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Intention to Adopt Online Food Delivery Using Augmented Reality Mobile Apps: A Perspective of SOR Framework

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Abstract—Globally, the COVID-19 pandemic has affected all sectors, including the food and beverage industry. The pandemic has changed customers' behavior from dine-in services to online food ordering systems. Technology advancements make ordering food easier with Online Food Delivery (OFD) service. However, before buying food online, consumers require a physical assessment to decide to buy the food or beverage. Augmented Reality (AR) is a popular technology to show 3D virtual elements. Meanwhile, the stimulus-organism-response (SOR) framework can be used to analyze consumers' behavior. More specifically, the SOR model has been used to evaluate the user's behavior intention to accept online shopping apps. However, in the OFD context, there is a lack of research investigating the customer's intention to use the AR app based on the SOR perspective. This study aims to assess the factors influencing consumers' intention to adopt augmented reality apps. 52 AR OFD app customers participate in this study. Partial Least Square-Structural Equation Modeling (PLS-SEM) and SMARTPLS 3 was used to analyze the research model. This study evaluated from measurement and structural model. The measurement model using factor loading, Composite Reliability (CR), Average Variance Extracted (AVE), and heterotrait-monotrait (HTMT) ratio. The structural model assessed the variance inflation factor (VIF), R2, path coefficient (β), f2, and p-value. The results showed the significance of food image on hedonic, utilitarianism, and perceived informativeness. Furthermore, hedonism was the only determinant that positively influenced the customers' intention to use the AR OFD apps.

Keywords— Augmented reality; e-commerce; mobile application; online food delivery; stimulus-organism-response.

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I. INTRODUCTION

Globally, the COVID-19 pandemic has affected the health sector and many other sectors, including the food and beverage industry. The pandemic has changed customers' behavior from dine-in services to online food ordering systems [1]. Some efforts have been made to control the virus's spread worldwide, especially in Indonesia. Many big to small restaurants have started to shift their business model to Online Food Delivery (OFD) [2]. Technology advancements make ordering food more accessible. OFD is a service for food ordering and online delivery [3]. Customers can choose and order from different variants of food and beverages with a single tap on their smartphone. OFD can be found mostly in urban cities in Indonesia, such as Jakarta, Bandung, Semarang, Yogyakarta, Surabaya, Malang, and Bali. The most popular OFD applications in Indonesia are Go Food, Grab Food, and Shopee Food. However, some restaurants use their OFD services application, such as McDonald, Pizza Hut, Domino Pizza, Hoka-Hoka Bento, and many more.

A previous study explained that many factors could affect OFD services, such as time, service, quality, price, food condition, variety of restaurant, menu, and delivery tracking [4]. Another previous study explained that visual and information design are essential aspects of food delivery [5]. Visually appealing and good information about food and beverage would influence customer purchase decisions [5]. Menus with good or attractive pictures in the application can appeal more and reduce search time [6]. So, the food or beverage with bad-quality pictures can affect customer purchase decisions. Previous research explained many obstacles in online food shopping. For example, before buying food online, customers require a physical assessment to decide to buy the food or beverage [7]. Currently, OFD service in Indonesia uses 2D pictures to visualize food and beverages in OFD services. So, customers cannot afford a physical assessment of their product.

Many companies use more 3D visuals than 2D visuals to help customers in decision-making [8]. Augmented Reality (AR) is the latest technology to show 3D virtual elements in the physical environment. AR helps many sectors to visualize 3D objects in real life. People can do real-time interactions with virtual objects. Many researchers and professionals recommend using AR to improve their marketing strategies and customer engagement [9]. It also helps online commerce to increase its sales [10]. Especially today, developer applications and smartphones in AR have significant growth. Customers can use just their smartphones for used AR. This technology also can use in the food industry. The previous study used AR to improve serving accuracy and consistency in food [11]. AR can help someone check the size of the food accurately. This technology can provide an interactive experience for the user to promote food [12]. Some mobile applications like Kabaq AR use an application to see food products. So, customers can visualize before buying food or beverages. On the other hand, AR can be an excellent tool to promote restaurants [13].

Many studies have adopted the stimulus-organism-response (SOR) model to analyze consumer behavior, technology, and psychology [8], [14]–[16]. More specifically, the SOR model has been used to evaluate the user's behavior and intention to accept online shopping apps in fashion shopping [17] and halal cosmetics [14]. However, in the OFD context, there is a lack of research investigating the customer's intention to use the AR app based on the SOR perspective. Therefore, this study assesses the factors influencing consumers' intention to adopt augmented reality apps.

II. MATERIALS AND METHOD

A. Online Food Delivery Service

Online Food Delivery (OFD) service is a platform for choosing and ordering food, payment, and monitoring our order from choosing to delivered. There are two categories of OFD service [4]—first, retailers such as McDonald's, Hoka-Hoka Bento, KFC, and Pizza Hut. Second, the category comprises multiple restaurants such as GoFood, GrabFood, Shopee Food, Klik-Eat, Raja Makan, etc. In Indonesia, OFD services proliferate. Go Food has become a market leader in OFD service, and Grab Food is in position number two as the top OFD service in Indonesia compared with others [18]. People are busier every day. They don't have time to prepare their meal or go out to buy a meal. Thus, these things make a demand on OFD service [19]. Moreover, the COVID-19 pandemic increases the demand for OFD services [1]. A study reported the total transaction of one OFD service in Indonesia, Go Food, have increased by 10 percent in April 2020 because people must dine at home [20]. This OFD service enables customers easier to buy food more through mobile apps or websites.

Nowadays, many restaurants have already used OFD services to deliver their food. As a consequence, customers have many app choices. Previous studies have investigated the factors affecting customers' intention to use OFD. Most customers were concerned about price, quality, and delivery [21]. Moreover, a study confirmed two factors affecting OFD service: direct and indirect [4]. Direct factors related to service quality, delivery time, delivery process, price, and

food conditions. Indirect factors such as menu, number of restaurants, attitude delivery service, and delivery tracking process. Meanwhile, the design was also reported to become the essential factor affecting customers use OFD services, including visual design, information design, nautical design, and collaboration design [5]. Many authors argued that product image affects the customers' decision to buy an online product [4]–[6], [22], [23]. However, a limited study focuses on food visualization affecting customers using OFD services.

