



**Asian Journal of Business and Accounting**  
*The Journal of the Faculty of Business and Accountancy, University of Malaya*

6<sup>th</sup> May 2020

Dr. Herning Indriastuti  
Department of Management,  
Faculty of Economics,  
Universitas Mulawarman,  
INDONESIA

Dear Dr. Herning Indriastuti,

We are pleased to inform you that the Editorial Board Members have recommended your manuscript **“ACHIEVING MARKETING PERFORMANCE THROUGH ACCULTURATIVE PRODUCTS THE CASE OF SARONG SAMARINDA”** for publication in the **13 (1), 2020** issue of Asian Journal of Business and Accountancy, University of Malaya and indexed by Web of Science Emerging Sources Citation Index, Scopes and Asean Citation Index.

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We thank you for your support,

Best wishes,

*suhana*

Dr. Suhana Mohezar Ali  
Deputy Chief Editor  
Asian Journal of Business & Accounting  
Faculty of Business & Accountancy  
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50603 Kuala Lumpur  
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We, Hering Indriastuti and Saida Zainurrosalamia, of the Department of Management, Faculty of Economics, Universitas Mulawarman, Indonesia, Jati Kasuma of the Faculty of Business and Management, Universiti Teknologi Mara Sarawak branch, Malaysia, Dio Caesar Darma of the Department of Management, Samarinda High College of Economics, Indonesia, Anusara Sawangchai of the Faculty of Management Science, Phuket Rajabhat University, Thailand (hereinafter collectively referred to as **Author**) have submitted the Manuscript entitled **ACHIEVING MARKETING PERFORMANCE THROUGH ACCULTURATIVE PRODUCT'S THE CASE OF SARONG SAMARINDA** to be published by the Faculty of Business and Accountancy, University of Malaya, 50603 Kuala Lumpur, Malaysia (hereinafter referred to as **Publisher**) for the Asian Journal of Business and Accounting (AJBA).

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Dated        day of        2020.

Signed by Authors

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Herning Indriastuti

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Jati Kasuma

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Salda Zainurrosalamia

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Dio Calsar Darma

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Anusara Sawangchai

Signed with the authority for an on behalf  
of the Faculty Business & Accountancy  
University of Malaya

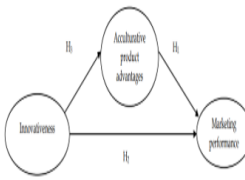
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**List of Amendments to Manuscript (For Author)**

No.	Comments & Recommendations (From Reviewer)	Amendments (From Author)
1.	Title should be Rewrite <a href="#">more-clear</a>	I have changed: Achieving Marketing Performance through Acculturative Product Advantages: The Case of Sarong <del>SAKUNDA</del>
2.	Add Research Aims	This study aims to investigate the role of acculturative product as an isolative mechanism for achieving the marketing performance of small and medium enterprises (SMEs) in Indonesia. Specifically, it focuses on the Indonesian Sarong <del>SAKUNDA</del> industry
3.	No Explanation How to analyze data	Three-hundred entrepreneurs who satisfied the identified criteria were contacted through the telephone. Information about the study was explained, and an assurance of confidentiality and voluntariness were given during the telephone conversation. Upon obtaining their consent to participate, the self-administered questionnaires were personally distributed. The completed questionnaires were collected after two days. Of the 300 questionnaires distributed, only 207 were retrieved, providing a response rate of 69 per cent.  This study performed the structural equation modelling (SEM) by using AMOS to analyse both the measurements and the structural model. Anderson and Gerbing's approach (1988) was applied where the model was tested in two steps. First, a measurement model incorporating all the constructs were tested for convergent and discriminant validity. This was to validate the psychometric

		properties of the measurements. Upon validating the measurements, a structural model analysis was performed to test the research framework and the hypotheses developed
5.	Add suggestion for next research	Second, this study provides empirical support showing the importance of the isolating mechanism as a tool in creating a competitive barrier for the industry, thereby preventing competitors from entering the market. In this regard, it would seem practical for Indonesia, as a developing country, to make attempts to integrate the concept of acculturative product as one of the country's source of income. Third, there is evidence drawn from this study to show that the entrepreneurs may gain higher marketing performance from their innovative capabilities when they also have the ability to produce a distinctive product. In fact, in a creative industry, such as Sarong Samarinda, the key factor in securing its marketing performance is by positioning its uniqueness as an acculturative product

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1.	Insert definition for acculturative product	1	Acculturation is a social, psychological, and cultural process that causes a change when two or more different cultures are assimilated. In this process, individuals adopt, acquire and adjust to a new cultural environment	3
2.	Insert a new paragraph on the past studies that have used RVB theories. This is to show that the theory is widely used. Please include studies from various countries, various sectors	2	Clearly, inadequate resources can influence firms to focus on the short-term gain rather than the long-term benefits, and this can hinder the industry from exploiting further opportunities to develop their unique offerings (Zucchella & Sjöström, 2014), hence, the RBV perspective is of use in the context of this study. It offers an opportunity for the current study to analyse how the success of small businesses are associated with internal resources and capabilities.	5
3.	Please amend according to the hypotheses. I suggest to focus only on innovativeness, acculturative product advantages and marketing performance	4	 <p>Figure 1: Research Framework Note: H<sub>3</sub> is the mediating effect.</p>	9
4.	Insert here the name of the village, if you are focusing only on few villages, and why these villages were chosen	7	Samples serving as the entrepreneurs were from Kampung Jenyon, a village in the city of Samarinda, East Kalimantan. This village was chosen because it is the centre of Sarong Samarinda's production. It has also been recognised as the icon of Samarinda city	8

