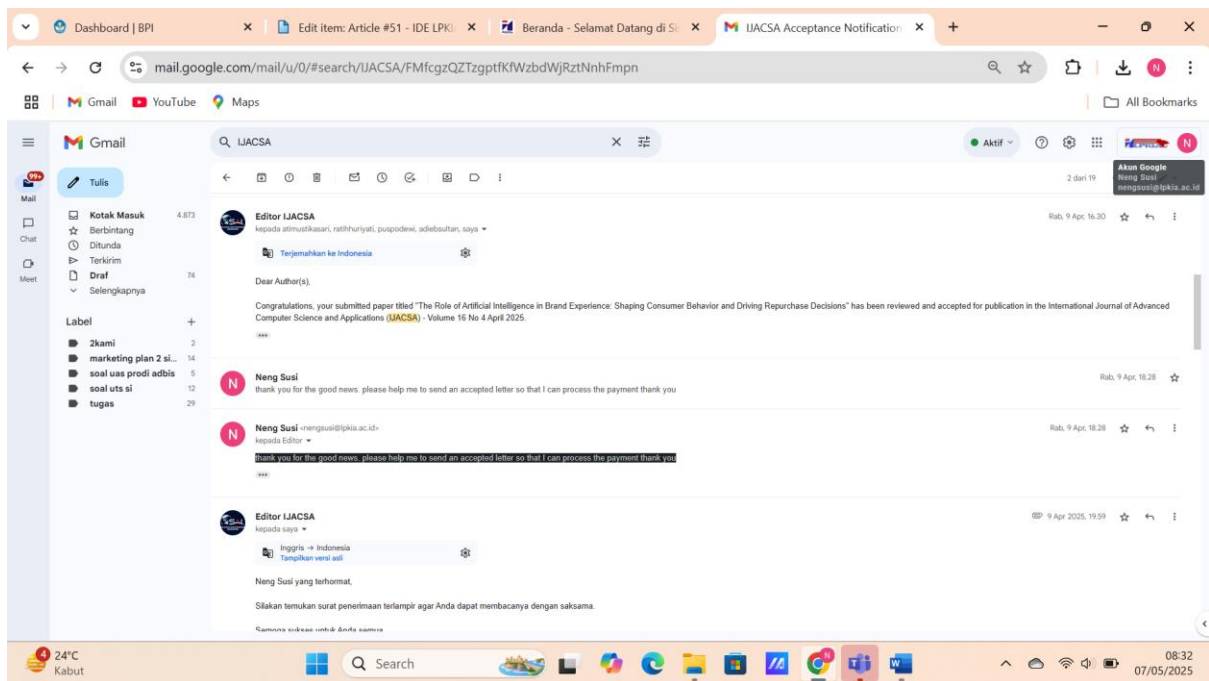
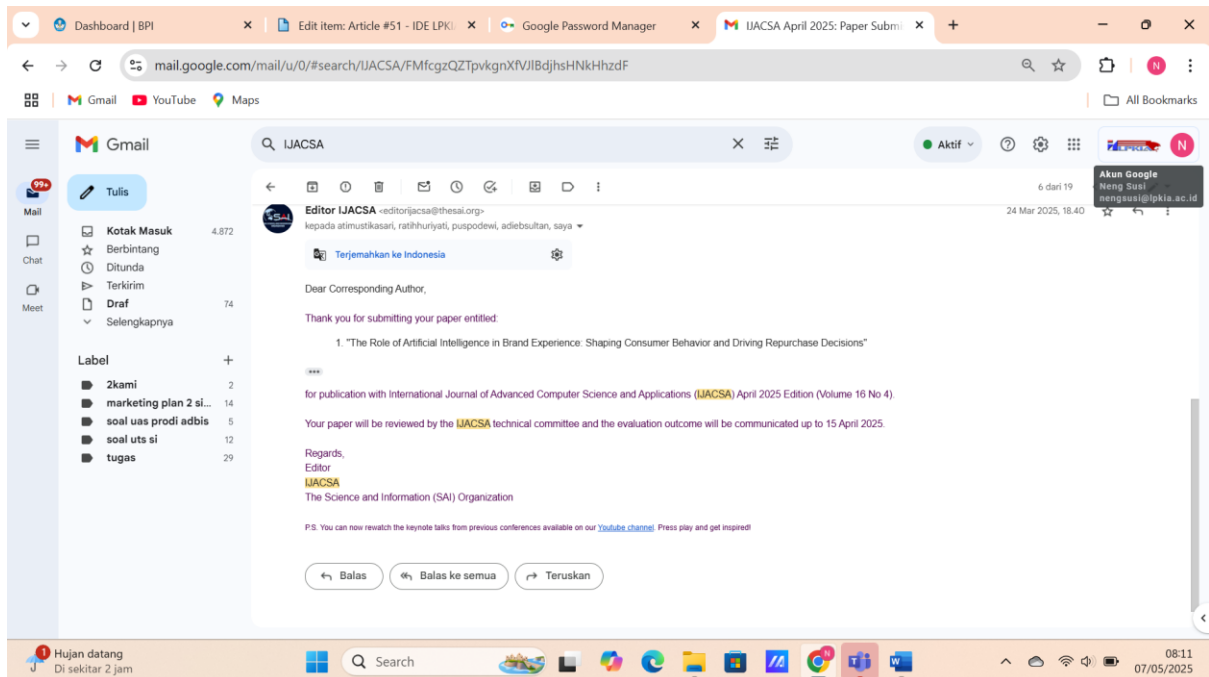