B. Augmented Reality in Food

Nowadays, the use of Augmented Reality (AR) is extensive. Customers use their smart device to visualize and assess products or services instantly to create an enjoyable experience [24]. AR is an advanced technology that provides many opportunities. The popularity of AR is swiftly becoming an established research domain. Starting from education research [25] up to marketing research [8], [26], [27]. But still, slightly some research about Augmented Reality in food and beverage. However, this technology has many opportunities in the food and beverage industries [28]. A prior study explored the usage of AR to enhance customers' experience [13]. The result showed AR can lead to positive post-consumption behaviors and is important in improving customers' overall food well-being [13]. Furthermore, AR can be improved serving accuracy and consistency to support serving food accuracy [11]. In addition, AR is very helpful in improving the visual of food.

Another study explained that AR could have functioned as a digital food menu. This application can help customers visualize any food item available on the menu and save time choosing food [29]. Customers will be easier to imagine the food by looking at a 3D model. Some people often have high expectations about the meal on the menu but get disappointed after the meal is ready. AR has become good technology to visualize the menu. The actual visualization of the meal can be very helpful for a user to choose their menu [30]. Additionally, mobile AR positively affects to user's decision-making process [8].

C. S-O-R (Stimulus, Organism, Response) Theory

The S-O-R framework is a Stimulus, Organism, and Response. This model examines the relationship between input as a stimulus, process as an organism, and output as a Response [31]. Based on the previous research, the S-O-R framework was used to predict user behaviors [8], [31]–[34]. For example, technology adoption, purchase intention, and word-of-mouth were included in SOR theories [35]. In addition, previous research examined that the S-O-R framework was also used to identify OFD service [36]. Chandra argued that stimulus in OFD services includes perceived ease of use, perceived usefulness, privacy, facilitating condition, and informativeness [36].

Stimulus is the S-O-R component as a factor that incites or amplifies action [35]. Stimuli can influence the internal consumer experience to do something [8]. A previous study explained stimuli such as sensory appeal, ecological warfare, natural content, nutritional content, price, product quality attributes, social and economic environments, authentic experience, and involvement [15]. In addition, much previous

research explained that product image could affect consumers to buy online products [4]–[6], [22], [37]. Therefore, this study proposes food image construct as stimuli.

The organism is the second S-O-R component, a mediator of stimulus and response [35]. This is the individual evaluation process as stimuli they got and reaction to technology use [8], [15]. In this component, the individual analyses the stimuli or input from internal and external the processed by affective and cognitive reactions. Affective reactions are emotional responses from user interaction with technology [8]. The hedonic attitude or enjoyment is used as an affective reaction. Cognitive reactions are intellectual responses from mental process feedback [8]. Utilitarianism attitude and informativeness are used as cognitive reactions. Previous research examined hedonic, utilitarianism, and informativeness as the factors that predict consumer behavior to use AR applications [8]. Therefore, these variables are included in the proposed theoretical model.

The response is the third component, the final output from input and individual evaluation process about the use of technology [35]. The response relates to consumer behavior to continue using the app. A previous study employed intention to use as a response variable [24]. Moreover, the intention to use correlates with consumer response behavior to reuse or reuse applications [38]. Thus, this research uses the intention to use the AR OFD app to represent a response.

D. Theoretical Model and Hypotheses Development

The development of the theoretical model refers to the existing literature on AR app adoption. The model consists of four determinants (food image, hedonic, utilitarianism, perceived informativeness) and one dependent (intention to use) variable, as presented in Fig. 1. The model used the SOR framework as a basic model.



Fig. 1 The theoretical model

A menu with attractive pictures can appeal more and reduce the search time [6]. Furthermore, high-quality photos have higher enjoyment than low-quality ones [8]. The greater image quality can improve consumers' enjoyment of OFD app service. Moreover, consumers can gain more hedonic and utilitarianism with high-quality visuals [39]. The greater quality of the image affects utilitarianism and hedonism. A high-quality image can help consumers evaluate, browse, compare, and select products [39]. A menu with good-quality pictures reduces the search time for choosing the items to order [6]. It means more good quality pictures can give enough information to ensure consumers buy food or beverage. Especially using augmented reality as a food image can give more information than 2D image, such as portion size and ingredients [30]. So, food image in the OFD app

positively affects hedonism, utilitarianism, and perceived informativeness. Therefore, we hypothesize:

- H1a. Food Image in the OFD app positively affects hedonics.
- H1b. Food Image in the OFD app positively affects utilitarianism.
- H1c. Food Image in the OFD app positively affects perceived informativeness.

Hedonism is suited to the emotional and affective experience of fun or pleasure in using technology [40]. Hedonism is important in making a positive opinion of consumers [8]. The more consumers enjoy using this application, the more positive emotions they feel while using the OFD app. Hedonism needs emotional release and enjoyment to entertain consumers [8]. Creating pleasure in online shopping for consumers is important to make consumers have a positive mind to come back to using and shopping in the online store [41]. A previous study explained that hedonism positively affects intention toward using the applications. Therefore, we hypothesize H2: Hedonism positively affects the intention to use the AR OFD app.

Utilitarianism is the functional characterization of online experiences, such as app usability [14]. An overall functional benefits and sacrifices [42]. Perceived utilitarianism value relies on the accession of the benefits perceived by consumers [43]. Perceived utilitarianism has an important role in affective and cognitive states in the organism [8]. Consumers' utilitarian feelings can affect their positive feelings and desire to shop online [39]. Utilitarianism makes a feeling and evaluates the apps, which can affect the intention to use [44]. The good utilitarianism value positively affects consumers' intention to use OFD apps. Especially using augmented reality to visualize products can affect consumers' positive intention to use the app. Therefore, we hypothesize H3: Utilitarianism positively affects the intention to use the AR OFD app.

Information has an important role in consumer decision-making [8]. A prior study also explained good information could enhance consumers' decision-making [5]. Information experience from a user can affect positive feelings to purchase products [16]. Relevant information in online shopping can increase positive feelings like trust and enhance intention to use the product [5]. In this case, augmented reality has more information than 2D images. Augmented reality can give information such as portion size and ingredients [30]. The complete information given to consumers can affect positive intentions to consumers. Therefore, we hypothesize H4: Perceived informativeness positively affects the intention to use the AR OFD app.

