

Review Form 1.7

Journal Name:	Journal of Economics, Management and Trade
Manuscript Number:	Ms_JEMT_111309
Title of the Manuscript:	The Influence of Subjective Norms and Religiosity on the Purchase Intention of Halal Products with the Mediator Variable of Consumer Attitudes
Type of the Article	Original Research Article

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PART 1: Review Comments

	Reviewer's comment	Author's comment (if agreed with reviewer, correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)
<p>Compulsory REVISION comments</p> <p>1. Is the manuscript important for scientific community? (Please write few sentences on this manuscript)</p> <p>2. Is the title of the article suitable? (If not please suggest an alternative title)</p> <p>3. Is the abstract of the article comprehensive?</p> <p>4. Are subsections and structure of the manuscript appropriate?</p> <p>5. Do you think the manuscript is scientifically correct?</p> <p>6. Are the references sufficient and recent? If you have suggestion of additional references, please mention in the review form.</p> <p><u>(Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)</u></p>	<ol style="list-style-type: none">1. The study's limitations lie in its focus on Indonesian Muslim consumers, which may limit its generalizability to a wider audience due to cultural and contextual factors affecting consumer behavior.2. Convenience sampling may introduce selection bias, as participants may not represent the broader population. The small sample size of 160 participants could enhance the robustness of the study's findings.3. The paper mentions validity and reliability testing but lacks detailed information on specific measures used for each construct. Clear documentation of measurement tools and their psychometric properties is crucial for establishing study validity and reliability.4. The research model lacks consideration for potential confounding variables or control factors, necessitating the inclusion of additional control variables to enhance the study's internal validity.5. The paper's practical implications are not fully discussed in Table 2, and a more in-depth analysis and interpretation of the results, along with their implications for businesses and policymakers, would enhance its contribution to the field.6. The paper uses the Theory of Reasoned Action (TRA) but introduces modifications without justification, requiring a more detailed explanation for its adaptation to Halal skincare products.7. The paper's language and organization need improvement for better clarity, as lengthy and complex sentences may hinder comprehension. A clear and concise presentation will enhance accessibility to a wider audience.8. The references section lacks complete information, including publication years for some sources, which is crucial for readers to explore the referenced literature.9. The conclusion suggests future research involving more male respondents but lacks a comprehensive discussion on other potential avenues, highlighting the need for more comprehensive discussions.10. The paper lacks information on its peer-review process and publication status, which is crucial for assessing the research's reliability.11. The research paper lacks a clear time frame for data collection, which is crucial for understanding the study's relevance due to evolving consumer behaviors and preferences.12. The paper uses mediation analysis to analyze consumer attitudes, but lacks a comprehensive discussion of alternative mediators, necessitating further exploration and discussion.13. The paper mentions ethical approval but lacks details on participant welfare, highlighting the need for a comprehensive discussion on ethical aspects like informed consent and data confidentiality.14. The paper lacks a detailed description of the survey instrument used for data collection, which would improve transparency in the research methodology.15. The study on Indonesian Muslim consumers could benefit from a deeper understanding of cultural factors influencing Halal skincare product consumption, as cultural dynamics are complex.16. The research paper lacks explicit discussion on external validity, which would enhance its practical implications by providing insights into the study's generalizability beyond specific conditions.17. The research uses quantitative methods and overlooks the potential benefits of qualitative approaches, suggesting a mixed-methods design could offer a more comprehensive understanding of consumer behavior in Halal skincare products.18. The paper's academic value could be enhanced by integrating the study's findings with existing research, ensuring clear alignment and contribution to existing knowledge.19. The introduction lacks a compelling hook, and the paper could benefit from a more engaging narrative emphasizing the research problem's significance and potential impact,	<ol style="list-style-type: none">1. Quite a few studies use the size of a country as the scope of research, even narrowing it down to just provinces or districts. This choice can allow other researchers to conduct research with relatively similar themes to establish the research model.2. Quite a few studies use the size of a country as the scope of research, even narrowing it down to just provinces or districts. This choice can allow other researchers to conduct research with relatively similar themes to establish the research model. Meanwhile, the number of samples available is based on the opinion of Hair et al.3. In our opinion, we have included the validity and reliability measures on page 6.4. We did not include control variables; our research variables were already well-established. We emphasize the interrelationships between variables, which are still under-researched.5. We have added paragraphs on pages 8 and 96. We have made revisions on page 2.7. We have made revisions to some necessary sections.8. We have rechecked, and all the information, including the publication year, is complete.9. We have added statements to the sample explanation [Page 6] and conclusion [Page 9].10. This article is original research. When submitting articles to this journal, this status has been conveyed in the grouping of articles.11. We have added an explanation on page 612. We have added an explanation of this attitude mediation variable in the TRA section [page 2] and in the results and discussion [pages 8-9].13. We have included acknowledgments, originality of data, and contribution to research and article creation when submitting the article.14. We have included a reference to the questionnaire used on page 6.15. Yes, we agree. That's why we took the research population in Indonesia.16. We have added a statement to the results and discussion section [page 6].17. Yes, we agree. But from the beginning, we emphasized quantitative research only, which is based on TRA and some previous similar research.18. We have done so in the results and discussion section [pages 8-9].19. We have included it in the last paragraph of this introduction [page 2].

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	enhancing its appeal.	
Minor REVISION comments 1. Is language/English quality of the article suitable for scholarly communications?	Need rephrasing	We have revised
Optional/General comments	No	

PART 2:

	Reviewer’s comment	Author’s comment <i>(if agreed with reviewer, correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)</i>
Are there ethical issues in this manuscript?	<i>(If yes, Kindly please write down the ethical issues here in details)</i>	We guarantee that there are no ethical issues in the research process or the publication.