

Your Reply

Andri Dayarana K. Silalahi 30.04.2022

Dear Editor and Reviewer Thank you for your valuable comments. We thank the reviewers for their comments and suggestions. We are confident that without the valuable input of the reviewers, we would not have realized there is much that needs to be improved on the manuscript. This manuscript represents one of the most important contributions to the development of science. The reviewers are also highly qualified and experts in their fields. Therefore, we attempt to answer every comment and suggestion made by reviewers in order to improve the quality of the manuscript as much as possible. All comments provided by reviewers have been addressed in this letter. We have also made changes to the manuscript, which have been highlighted in green. It is our hope that our responses and revisions will be satisfactory to the reviewers and editors. In response to editor and reviewer comments, we have attached a document with the title response to editor and reviewer comments to the submission system. I would like to thank you for your excellent cooperation. Best regards, Andri Dayarana K. Silalahi Corresponding author

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**— Reviewer Reports**

1 submitted

Report**Reviewer 1** 14.05.2022

Thank you once again for giving me the opportunity to review the resubmission. The authors have sufficiently incorporated my comments. The article suffices the requirements scientifically. However, I have a few comments related to its clarity and better presentation.

The authors have combined h1ab, H2ab, etc, they are required to mention in the bracket whether it's a or b for example:

H1a&b: a) Visual and b) auditory cues on the YouTube product reviews influence parasocial interactions with the YouTuber.

The same approach can be used for all of the hypotheses.

There are a few grammatical errors, the article needs to be thoroughly corrected.

The following paragraph in the methodology is based on the future tense, which suggests that the research will be done in the future, it's better to formulate in the past or present perfect tense.

"This research implements a nonprobability sampling technique and selects research participants through a purposive sampling method. The participants must have purchased a particular product based on YouTube reviews to be eligible to fill out the questionnaire. Two preliminary questions have been included in the questionnaire to ensure that participants have experience purchasing products after watching product reviews on YouTube. Participants will be asked whether they have purchased a product and the types of