E. Measurement

The authors developed a questionnaire from the variables used in this research. This research has five variables: food image, hedonism, utilitarianism, and intention to use OFD app. Each variable has three indicators to construct this questionnaire. Every indicator had a reference from previous research. All the statements have been modified to fit this research. The questionnaire scale item and reference are listed in Table I. The authors used a five-point Likert scale to assess the construct. The range used for this research is from 1 (strongly disagree) to 5 (strongly agree). In the first part of the

questionnaire, the participants must fill in demographic information such as gender, age, education, job, and validity in 3 months using OFD apps such as GoFood, GrabFood, Shopee Food, etc.

TABLE I
OUESTIONNAIRE SCALE ITEM

| | QUESTIONNAIRE SCALE ITEM | |
|------------------|---------------------------------|-----------|
| Variable | Scale Item | Reference |
| Food Image | Food image in apps is very | [6], [39] |
| | attractive. | |
| | Food image in apps has good | |
| | quality. | |
| | Food images in apps similar to | |
| | the original product. | |
| Hedonism | Using the AR OFD app is fun. | [45] |
| | I am very happy using the AR | |
| | OFD app feature. | |
| | Food images on the AR OFD | |
| | app make me enjoy them. | |
| Utilitarianism | I found the AR OFD app to be | [45] |
| | very easy to use. | |
| | The AR OFD app feature was | |
| | intuitive to use. | |
| | It was easy to learn how to use | |
| | the AR OFD app. | |
| Perceived | The AR OFD app provides | [45] |
| Informativeness | detailed information about the | |
| | food. | |
| | The AR OFD app provides | |
| | complete information about the | |
| | food. | |
| | The AR OFD app provides | |
| | information that helps me in | |
| | my decision. | |
| Intention to Use | I will use the AR OFD app. | [46] |
| | I will use the AR OFD app for | |
| | purchase food next time. | |
| | I will try using the AR OFD | |
| | app. | |

F. Data Collection and Evaluation

Firstly, the author created the AR OFD Apps. Figure 2 shows a screenshot from the AR OFD applications. This app was developed using Unity 2018.4.32.f1 and Vuforia version 8.3.8. First, customers found the homepage. In the homepage, they could check the homepage banner with promo buy 1 get 1. After that, they could choose food or beverage. They could choose which food or beverage they want to buy. Customers can look at the 3D images of food or beverage, description, and order the food or beverage. There were 4 3D model for the food and 4 3D model for the beverage. The AR OFD apps use a marker system using an image target from food or beverage. This application was uploaded on Google Drive. Participants could download it on their android device and try the AR OFD apps. Finally, they can fill out an online questionnaire. The questionnaire had demographic questions such as gender, age, level of education, and jobs.

PLS-SEM was used to evaluate the research model. The evaluation process consisted of two steps. The first step was the measurement model, which evaluated the factor loading of each indicator and checked both validity and reliability using Composite Reliability (CR) and Average Variance Extracted (AVE). The heterotrait-monotrait (HTMT) ratio was used to evaluate the discriminant validity of the

measurement model [47]. The second step was the structural model, which assessed the variance inflation factor (VIF), R^2 , path coefficient (β), f^2 , and p-value.

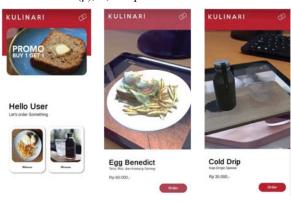


Fig. 2 AR OFD Apps

III. RESULTS AND DISCUSSIONS

The results of this research are explained in the form of a sample profile, measurement model, and structural model. The results are continued with a comprehensive discussion.

A. Sample Profile

Initially, the study obtained fifty-three participants. However, one of them was excluded because he did not use OFD apps in the last 3 months. Thus, the final sample size used in this study was fifty-two participants. The number of male and female respondents was 36 and 16, respectively. Participants were aged 18 to 39, and most participants were aged twenty. The number of participants having education level of senior high school, bachelor's degree, and master's degree are 30, 17, and 5, respectively. The characteristic of respondents' jobs varies, including students, private employees, public employees, businessmen, and others, with the majority being students. After seeing and trying the AR apps, the participants filled out the online questionnaire.

B. Measurement Model

Initially, in the measurement model, the factor loading score must be 0.708 or above, following the guideline from [47]. The results showed that all the factor loadings had been accepted with a score range of 0.759 to 0.952, as presented in Table II. The reliability of the variables was tested using Composite Reliability (CR), and the score for CR was expected to be equal to or above 0.80 [47]. Meanwhile, the Average Variance Extracted (AVE) was used to check the validity of each construct. The score for AVE should be equal to or above 0.60 [47].

TABLE II
QUESTIONNAIRE SCALE ITEM

| Constructs | Loadings |
|------------|----------|
| Food Image | |
| IMG 1 | 0.869 |
| IMG 2 | 0.757 |
| IMG 3 | 0.832 |
| Hedonism | |
| HED 1 | 0.800 |
| HED 2 | 0.895 |
| HED 3 | 0.782 |

| Utilitarianism | |
|---------------------------|-------|
| UTI 1 | 0.827 |
| UTI 2 | 0.932 |
| UTI 3 | 0.791 |
| Perceived Informativeness | |
| INF 1 | 0.869 |
| INF 2 | 0.759 |
| INF 3 | 0.794 |
| Intention to Use | |
| ITU 1 | 0.952 |
| ITU 2 | 0.869 |
| ITU 3 | 0.791 |

The results confirm that all CR scores were higher than 0.8 for each variable, with the values ranging from 0.850 to 0.905. Meanwhile, all the AVE values had greater than 0.6 for each variable having values between 0.654 and 0.763. Therefore, all the variables were valid. The results of CR and AVE can be seen in Table III.

TABLE III CR AND AVE RESULTS

| Variable | CR | AVE |
|---------------------------|-------|-------|
| Food Image | 0.860 | 0.673 |
| Hedonism | 0.866 | 0.684 |
| Utilitarianism | 0.888 | 0.726 |
| Perceived Informativeness | 0.850 | 0.654 |
| Intention to Use | 0.905 | 0.763 |

Most of the research used Cross-loadings and Fornell-Larcker to assess the discriminant validity. However, this testing was insufficient to show discriminant validity [8]. A prior study tested the discriminant validity using the heteroit-monotrait (HTMT) ratio of correlations [8]. Thus, this research used the HTMT ratio to ensure the discriminant validity of the data. The recommended value for HTMT ratio is less than 0.85 or 0.90 [47]. The results showed that all HTMT ratios were less than 0.85, which satisfied the discriminant validity. The results of the HTMT ratio are shown in Table IV.