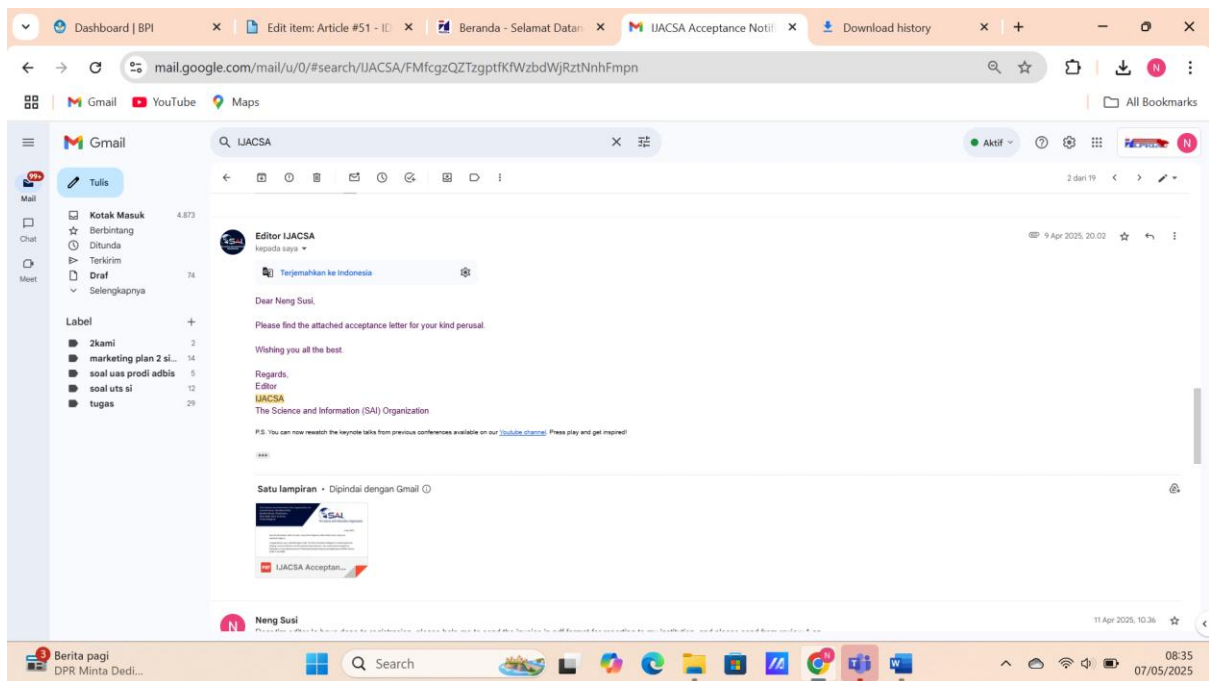


