

Review of: "Startup Development: SewaDia Rent Application"

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Potential competing interests: No potential competing interests to declare.

1. Abstract could have more insightful with regards to the focus of the work. I would also have liked to see mention of Sewadia rent application in the abstract, methods used to obtain data and outcomes of the research. Justification for focusing on Indonesia should also have been provided.
2. The introduction could have been stronger. In first instance, it would have been useful to define key concepts used in your work i.e rent and digital technology. The study appears to take a very generic view of these dimensions. While some context regarding Indonesia has been provided, there isn't adequate literature in which to situate the study. I would have expected to see a much more robust scrutiny of the sharing economy as well as a research question (derived from literature) that is guiding your work. This would have provided a compelling argumentation as to the research gap and the novel contribution of your study.
3. Content. While the concept of SewaDia has been reasonably explained, you have not utilized the concepts you identified in your abstract, i.e PESTEL, SWOT, IFE, and EFE to provide relevant scaffolding to your discussion. However, please note that there are better theoretical lenses to analyse the sharing economy rather than PESTEL- which is an external (macro) analysis tool.
4. The results appear to allude to a survey, but there is no information regarding this dimension i.e methodology. For example, how many informants were targeted, what sampling frame was used and what methodological approaches were considered. At present, without a clear research question and methodology, it is difficult to ascertain this paper's contribution to knowledge on the sharing economy.