TABLE IV HTMT RATIO RESULTS

| | HED | IMG | INF | ITU | UTI |
|-----|-------|-------|-------|-------|-----|
| HED | 1 | | | | |
| IMG | 0.656 | 1 | | | |
| INF | 0.535 | 0.699 | 1 | | |
| ITU | 0.678 | 0.503 | 0.518 | 1 | |
| UTI | 0.584 | 0.452 | 0.755 | 0.504 | 1 |

C. Structural Model

This study tested the structural model using PLS-SEM. The application used to calculate PLS-SEM is Smart PLS 3. PLS-SEM was considered a very suitable statistical tool for relationship testing. This study used p-value thresholds for the hypothesis testing: *p<0.05, **p<0.01, ***p<0.000. The results of hypotheses testing for AR that food image in the OFD app positively affects hedonism (β = 0.532, p = <0.000), utilitarianism (β = 0.360, p = <0.000), and perceived informativeness (β = 0.553, p = <0.000); H1a, H1b, H1c were supported. The relationship of hedonism positively affects intention to use AR OFD app (β = 0.431, p = <0.000); H2 was supported. Utilitarianism (β = 0.121, p > 0.05) and perceived informativeness (β = 0.170, p > 0.05) positively affect the

intention to use AR OFD app but are not significant. H3 and H4 were not supported. The results of the hypotheses are shown in Table V.

TABLE V
RESULTS OF HYPOTHESES TESTING

| | Hypothesis | Path Coeffi cient | p-value | Support for Hypotheses |
|-----|--|-------------------------|---------|---------------------------|
| H1a | Food Image -> Hedonism | 0.532 | 0.000 | Supported |
| H1b | Food Image -> Utilitarianism | 0.360 | 0.005 | Supported |
| H1c | Food Image -> Perceived Informativeness | 0.553 *** | 0.000 | Supported |
| H2 | Hedonism -> Intention to Use AR OFD App | 0.431 | 0.000 | Supported |
| НЗ | Utilitarianism -> Intention to Use AR OFD App | 0.121 | 0.483 | Not Supported |
| H4 | Perceived Informativeness -> Intention to Use AR OFD App | 0.170 | 0.261 | Not Supported |

Note: * p < 0.05; ** p < 0.01; *** p < 0.001

Then, the study checked the model's predictive power by calculating R² from the endogenous construct. The expected value for R² was not above 0.90 [47]. The results showed that all values were between 0.112 and 0.319, indicating accepted as explanatory power. Results of the R2 value showed in Table VI.

TABLE VI R² RESULTS

| Variables | R2 |
|---------------------------|-------|
| Hedonism | 0.269 |
| Utilitarianism | 0.112 |
| Perceived Informativeness | 0.292 |
| Intention to Use | 0.319 |
| UTI | 0.584 |

D. Discussion

AR has been used a lot in the online industry. This technology helps people to see an object with a 3D model. This research assesses the factors influencing consumers' intention to adopt augmented reality apps. Fig. 3 shows the results of the structural model. This research finds that when using AR OFD apps with 3D images, consumers have a positive influence and are significant to hedonism, utilitarianism, and perceived informativeness. 3D images from AR with high-quality images can gain more utilitarianism, hedonism, and perceived informativeness [46]. Consumers can enjoy AR images. With AR OFD apps, 3D food images make consumers feel useful and give more information.

The finding confirmed that hedonism was the only determinant that positively affected the intention to use the AR OFD app. Therefore, hedonism became an important variable in AR OFD apps. This is in line with previous research that hedonism has influenced the intention to use mobile apps [24], [42], [48]. The joy or pleasure took effect on consumers using AR OFD apps. Customers enjoyed and

were pleased with 3D images from AR. Customers can view a 3D image of the food or beverage they choose, and they feel more enjoyable seeing 3D images to choose which food or beverage they want to buy. This drives consumers to use and reuse AR OFD apps.

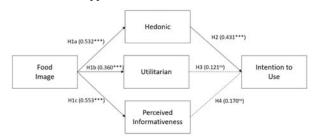


Fig. 3 Results of The Structural Model

This study failed to show the significance of both determinants, utilitarianism and perceived informativeness, on intention to use AR OFD apps (p > 0.05). The results were not in line with some prior research which confirmed that utilitarianism and hedonism were two influential variables that affect user perceptions and acceptance of online shopping [42]. The result implies that Indonesian consumers disregard the functionality and informativeness in developing their intention to use AR OFD apps.

IV. CONCLUSION

The study uses the SOR model to assess the factors influencing consumer behavior intention toward augmented reality app adoption. AR OFD apps with 3D images positively influence utilitarianism, hedonism, and perceived informativeness. Hedonism positively and significantly influences the intention to use AR OFD apps. Whereas utilitarianism and perceived informativeness did not significantly affect consumers' intention to use.

However, there are some limitations related to this study. First, the total population of this research was only 52 participants, and future research may add more participants from different cities to improve the validity. Second, this research was conducted in Indonesia, which cannot be generalized to other countries. Third, because the research model did not include moderating factors, future research can add some moderating factors such as gender, age, education, etc. Fourth, other different constructs may be added to the theoretical model to increase the explanatory power of the research.

