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Name: Evi Rinawati Simanjuntak

Institution: Binus Business School Master Program, Bina Nusantara University

City: Jakarta Pusat

Country: Indonesia

Phone: +6282123333559

Academic Email: esimanjuntak@binus.edu

I declare, I confirm, I certify and I sign that I received substantial, important, line by line peer review with several and substantial comments, important remarks and hints from, at least, 3 Reviewers and the Assistant Editor for my paper: **The impact of soft-sell appeal in TikTok on the attitude towards the ads**, with Authors: Flavegi Monesa and Evi Rinawati Simanjuntak.

I would like to thank all the reviewers for their thoughtful comments and efforts towards improving our manuscript. We revised the manuscript with special attention to the comments that we received from **three (3)** reviewers that were experts, specialists in the area of my paper.

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I am impressed and would like to thank the WSEAS because I received substantial, important, rigorous peer review with meaningful feedback that helped me improve the manuscript to a higher quality. Initially, I was quite surprised to see 2-3 pages of review comments, and it took me quite some time to revise it accordingly. In the end, I understand that all the revisions that are required really make my paper show academic rigor. I feel grateful to have all those critics from the three reviewers.

Signature (insert an image file with scanned signature or print out the whole page, sign and scan)

A handwritten signature in black ink, appearing to be 'G. J.', written in a cursive style.

Date: 23-08-2024