	Action
2022-12-12	Angga Endre Restianto	Submission metadata updated The metadata for this article was modified by Angga Endre...	<a href="#">View</a>   <a href="#">Delete</a>
2022-12-07	Angga Endre Restianto	Submission metadata updated The metadata for this article was modified by Angga Endre...	<a href="#">View</a>   <a href="#">Delete</a>
2022-11-30	Angga Endre Restianto	Submission event The recommendation for the round 1 review of submission...	<a href="#">View</a>   <a href="#">Delete</a>
2022-11-30	Angga Endre Restianto	Review assignment accepted by proxy Angga Endre Restianto has accepted the round 1 review for...	<a href="#">View</a>   <a href="#">Delete</a>
2022-11-30	Angga Endre Restianto	Reviewer assigned to submission Mr Dimas Hendrawan has been assigned to review submission...	<a href="#">View</a>   <a href="#">Delete</a>
2022-11-30	Angga Endre Restianto	Article submitted Angga Endre Restianto has entered a new submission, ID...	<a href="#">View</a>   <a href="#">Delete</a>

[View Log](#) | [Clear Log](#)

### Email Log - Recent Entries

Date	Sender	Recipients	Subject	Action
2022-11-30	"Angga Endre Restianto"...	"Angga Endre Restianto"...	[JAM] Submission Acknowledgement	<a href="#">View</a>   <a href="#">Delete</a>

### VISITOR STATUS

#### USER

You are logged in as... **gigihcb125**

- [My Profile](#)
- [Log Out](#)

#### INFORMATION FOR AUTHOR

[Online Submissions](#)

[Author Guidelines](#)

[Download Template](#)

[Mendeley Tutorial](#)

#### INDEX



#### TOOLS



- [Mendeley User Guide](#)
- [Insert Citation using Mendeley](#)