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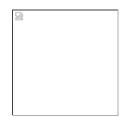


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International Journal on Advanced Science, Engineering and Information Technology 8

| COUNTRY | SUBJECT AREA AND CATEGORY | PUBLISHER | SJR 2024 |
|---|---|--|--------------------------------|
| Indonesia | Agricultural and Biological Sciences Agricultural and Biological Sciences | INSIGHT - Indonesian Society for Knowledge and Human Development | 0.177 Q4 |
| Universities and research institutions in Indonesia | (miscellaneous) | | |
| | Computer Science (miscellaneous) | | H-INDEX |
| Media Ranking in Indonesia | Engineering | | 37 |
| | Engineering (miscellaneous) | | 37 |
| | | | |
| | | | |
| PUBLICATION TYPE | ISSN | COVERAGE | INFORMATION |
| Journals | 20885334, 24606952 | 2015-2024 | Homepage |
| | | | How to publish in this journal |
| | | | ijaseit@insightsociety.org |

SCOPE

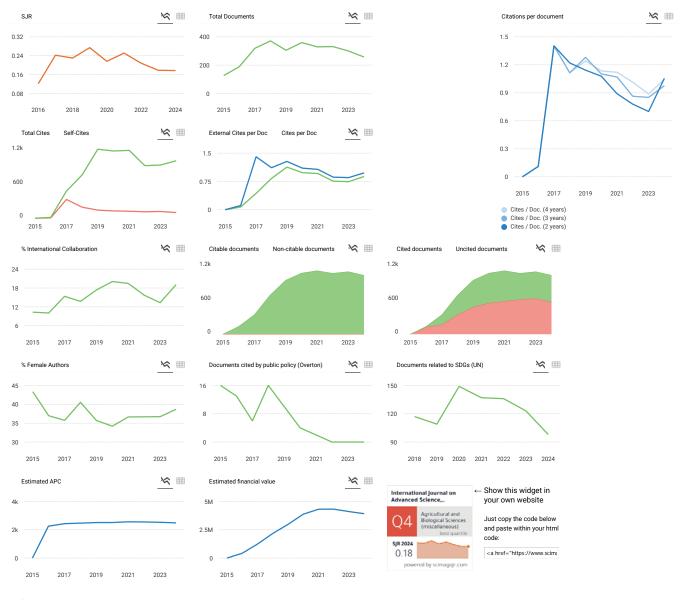
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G SCImago Graphica

Explore, visually communicate and make sense of data with our new data visualization tool.



Metrics based on Scopus® data as of March 2025



Zhang 4 months ago

Why is the quality of the journal declining every year? Are the editors of this journal primarily focused on profit? It would be beneficial for editors to implement a rigorous manuscript selection process and select high-quality reviewers.

reply



SCImago Team

F FIRAS 2 years ago

Dear Najlaa

Your article is Submitted in your scopus account from along time so you must clear this message or you can write another comment.

Thanks

reply

A Agus Haryanto 3 years ago

I see this journal has 51% quartile for engineering and 59% for agriculture since 2021. This mean q2. But in scimagojr still q3. What's wrong?

reply

IJASEIT 2 years ago

Dear sir,

Thanks for your question. Actually, it is a normal process in any kind of Journal. It depends on the number of citations, and does not indicate about the quality of journals.

Best - Editorial Board



Melanie Ortiz 3 years ago

SCImago Team

Dear Agus, Thank you for contacting us.

As you probably already know, our data come from Scopus, they annually send us an update of the data. This update is sent to us around April / May every year.

The calculation of the indicators is performed with the copy of the Scopus database provided to us annually. However, the methodology used concerning the distribution of Quartiles by Scopus is different from the one used by SCImago.

For every journal, the annual value of the SJR is integrated into the distribution of SJR values of all the subject categories to which the journal belongs. There are more than 300 subject categories. The position of each journal is different in any category and depends on the performance of the category, in general, and the journal, in particular. The distribution of Quartiles cannot be considered over the journals' total amount within a Category. In the case of SCImago, the distribution has to be considered with the formula Highest-SJR minus Lowest-SJR divided into four.

Best Regards,

SCImago Team

W Warka 3 years ago

Finally, my paper has been published in Vol. 12 (2022) Number 4.

Thank you IJASEIT editor team.

reply

P Projo Danoedoro 3 years ago

I submitted an article to this journal on June 2020 (almost 2 years ago). After 9 months, my paper had been accepted, and I was asked to pay a fee. I paid the fee immediately. However, until now my paper is not published yet, and even other papers that were accepted several months later after mine have been accepted. I have sent emails several times to the editor but until now there is no response.

reply

P Projo Danoedoro 3 years ago

Finally my paper has been published in Vol. 12 (2022) No. 3. I think the Editor has responded my complain properly. I really appreciate it. Thanks a lot! It's great.

Anyway, my complaint would not come up in this forum if the journal responded my email more quickly, so I suggested that all complaints from the accepted papers' authors should be replied ASAP.

I have been waiting for 1,6 years. Until now my paper is not published yet. The Editor said will publish in August 2022.

P Projo Danoedoro 3 years ago

Sorry, I mean "even other papers that were accepted several months later after mine have been PUBLISHED"

S shaymaa 3 years ago

i want to submit my artical

reply



Melanie Ortiz 3 years ago

SCImago Team

Dear Shaymaa, thank you very much for your comment, we suggest you look for the author's instructions/submission guidelines in the journal's website. Best Regards, SCImago Team

S SHAYMAA 3 years ago

I would like to publish in your article

reply



Melanie Ortiz 3 years ago

SCImago Team

Dear Shaymaa,

Thank you for contacting us.

We are sorry to tell you that SCImago Journal & Country Rank is not a journal. SJR is a portal with scientometric indicators of journals indexed in Elsevier/Scopus. Unfortunately, we cannot help you with your request, we suggest you visit the journal's homepage (See submission/author guidelines) or contact the journal's editorial staff, so they could inform you more deeply.

Best Regards, SCImago Team



Evi 4 years ago

Dr Nurhamidah..I sent an email for you asking about my paper which already accepted. Please check your email. It is so hard to get email replied by editors. Thank you.

reply



Evi 3 years ago

Thankfully my paper has been recently published. Thank you IJASEIT editor team.

R Rihab 4 years ago

Hello Evi,

Can you plz tell me how you submitted your paper in International Journal on Advanced Science, Engineering and Information Technology (IJASEIT) i registered for an account but there is no submission link in the website!!!!

Thank you



SCImago Team

Melanie Ortiz 4 years ago

Dear Evi,

Thank you for contacting us.

We are sorry to tell you that SCImago Journal & Country Rank is not a journal. SJR is a portal with scientometric indicators of journals indexed in Elsevier/Scopus. Unfortunately, we cannot help you with your request, we suggest you contact the journal's editorial staff, so they could inform you more deeply.

