



RESPOND TO REVIEW FORM

Title	:	Unraveling the Influence of Digital Marketing, Brand Experience, and Reference Groups on University Student's OTC Medication Buying Behavior
Submission Number	:	113384
Corresponding Author	:	Prasojo Pribadi
Revision Deadline	:	

Decision	:	
Revision Guidelines: - Revise your manuscript as suggested by our Peer-reviewers - Use track change and/or different colored highlights to indicate the revision in your manuscript - Write your respond to our Reviewers on the Respond to Review Form - Upload your revised manuscript along with the Respond to Review Form to JMPF website on http://jurnal.ugm.ac.id/jmpf before the intended deadline		

Please write all comments from reviewer and your responses in the table as follow:

No.	Comments from reviewers	Author's responses
1	Need to reduce the words with the maximum 15 words	Unraveling the Determinants of University Student's OTC Medication Buying Behavior
2	Define Over-the-Counter (OTC) only upon its first mention. For all subsequent instances in the abstract, use the acronym OTC only. This improves readability and helps stay within word count limits.	Has been followed
3	Resolve the contradiction between developed and developing nations. If your study focuses on a developing country, emphasize the specific challenges there (e.g., easy access to	Has been moved to first paragraph Unlike developed countries, where access to medicines is strictly regulated and medical consultations are more readily available,

	pharmacies, economic factors, or limited professional medical consultations) from the very first paragraph.	developing countries face unique socio-economic challenges that significantly affect the use of medicines. These challenges include high costs of medicines and medical care, limited health education and knowledge, widespread availability of medicines in retail stores, sale of medicines without a doctor's prescription, weak government oversight of medicine distribution, inadequate medical facilities, and persistent poverty. Overall, these conditions facilitate the widespread use of over-the-counter (OTC) medicines without professional medical consultation in developing countries.
4	Add 1–2 sentences to clarify that a consumer's past interaction with a brand (Brand Experience) is a key determinant of trust and repeat purchase behavior	Brand experiences build long-lasting brand and customer relationships with brand trust, satisfaction, and loyalty ¹⁶ . Brand image and packaging significantly influence repeat purchase decisions. Consumers tend to repurchase these products due to their positive perception of the brand and attractive packaging design ¹⁷ .
5	Explicitly explain why university students are a crucial demographic. Highlight that they are "digital natives" who are highly exposed to online marketing and more likely to seek health information on social media compared to older generations.	Moreover, mass media plays a crucial role in the distribution of advertisements concerning OTC drugs ¹⁸ . Students, as digital natives, spend 79% of their time accessing the internet every day ¹⁹ . Students have creative, independent, and collaborative patterns in digital technology ²⁰ .
6	After establishing the unique characteristics of university students in the SOTA, state clearly that there is a lack of integrated research specifically examining this demographic's behavior toward OTC drugs in developing nations.	The lack of integrated research specifically examining this demographic's behavior toward OTC drugs in developing nations.
7	Remove repetitive definitions of Over-the-Counter (OTC). Once you have defined it in the beginning, use the acronym OTC consistently throughout the rest of the text to maintain a professional academic flow.	Has been followed
8	Merge the last two paragraphs. They currently repeat the same message about "filling the gap." Create one strong, cohesive closing paragraph	Has been followed

	that clearly states the study's purpose and its contribution to both theory and management.	
9	Reduce the use of general definitions for quantitative research. Instead, focus on why this specific design was chosen to test your hypotheses.	This study is a quantitative study with a correlational design that aims to determine the relationship between two or more variables based on numerical data analysis.
10	Maintain consistency regarding the study location. Choose either Magelang or Magelang, Central Java and use it uniformly throughout the document.	Magelang, Central Java, Indonesia
11	You mentioned distributing the survey via "WhatsApp university students' community engagement groups." Please clarify the scope: Does this include only one specific university or multiple universities across Magelang	Using university students' community of Muhammadiyah University Magelang engagement group for dissemination
12	In the Research Design section, you mention 400 respondents, but in the Data Collection section, you report 282 valid responses. Please explain what happened to the initial target.	A total of 400 questionnaires were distributed, of which 282 questionnaires were declared to meet the inclusion criteria and were suitable for further analysis.
13	Ensure consistent terminology for your variables. In the Questionnaire section, you used Reference Group, but in Data Analysis, you changed it to "Group Effect." Please stick to one term (e.g., Reference Group) throughout the paper	Has been followed
14	You mentioned Figure 3 in the text, but there appears to be only one figure in the entire paper. Please correct this citation to Figure 1 and ensure the numbering is consistent with the actual list of illustrations	Has been followed
15	Your statistical results show that Digital Marketing has no significant effect ($p = 0.241$), yet you state that The majority of study participants assert that digital marketing influences their purchasing decisions	Has been revised. The influence of pharmaceutical digital marketing on OTC buying behaviour is negligible. The findings corroborate the research conducted by Alarsali & Aghaei, which demonstrated that no significant impact of pharmaceutical digital marketing on consumer buying decision making of OTC drugs ³⁰ . Digital marketing channel has a negative relationship with consumer buying decisions ³⁴ . Digital marketing has an insignificant impact on consumer behaviour, which relates to purchasing decisions ³⁵ .

16	You might want to reconsider the phrasing of your conclusion to ensure it strictly aligns with your statistical results. Specifically, please clarify that digital marketing was not a significant factor in this study to avoid any inconsistency with your data	Has been revised. Brand experience and reference groups have a significant influence on over-the-counter (OTC) drug purchasing behaviour. Positive brand experiences play a role in building consumer trust and loyalty, while the influence of friends, family, and social environment has been proven to affect final purchasing decisions. Conversely, digital marketing does not show a significant influence on OTC purchasing behaviour in this study. These findings indicate that trust formed through direct experience and social influence are still the main factors in determining consumer behaviour, compared to exposure to digital marketing.
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STATEMENT OF ORIGINALITY

With this letter, I intend to submit my research manuscript to be published in Jurnal Manajemen dan Pelayanan Farmasi (JMPF)

Research Title : **Unraveling the Determinants of University Student's OTC Medication Buying Behaviour**

Correspondence : Prasojo Pribadi

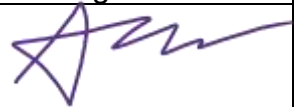
Correspondence e-mail : prasojopribadi@unimma.ac.id

Correspondence affiliation : Universitas Muhammadiyah Magelang

Regarding our submission, I propose names below as a reference to review the manuscript:

Name(s)	E-mail
1. Indriyati Hadi	indriyati@unissula.ac.id
2. Seftika Sari	seftika1987.apr@gmail.com

We would also like to state that the manuscript is original, free of plagiarism, and has never been published anywhere nor is in the process of publication in another journal. All writers/authors listed have significant contributions and have agreed to publish the manuscript in JMPF.

Contributor	Primary Roles / Contributions	Signature
Prasojo Pribadi	Model design; development of the introduction, literature review, data capture, and analysis.	
Heni Lutfiyati	Research and model design development; methodology; analysis. Finalization of the discussion and conclusion sections; review and approval of the final manuscript.	
Fitriana Yuliasuti	Research and model design development; methodology; analysis.	
Nurfina Dian Kartikawati	Research and model design development; methodology; analysis.	
Salzabella Fatma Azzahra	Data collection.	

(After being signed by all the authors, please scan the file and send it to JMPF in pdf format as Supplementary File)