## Correspondance article the role



Accepted



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Summit House, Woodland Park,  
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United Kingdom



The Science and Information Organization

9 April 2025

Dear Ati Mustikasari, Ratih Hurriyati, Puspo Dewi Dirgantari, Mokh Adieb Sultan, Neng Susi  
Susilawati Sugiana,

Congratulations, your submitted paper titled "The Role of Artificial Intelligence in Brand Experience: Shaping Consumer Behavior and Driving Repurchase Decisions" was reviewed and Accepted for Publication in International Journal of Advanced Computer Science and Applications (IJACSA) Volume 16 No 4 April 2025.

Paper Title: The Role of Artificial Intelligence in Brand Experience: Shaping Consumer Behavior and Driving Repurchase Decisions

Authors: Ati Mustikasari, Ratih Hurriyati, Puspo Dewi Dirgantari, Mokh Adieb Sultan, Neng Susi  
Susilawati Sugiana

The acceptance of your paper for publication in IJACSA reflects the high status of your work by your fellow professionals in the field.

**Bibliographic Information**

U.S ISSN: 2156-5570(Online)

U.S ISSN: 2158-107X(Print)

Publication Frequency: Monthly

Upon publication of papers, our next steps will be to submit all published papers in International Indexes and University Libraries. Some of the indexes include Web of Science, Scopus, Inspec, Ebesco, Microsoft Academic, WorldCat. IJACSA is also indexed in the Thomson Reuters Emerging Sources Citation Index and is also listed in the Thomson Reuters Master Journal List -

<http://science.thomsonreuters.com/cgi-bin/jrnlist/jlresults.cgi?PC=MASTER&ISSN=2158-107X>

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Regards,

Managing Editor

IJACSA

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## Reviewer feed back

The screenshot shows a Gmail interface on a desktop. The browser tabs at the top include 'Dashboard | BPI', 'Edit item: Article #51 - IDE LPKI', 'Google Password Manager', and 'IJACSA April 2025 : Reviewers F...'. The address bar shows the email URL: [mail.google.com/mail/u/0/#search/IJACSA/FMfcgzQZVJwfsJXHxRHhGtlmGRgtWVjt](mailto:mail.google.com/mail/u/0/#search/IJACSA/FMfcgzQZVJwfsJXHxRHhGtlmGRgtWVjt). The Gmail sidebar on the left shows the 'Tufts' account, 'Mail' with 4,873 messages, 'Chat', and 'Meet'. The 'Label' section lists: '2kami' (2), 'marketing plan 2 si...' (14), 'soal uas prodi adbis' (5), 'soal uts si' (12), and 'tugas' (29). The main email is from 'Editor IJACSA' to 'atimutikasari, rathihuriyati, puspodewi, adiebsultan, saya' on 'Kam, 17 Apr, 20.04'. The subject is 'Terjemahkan ke Indonesia'. The body text reads: 'Dear Author, Attached, you will find the reviewer feedback for your manuscript titled "The Role of Artificial Intelligence in Brand Experience: Shaping Consumer Behavior and Driving Repurchase Decisions". Kindly revise your paper based on the provided feedback and submit the updated version formatted according to the SAI Paper format, which can be accessed here: <http://thesai.org/homeDownloads>. Submit your camera-ready paper (both .docx and .pdf files) as a reply to this email no later than April 21, 2025. If your paper is in LaTeX format, kindly provide the LaTeX source files in a zip folder along with the .pdf. \*\*\*'. Below the text are two attachments titled 'Reviewer Feedback Form'. At the bottom, a partial email from 'Neng Susi' is visible, dated '19 Apr 2025, 09.46'.



## Reviewer Feedback 2

Reviewer Feedback Form		Date
International Journal of Advanced Computer Science and Applications (IJACSA)		April 6, 2025
Paper Title	The Role of Artificial Intelligence in Brand Experience: Shaping Consumer Behavior and Driving Repurchase Decisions	
Reviewer Recommendation	Neutral	
Reviewer Ratings		
The authors contribution to the paper	Fair	
Potential interest to research community	Good	
Originality of the work	Fair	
Use of examples and illustrations	Good	
Quality of questions or problems raised by the Author	Fair	
Reader's confidence in Author's knowledge	Fair	
Formatting and Presentation	Poor	
Awareness of related work	Fair	
Scientific Impact or Practical Utility	Poor	
Citations and References	Fair	
Paper Organization	Fair	
Detailed Comments:		
The keyword 'Component' should be ignored.		
The "1. Introduction" requires more elaboration on the motivations and potential benefits of the proposed approach.		
The main contributions and their possible implications are not well presented as well.		
The research summary or the structure for the rest of the paper is missing at the end of the Introduction section.		
At the end of the Literature Review section, the authors should summarize their findings by indicating gaps or shortcomings in all the reviewed papers.		
Thereafter, the authors should indicate how their paper would address any or all of the gaps.		
Arrange subheadings. The way it is, it is very hard to read the paper.		
The research methodology needs to be clarified ensuring appropriateness and justification for the chosen methods.		
The limitation of the study must be highlighted.		
Please add comparisons in a table (or subsection) so that one could fairly compare your work with similar		

## Revisi

The screenshot shows a Gmail interface with a search bar containing "IJACSA". The left sidebar shows the "Tufts" label selected. The main content area displays an email from Neng Susi (nengsusi@ipkia.ac.id) to the Editor, dated Saturday, April 19, 2025, at 09:46. The email text reads:

Dear [Editor's Name],

I hope this email finds you well.