Best Regards, SCImago Team

Dr. Nurhamidah 4 years ago

Dear Sir/Madam,

Thanks for your interest to our journal. Detail information is available on our website, please follow the guidance through this link:

http://ijaseit.insightsociety.org/index.php?option=com_content

reply



Melanie Ortiz 4 years ago

,

Dear Najlaa, Thank you for contacting us.

We are sorry to tell you that SCImago Journal & Country Rank is not a journal. SJR is a portal with scientometric indicators of journals indexed in Elsevier/Scopus.

SCImago Team

Unfortunately, we cannot help you with your request, we suggest you contact the journal's editorial staff, so they could inform you more deeply.

Best Regards, SCImago Team

reply



Nuraisa 4 years ago

I have submitted a paper to IJASEIT for almost four months now. There is no further information about my submission progress. There is no response from the editorial team in all contact emails and numbers they provide on their website. Please let me know how to reach IJASEIT editorial team.

reply

D Dr. Nurhamidah 4 years ago

Dear Sir/Madam,

Thank you for submitting your manuscript to our journal. Due to the large amount of papers in queue, it delays your paper process. We apologize for any inconvenience. Please inform us your ID submission. Please, kindly contact me through this email address: nurhamidah@eng.unand.ac.id

Regards - Editorial Board. Nurhamidah



Melanie Ortiz 4 years ago

Dear Nuraisa, thank you for contacting us. Unfortunately, we cannot help you with your request. Best Regards, SCImago Team

Mohamad 4 years ago

How many days take to review the paper?

reply

D Dr. Nurhamidah 4 years ago

Dear Sir/Madam,

Thank you for submitting your manuscript to our journal. Due to the large amount of papers in queue, it delays your paper process. We apologize for any inconvenience. Please inform us your ID submission. Please kindly send the email to nurhamidah@eng.unand.ac.id. We will do the review.

Regards - Editorial Board. Nurhamidah



SCImago Team

SCImago Team

Unfortunately, we cannot help you with your request, we suggest you visit the journal's homepage or contact the journal's editorial staff, so they could inform you more deeply. Best Regards, SCImago Team



Ahmad 4 years ago

Halla

I would ask you about the rank of this journal; it is Q1or Q2.

Thx

reply

D Dr. Nurhamidah 4 years ago

Dear Mr. Ahmad,

Thank you for the question. Our Journal is Q3 right now. Last year was Q2.

Regards - Editorial Board of IJASEIT Dr. Nurhamidah

.((ō))

Melanie Ortiz 4 years ago

SCImago Team

Dear Ahmad, thank you very much for your request. You can consult that information just above. Best Regards, SCImago Team

S smegnew Asemie 4 years ago

We have a manuscript which we would like to publish in your journal. However, we were not able to send it to you because we are facing some difficulty in finding which link we should follow. We were wondering if you could help us with that. We would really appreciate it. Thanks in advance!

reply

Melanie Ortiz 4 years ago

SCImago Team

Dear Sir/Madam,

thank you for contacting us.

We are sorry to tell you that SCImago Journal & Country Rank is not a journal. SJR is a portal with scientometric indicators of journals indexed in Elsevier/Scopus. Unfortunately, we cannot help you with your request, we suggest you visit the journal's homepage or contact the journal's editorial staff, so they could inform you more deeply. Best Regards, SCImago Team

A amrin 5 years ago

selamat sore

kmren jurnal saya sudah di pulbikiasu di IJAST tapi ketika di cek wibsite scopus tidak bisa ditemukan..

mhom penjelasan.....

reply

D Dr. Nurhamidah 4 years ago

Salam pak Amrin,

Terimakasih atas pertanyaan nya.

IJAST tidak sama dengan IJASEIT. Jurnal kami terindex scopus. Silahkan bapak cek website resmi IJASEIT melalui link berikut :

http://ijaseit.insightsociety.org/

Salam hangat,

Dr. Nurhamidah

Norizan Mat Diah 4 years ago

adakah masih scopus



Melanie Ortiz 5 years ago

Dear Amrin, thank you very much for your comment. We suggest you consult the Scopus database directly. Keep in mind that the SJR is a static image (the update is made one time per year) of a database (Scopus) which is changing every day.

Best Regards, SCImago Team



Shah Mohammad Polash 5 years ago

Hi.

Thanks for writing this in-depth review.I read your website.
In fact, I found the information I was looking for in your article. It's really helpful.
I have benefited from reading your article.
Thank you very much.

reply

D Dr. Nurhamidah 4 years ago

Dear Mr. Shah Mohammad Polash,

Thanks for your testimony, We really appreciate it!

Good luck!

Regards,

Dr. Nurhamidah



Melanie Ortiz 5 years ago

SCImago Team

SCImago Team

Dear Shah, thanks for your participation! Best Regards, SCImago Team

O osfar sjofjan 5 years ago

Dear sir,

Is it possible i am publish thi journal. Please give me guidance for that,

regards osfar

reply



Melanie Ortiz 5 years ago

SCImago Team

Dear Osfar, thank you very much for your comment, we suggest you look for author's instructions/submission guidelines in the journal's website. Best Regards, SCImago Team

A Ayman Ibrahim 5 years ago

Dear Authors and SCImago Team

Please, I want to explain to everyone that there was a misunderstanding that occurred. The International Journal on Advanced Science, Engineering and Information Technology, contacted me through one of the officials and the editor-in-chief, and they clarified the matter and removed the misunderstanding and the wrong viewpoint.

Thank you for your interest. You prove to me that my perception of the Journal was wrong.

Thanks to the International Journal on Advanced Science, Engineering and Information Technology

Many thanks for SCImago Team. Please, I need to remove my previous message. My sincere greetings, good luck to all

Dr. Ayman Ibrahim

reply



SCImago Team

Dear Ayman,

Thank you for contacting us. Your post has been removed.

Best Regards, SCImago Team

asal 5 years ago

Hello

I wanna submit my manuscript to this journal but after registration, there is no submission link and also there is no provided any email address to send manuscripts, I have sent an email to the support contact of this journal but there is no response.

Anyone can help me?

reply

Tjokorda 5 years ago

go to edit profile,

down there in the middle select role as author (a litle bit in the hiden position)

after that you can do online submition

best

Tjokorda

tirta 5 years ago

i have the same experience.....no submission link.....so funny



Melanie Ortiz 5 years ago

Dear Asal,

thank you for contacting us.

