



SDI Review Form 1.6

Journal Name:	Asian Journal of Advances in Agricultural Research
Manuscript Number:	Ms_AJAAR_68683
Title of the Manuscript:	ANALYSIS OF CONSUMER PREFERENCE LEVEL IN BUYING DECISION MAKING PROCESSED FISH PRODUCTS IN BEKASI(CASE STUDY OF BANDAR DJAKARTA RESTAURANT, BEKASI)
Type of the Article	Case study

General guideline for Peer Review process:

This journal's peer review policy states that **NO** manuscript should be rejected only on the basis of '**lack of Novelty**', provided the manuscript is scientifically robust and technically sound. To know the complete guideline for Peer Review process, reviewers are requested to visit this link:

(<http://www.sciencedomain.org/journal/10/editorial-policy>)



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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)
Compulsory REVISION comments	<p>1. Introduction: This is scanty, does not captures key variables of the research topic. It needs to be expatiated and incorporate relevant studies in the research area especially in Indonesia, other Asian and African countries. Unless the author wants to exert that this study is the first of its kind in this aspect of research topic.</p> <p>2. Method: The heading here should be materials and methods or Research methodology</p> <p>i. What sampling techniques and procedures adopted for this study to select sample respondents?</p> <p>ii. Type of data collected and sources of data?</p> <p>iii. what is your sampling frame from which to know the number of respondents to be selected?</p> <p>iv. what method of sampling selection was used to picked the respondents?</p> <p>3. Results and Discussion:</p> <p>i. This section is mainly to present the results and discussed it. However, the author was telling the story of a restaurant and how it operates. This is not needed here rather can comes up in research methodology if so wishes.</p> <p>ii. From what is presented here, the author research interest was based on only one restaurant from which customers patronized for processed fish products.</p> <p>iii. Are u telling us that there is only one restaurant in the whole study area that engaged in processed fish products?</p> <p>iv. Definitely, this is homogenous data set with similarities of interest.</p> <p>Table 1: There is no column that showed the number of respondents that preferred each fish product.</p> <p>All tables heading should be interpreted in English language for proper understanding for large audience</p> <p>Table 2: the author wrote: each product observed was significantly different from the table at a significant level of 95%. What does this sentence mean? For purpose of clarity and research result, the interpretation should not be ambiguous. Please, recast the sentence as a researcher that is appealing to the large audience or end users of research.</p> <p>Table 6. what did the author mean by X2 is calculated to be greater than X2 table. This is not a good presentation of Chi-square test of significant. For avoidance of doubt this should be written as follows: X² calculated is greater than X² tabulated. Please use this description to correct similar result in Table 7 and 8</p> <p>4. Conclusion: conclusion should not be numbered. It is one paragraph sentences that summarised the key findings of the research</p>	
Minor REVISION comments		
Optional/General comments	The paper should be subjected to English language editing to correct grammatical errors	



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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?	<i>(If yes, Kindly please write down the ethical issues here in details)</i>	

Reviewer Details:

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