I am writing to submit the revised version of our manuscript titled "The Role of Artificial Intelligence in Brand Experience: Shaping Consumer Behavior and Driving Repurchase Decisions", which was previously submitted to the International Journal of Advanced Computer Science and Applications (IJACSA). We have carefully addressed all the comments and suggestions provided by the reviewers, and we believe the revised manuscript now meets the journal's standards.

In this revised version, we have made the following changes:

- Expanded the introduction to provide more context regarding the motivations and potential benefits of the proposed approach.
- Clarified the main contributions and their implications.
- Added a summary of findings and research structure at the end of the Introduction.
- Addressed the gaps identified in the literature review by providing a more detailed analysis and highlighting how our research addresses them.
- Reorganized the subheadings for better readability.
- Clarified the research methodology and highlighted the limitations of the study.

Please find the revised manuscript attached for your review. Should you need any additional information or further revisions, please do not hesitate to reach out.

Thank you for your time and consideration. I look forward to hearing from you soon.

I kindly request your assistance in adding one more author to the publication, with the following details:

Name: Leni Cahyani  
Email address: lenicahyani@telkomuniversity.ac.id.

## Revisi diterima

The screenshot shows the same Gmail interface, but the email from the Editor (Editor IJACSA) is now visible, dated Wednesday, April 23, 2025, at 11:52. The email text reads:

Dear Neng Susi,

This is to acknowledge receipt of your email. Wishing you all the best.

Regards,  
Editor  
IJACSA  
The Science and Information (SAI) Organization

P.S: You can now watch the keynote talks from previous conferences available on our [YouTube channel](#). Press play and get inspired!

Below the email, a preview of the revised manuscript is visible, titled "Revisi Artikel The...".

Terbit

The screenshot shows a web browser window with multiple tabs. The active tab is a Gmail inbox. The browser's address bar shows the URL: [mail.google.com/mail/u/0/#search/IJACSA/FMfcgzQbdrXKvwkprHwXTTDGzLPmslKk](mailto:mail.google.com/mail/u/0/#search/IJACSA/FMfcgzQbdrXKvwkprHwXTTDGzLPmslKk). The Gmail interface includes a left sidebar with navigation icons for Mail, Chat, and Meet, and a list of labels such as 'Kotak Masuk', 'Berbintang', 'Ditunda', 'Terkirim', 'Draf', 'Selengkapnya', '2kami', 'marketing plan 2 si...', 'soal uas prodi adbis', 'soal uts si', and 'tugas'. The main content area displays an email from 'Editor IJACSA' with the subject 'IJACSA Volume 16 Issue 4 April'. The email body contains the following text:

Dear Colleague,

We are delighted to present the April 2025 Issue of the International Journal of Advanced Computer Science and Applications (IJACSA). You can access the current issue here: <https://thesai.org/Publications/ViewIssue?volume=16&issue=4&code=IJACSA>

We encourage you to share this publication with your colleagues and fellow researchers to help increase readership for all articles. For future paper submissions, please refer to the [Call for Papers](#).

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- Just #published! Our #paper "[your paper title]" is now #openaccess and available to read here: [insert link to paper] #IJACSA
- Check out our #openaccess paper titled "[your paper title]" here: [insert link to paper]. Published in #IJACSA
- Our journal paper, "[your paper title]" is now published #openaccess in #IJACSA. Read it here: [insert link to paper]

**Indexing**  
Each paper published in IJACSA is assigned a unique DOI, which can be found on the article's dedicated webpage. The webpage for each published paper contains all relevant information, linked to the corresponding DOI. Please note that it may take a few days for the DOI records to be updated in CrossRef.

Papers from this journal are submitted for indexing in Scopus, Ei, Web of Science, Semantic Scholar, Inspec (IET), EBSCOhost, and Microsoft Academic Search. The indexing process typically takes about 10-12 weeks.

Wishing you all the best and hope to hear from you soon.

Regards,  
Editor  
IJACSA  
The Science and Information (SAI) Organization

The bottom of the screenshot shows a Windows taskbar with a search bar, several application icons, and a system tray displaying the temperature (24°C), location (Kabut), and time (08:25 07/05/2025).