Unfortunately, SCImago can not help you with your request, we suggest you contact the journal's editorial staff again, so they could inform you more deeply.

Best Regards, SCImago Team

Zhanna 5 years ago

Good day!

Is is Journal in Scopus?

reply



Melanie Ortiz 5 years ago

SCImago Team

SCImago Team

Dear Zhanna.

Thank you very much for your comment.

All the metadata have been provided by Scopus /Elsevier in their last update sent to SCImago, including the Coverage's period data. The SJR for 2019 was updated on June 2020, 11th. We suggest you consult the Scopus database directly to see the current index status as SJR is a static image of Scopus, which is changing every day. Best Regards, SCImago Team

Waspodo Tjipto Subroto 5 years ago

Dear Elena

Clarifi please, what the meaning of coverage 2015-2020? If coverage 2016-2019, what is this will be discontinued of Scopus indexed, in 2020 ?

Please clarify about coverage in Scimago.

Thanks.

reply

A Adeniyi Gbadebo omoniyi 5 years ago

Please I submitted a paper to this journal around may. I have not gotten any reply from them. Presently, I am even finding it difficult to get linked up with their tracking site. Please help me out



Melanie Ortiz 5 years ago

Dear Adeniyi,

thank you for contacting us.

We are sorry to tell you that SCImago Journal & Country Rank is not a journal. SJR is a portal with scientometric indicators of journals indexed in Elsevier/Scopus.

Unfortunately, we cannot help you with your request, we suggest you contact the journal's editorial staff, so they could inform you more deeply.

Best Regards, SCImago Team

SCImago Team

SCImago Team



Melanie Ortiz 5 years ago

Dear Waspodo, thank you very much for your comment.

SJR is a portal with scientometric indicators of journals indexed in Scopus. All the metadata have been provided by Scopus /Elsevier, including the Coverage period data. We suggest you consult the Scopus database directly as SJR is a static image of Scopus, which is changing every day.

For further details regarding this matter, please contact Scopus Support here: https://service.elsevier.com/app/answers/detail/a_id/14883/kw/scimago/supporthub/ scopus/

Best Regards, SCImago Team

H Haitham Shiaibth Chasib 5 years ago

Dear staff,I submitted my paper on 11-05-2020 till now no answer. could you please contact me with specific person about this issue?

reply

Mohammed A. 5 years ago

some time they responses after 1 year.



Melanie Ortiz 5 years ago

Dear Haitham, thank you for contacting us.

We are sorry to tell you that SCImago Journal & Country Rank is not a journal. SJR is a portal with scientometric indicators of journals indexed in Elsevier/Scopus. Unfortunately, we cannot help you with your request, we suggest you contact the journal's

editorial staff , so they could inform you more deeply.

Best Regards, SCImago Team



Henderi 5 years ago

How long peer-review process fo a paper in this journal? Please make info to me... Thank you

reply



SCImago Team

SCImago Team

Melanie Ortiz 5 years ago

Dear Henderi,

thank you for contacting us.

Unfortunately, we cannot help you with your request, we suggest you to visit the journal's homepage or contact the journal's editorial staff , so they could inform you more deeply. Best Regards, SCImago Team

Isaac Oamen Festus 6 years ago

Looking forward to submitting papers soon

reply



Melanie Ortiz 6 years ago

Dear Isaac, thanks for your participation! Best Regards, SCImago Team

F Firas K. AL-Zuhairi 6 years ago

Dear Sir.

I submitted a paper to the International Journal on Advanced Science, Engineering and Information Technology on 13-June-2019, but till now I haven't received any reply from them, I sent many emails to managing editor

Prof. Rahmat about the status of my article and he never answered about it, what shall I do?

Best Wishes

reply



Melanie Ortiz 6 years ago

SCImago Team

Dear Firas, thank you very much for your comment. Unfortunately, we cannot help you with your request, we suggest you to contact another member of the journal's editorial staff so they could inform you more deeply. Best Regards, SCImago Team



Igor 6 years ago

Qual o Qualis dessa revista?

reply



Melanie Ortiz 6 years ago

SCImago Team

Dear Igor, could you please expand your comment? Best Regards, SCImago Team



Nasyiin Faqih 6 years ago

How about the Q rank of this journal

reply

N nh 5 years ago

Q2

S suryanto 6 years ago

I have waited more than 1 year after submit a manuscript and sent some e-mail for editor but no notification about our manuscript. If the journal has abundant manuscript to be reviewed, editor should be reject it as soon as possible for convenience the authors to publish it in the other journal. Finally, I withdrew my manuscript. Bad handling for author.

reply



SCImago Team

Melanie Ortiz 6 years ago

 ${\tt Dear\ user,\ thanks\ for\ your\ participation!\ Best\ Regards,\ SCImago\ Team}$

A Amani 6 years ago

Greetings,

Do you accept manuscripts in the field of statistics

Regards,

reply



SCImago Team

thank you for contacting us.

Sorry to tell you that SCImago Journal & Country Rank is not a journal. SJR is a portal with scientometric indicators of journals indexed in Elsevier/Scopus.

Unfortunately, we cannot help you with your request, we suggest you to visit the journal's homepage (see Scope) or contact the journal's editorial staff, so they could inform you more deeply. Best Regards, SCImago Team

D Dr GSR 6 years ago

Greeting!!

Recently (on 15-07-2019) I was submitted my manuscript to this journal, today (23-09-2019) It is accepted.

I read so many mails about delay of decission on review process. It may be depending on flow of submission, availability of reviewers and many things.

Thank you for not delaying my process....

reply

T Tukang.tadah 5 years ago

May I ask how many round reviews of this journal based on your experienced?

Regard

Dr Tadah

S Susan Zwyea 5 years ago

Can you tell us what was the field of you paper

N Nh 5 years ago

Thanks, Dr. GSR!