5.	What does this shows? Does it shows very low revenues?	7	<p>Table 1: Respondents' Characteristics</p> <table border="1"> <thead> <tr> <th>Respondents' characteristics</th> <th>Frequency</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td colspan="3"><b>Gender</b></td> </tr> <tr> <td>Male</td> <td>198</td> <td>95.65</td> </tr> <tr> <td>Female</td> <td>9</td> <td>4.35</td> </tr> <tr> <td colspan="3"><b>Education</b></td> </tr> <tr> <td>Primary degree</td> <td>9</td> <td>4.35</td> </tr> <tr> <td>Junior high degree</td> <td>56</td> <td>27.05</td> </tr> <tr> <td>Senior high degree</td> <td>132</td> <td>63.77</td> </tr> <tr> <td>Bachelor's degree</td> <td>10</td> <td>4.83</td> </tr> <tr> <td colspan="3"><b>Establishment length in years</b></td> </tr> <tr> <td>3-7</td> <td>27</td> <td>13.05</td> </tr> <tr> <td>7.1-11</td> <td>46</td> <td>22.22</td> </tr> <tr> <td>&gt; 11</td> <td>134</td> <td>64.73</td> </tr> <tr> <td colspan="3"><b>Revenue (Rp/riyal) per month</b></td> </tr> <tr> <td>&lt;2,000,000</td> <td>38</td> <td>18.36</td> </tr> <tr> <td>2,000,000-5,000,000</td> <td>135</td> <td>65.22</td> </tr> <tr> <td>&gt;5,000,000</td> <td>34</td> <td>16.42</td> </tr> </tbody> </table>	Respondents' characteristics	Frequency	Percentage	<b>Gender</b>			Male	198	95.65	Female	9	4.35	<b>Education</b>			Primary degree	9	4.35	Junior high degree	56	27.05	Senior high degree	132	63.77	Bachelor's degree	10	4.83	<b>Establishment length in years</b>			3-7	27	13.05	7.1-11	46	22.22	> 11	134	64.73	<b>Revenue (Rp/riyal) per month</b>			<2,000,000	38	18.36	2,000,000-5,000,000	135	65.22	>5,000,000	34	16.42	11																													
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6.	Is this CR? Your CR is missing from the table. For CFA we are not only depending on the Cronbach alpha, we also need to calculate the CR.	9	<p>Table 2: Convergent Validity</p> <table border="1"> <thead> <tr> <th>Indicators</th> <th>Factor Loadings</th> <th>Cronbach alpha</th> <th>AVE</th> <th>CR</th> </tr> </thead> <tbody> <tr> <td colspan="5"><b>Product innovation</b></td> </tr> <tr> <td>Level of uniqueness</td> <td>0.71</td> <td>0.85</td> <td>0.83</td> <td>0.57</td> </tr> <tr> <td>Novelty</td> <td>0.76</td> <td></td> <td></td> <td></td> </tr> <tr> <td>Development of business opportunities</td> <td>0.76</td> <td></td> <td></td> <td></td> </tr> <tr> <td>Development of product creativity</td> <td>0.75</td> <td></td> <td></td> <td></td> </tr> <tr> <td colspan="5"><b>Acculturative product advantages</b></td> </tr> <tr> <td>Motive acculturative superior</td> <td>0.69</td> <td>0.78</td> <td>0.78</td> <td>0.59</td> </tr> <tr> <td>Pattern acculturative superior</td> <td>0.73</td> <td></td> <td></td> <td></td> </tr> <tr> <td>Design acculturative superior</td> <td>0.68</td> <td></td> <td></td> <td></td> </tr> <tr> <td>Attribute acculturative superior</td> <td>0.64</td> <td></td> <td></td> <td></td> </tr> <tr> <td colspan="5"><b>Marketing performance</b></td> </tr> <tr> <td>Depth of expected sales</td> <td>0.75</td> <td>0.87</td> <td>0.86</td> <td>0.74</td> </tr> <tr> <td>Score of sales growth</td> <td>0.81</td> <td></td> <td></td> <td></td> </tr> <tr> <td>Level of firm market share</td> <td>0.80</td> <td></td> <td></td> <td></td> </tr> <tr> <td>Overall profitability</td> <td>0.79</td> <td></td> <td></td> <td></td> </tr> </tbody> </table> <p>Note: <math>\chi^2 = 112.28</math>, <math>df = 117</math>, <math>CFI = 0.938</math>, <math>AGFI = 0.915</math>, <math>TLI = 0.991</math>, <math>CFI = 0.992</math>, <math>RMSEA = 0.025</math>, <math>CMIN/DF = 1.082</math>.</p>	Indicators	Factor Loadings	Cronbach alpha	AVE	CR	<b>Product innovation</b>					Level of uniqueness	0.71	0.85	0.83	0.57	Novelty	0.76				Development of business opportunities	0.76				Development of product creativity	0.75				<b>Acculturative product advantages</b>					Motive acculturative superior	0.69	0.78	0.78	0.59	Pattern acculturative superior	0.73				Design acculturative superior	0.68				Attribute acculturative superior	0.64				<b>Marketing performance</b>					Depth of expected sales	0.75	0.87	0.86	0.74	Score of sales growth	0.81				Level of firm market share	0.80				Overall profitability	0.79				
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