

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

Review Form 1.7

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,	

Review Form 1.7

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

PART 2:

	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)
Are there ethical issues in this manuscript?	(If yes, Kindly please write down the ethical issues here in details)	

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