Melanie Ortiz 6 years ago

SCImago Team

Dear user, thanks for your participation! Best Regards, SCImago Team

R Roaa hamed 6 years ago

Dear Sir,

I submitted a paper to the journal since 2/6/2018 to be reviewed, till now I haven't received any reply from them, I sent many emails to managing editor Rahmat about the status of my paper and he never answered about it. I wasted my time for a year, what shall I do?

reply

E Essam Zaneldin 6 years ago

I registered online via the journal website. I am trying to submit a paper but could not find the paper submission link. Can you please let me know how can I find the submission link.

reply

P P Naga srinivasu 6 years ago

Dear Editor IJASEIT,

I had uploaded the paper entitled "A computationally efficient Skull Scraping approach for brain MR Image" with reference number 6040 on 23 june 2018. It is more than 8 months since 0 had sent you the paper and has sent tons of mails to managing eitor Rahmat regarding the same and has never heard back from you. I take this as a platform to request you to please delete the paper from your database so that I can approach a different journal. I had wasted my time for more than 8 months. And nobody takes the responsibility of responding to the author. I am feeling sick. Please look into this matter at your earliest.

reply

Irwansyah Ramadhani 6 years ago

I have also submitted my research since Agust 18th, 2018. I have not received any review of my research

Roaa hamed 6 years ago

Dear, P Naga srinivasu

I had uploaded my paper for 9 months before and I didn't receive any answer from the editor just like you.

R Romisaa 7 years ago

Welcome,

I have sent a paper to the journal science 26/8/2018 to be reviewed, till now I haven't receive any reply from them, what shall I do?

reply

L Luca 7 years ago

Dear Researcher, I am Luca Di Nunzio of the editorial Board of IJASEIT. I apologize for the delay in the review process. In the last months there was an considerable increment of the number of submitted paper and for this reason there can be some annoyment. Please contact me at di.nunzio @ ing.uniroma2.it I will support your case.

T Toto Iswanto 7 years ago

Please kindly check in your spam. Because I've ever get same experience

W Wael Eid 7 years ago

Dear Sir,

I submitted a manuscript to International Journal on Advanced Science, Engineering and Information Technology at 30-Sep-(i.e 8 weeks ago). And according to author guidelines exists on the official website of the journal, the editor must reply after 8 weeks. Until now i did not receive any notification about the paper status. How can i contact with this journal, they do not reply any emails

And what is the period of acceptance or rejection?

They do not have any support to reply emails, How i can contact with the editor?

Any journal must support the researches by replying emails and update the official page on the social media.

Please, Give me advice and how i get a confirmation or rejection or withdraw my paper? Thanks in advance.

reply

L Luca 7 years ago

Dear Researcher, I am Luca Di Nunzio of the editorial Board of IJASEIT. I apologize for the delay in the review process. In the last months there was an considerable increment of the number of submitted paper and for this reason there can be some annoyment. Please contact me at di.nunzio @ ing.uniroma2.it I will support your case.

W Wael Eid 7 years ago

Dear Sir,

I submitted a manuscript at 30-Sep-(i.e 8 weeks ago). And according to author guidelines exists on the official website of the journal, the editor must reply after 8 weeks. Until now i did not receive any notification about the paper status.

How I can Contact with editor??

Please, I need a help. Thanks in advance.

reply

L Luca 7 years ago

Dear Researcher, I am Luca Di Nunzio of the Editorial Board of IJASEIT. I apologize for the delay in the review process. In the last months there was a considerable increment of the number of submitted paper and for this reason, there can be some annoyment. Please contact me at di.nunzio @ ing.uniroma2.it I will support your case.

J jagruti 7 years ago

what is the fees for student author and how many days they take for review and what are the indexing for paper?

reply

M mohamed 7 years ago

How much would you be rating this journal for 2018?



Elena Corera 7 years ago

SCImago Team

Please, check out our FAQs https://www.scimagojr.com/help.php?q=FAQ

A Aissa BELLAKHDAR 7 years ago

what is the period of (acceptance or rejection)?

reply



Elena Corera 7 years ago

SCImago Team

Dear Aissa,

thank you very much for your comment, unfortunately we cannot help you with your request. We suggest you check author's instructions in journal website. You can find that information in SJR website https://www.scimagojr.com

Best Regards, SCImago Team

W WAEAL 7 years ago

what is the period of (acceptance or rejection) ?

reply



Elena Corera 7 years ago

SCImago Team

thank you very much for your comment. Unfortunately, we cannot help you with your request, we suggest you contact journal's editorial staff so they could inform you more

Best regards, SCImago Team

deeply

Dear Waeal,



From Ecuador. South America. Please, what would be the electronic address to send an article

7 years ago

 $From \ Ecuador. \ South \ America. \ Please, what would be the electronic \ address \ to \ send \ an \ article$

reply



Pandu 7 years ago

http://ijaseit.insightsociety.org/



Elena Corera 7 years ago

SCImago Team

Dear user,

thank you very much for your comment. Unfortunately, we cannot help you with your request, we suggest you contact journal's editorial staff so they could inform you more deeply.

Best Regards,

J jayaramaiah v.c. 7 years ago

please let me know the publishing cost

reply



Pandu 7 years ago

12 September 2018:

Article processing charges (APCs) / Article Publication Fee: 150.00 (USD)

Source: http://ijaseit.insightsociety.org/index.php?option=com_content

SCImago Team



Elena Corera 7 years ago

Dear Jayaramaiah,

we suggest you contact the journal directly.

Best Regards, SCImago Team

Leave a comment

Name

Email (will not be published)

Submit

The users of Scimago Journal & Country Rank have the possibility to dialogue through comments linked to a specific journal. The purpose is to have a forum in which general doubts about the processes of publication in the journal, experiences and other issues derived from the publication of papers are resolved. For topics on particular articles, maintain the dialogue through the usual channels with your editor.

Developed by:

SCImago

Powered by:

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EST MODUS IN REBUS

Source details

International Journal on Advanced Science, Engineering and Information Technology

Years currently covered by Scopus: from 2015 to 2025

Publisher: Insight Society

ISSN: 2088-5334 E-ISSN: 2460-6952

Subject area: (Agricultural and Biological Sciences: General Agricultural and Biological Sciences)

Engineering: General Engineering Computer Science: General Computer Science

Source type: Journal

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CiteScore CiteScore rank & trend Scopus content coverage



Calculated on 05 May, 2025

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CiteScore 2024

1.5

SJR 2024

0.177

SNIP 2024

0.319

(i)

(i)

(i)

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CiteScore rank 2024 ①

| Category | Rank Percentile | |
|--|-----------------|------|
| Agricultural and Biological Sciences General Agricultural and Biological Sciences | #118/228 | 48th |
| Engineering General Engineering | #229/344 | 33rd |

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