

Review Form 1.7

Journal Name:	Asian Journal of Education and Social Studies
Manuscript Number:	Ms_AJESS_111974
Title of the Manuscript:	ANALYSIS OF MARKET ORIENTATION AND ENTREPRENEURSHIP ON SME PERFORMANCE THROUGH PRODUCT INNOVATION
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>Yes</p> <p>Title is ok but may consider Market Orientation, Entrepreneurship, and SME Performance: The Role of Product Innovation This revision maintains clarity while reducing the length slightly. Ultimately, the choice of title depends on your preferences and the specific emphasis you want to convey</p> <p>The abstract provides a concise overview of the study, outlining the aims, study design, methodology, key results, and conclusions. However, it can be enhanced by providing a bit more detail in certain areas and improving the clarity of expression</p> <p>Subsection Headings The subsection headings are clear and relevant. However, consider using a consistent format for these headings. For example, in the "Research Hypothesis Testing Results" section, author have both "Direct Effect" and "Indirect Effect" as subsections, but they are not formatted consistently.</p> <p>Results and Discussion Integration The transition between results and discussion is somewhat abrupt. Consider creating a more seamless transition, such as summarizing key results before delving into detailed discussions. This will help readers to easily grasp the main findings before understanding their implications.</p> <p>Figures and Tables: Ensure that figures and tables are appropriately referenced in the text. For instance, in the "Fig. 2 Inner Model Path Diagram," provide a brief explanation in the text about what the figure depicts. Additionally, ensure consistency in formatting and labeling of figures and tables.</p> <p>Discussion Section The discussion section is well-organized, presenting interpretations and comparisons with relevant literature. To further strengthen this section, consider incorporating more discussions around the variability in results. Discuss any unexpected findings, potential reasons for variations, and implications for the overall research.</p> <p>Conclusion Section: The conclusion section is concise and summarizes the key findings. Consider including a brief mention of the study's limitations and suggestions for future research to provide a more comprehensive conclusion.</p> <p>Grammar and Language: Check for consistent grammar usage throughout the document. For instance, in the abstract, "Oktober" should be corrected to "October."</p>	

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6. Are the references sufficient and recent? If you have suggestion of additional references, please mention in the review form.

(Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)

The provided write-up appears to be generally scientifically correct in terms of presenting a research study and its findings. It follows a standard structure with sections for introduction, methodology, results, discussion, and conclusion. The use of SmartPLS for data analysis in the field of entrepreneurship and innovation is appropriate.

The references is sufficient

Here are additional suggestions

Introduction

You might want to consider providing a brief definition or clarification of what SMEs are, especially for readers who might not be familiar with the term.

Make sure to introduce the specific focus of your study (crabmeat processing SMEs) earlier in the introduction to give readers a clear understanding of the context.

SMEs in Indonesia

When discussing the importance of SMEs in Indonesia, you may provide some concrete examples or case studies to illustrate their impact.

Some statistical information earlier in the introduction to emphasize the scale and significance of SMEs in Indonesia will be wonderful.

Challenges Faced by SMEs

For better flow, consider transitioning more smoothly from the general importance of SMEs to the specific challenges faced by them, especially in Indonesia.

The challenges mentioned (weak performance, low competitiveness) could be discussed in more detail with examples or case studies.

Internal and External Weaknesses of SMEs

The section discussing internal and external weaknesses of SMEs is informative, but it might benefit from a more structured presentation. Consider breaking it down into distinct subsections for internal and external factors.

Provide specific examples or case studies to illustrate the challenges mentioned.

Role of Entrepreneurship and Market Orientation

Elaborate on the role of entrepreneurship and market orientation in SMEs. Provide more examples or specific strategies that SMEs can employ to enhance these aspects.

Crabmeat Processing SMEs in South Sulawesi

The list of SMEs in Table 1 is a valuable addition to your study. Consider providing a brief overview or analysis of this data to connect it with the subsequent discussions.

Data Analysis

Provide more details about why Partial Least Square (PLS) was chosen as the data analysis technique. This will help readers understand the appropriateness of the chosen method for your research.

If possible, provide some recommendations for policymakers or SME owners based on your findings.

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<p>Minor REVISION comments</p> <p>1. Is language/English quality of the article suitable for scholarly communications?</p>	<p>Overall the language and grammar is ok, but theres some area to consider editing here are some of the suggestion</p> <p>Grammar 1 "Data processing techniques using Partial Least Square (PLS) 3.2.9 to design a model..." Suggested write up: "Data processing techniques using Partial Least Squares (PLS) 3.2.9 were employed to design a model..."</p> <p>Grammar 2 "This becomes the basis for SMEs to develop product innovations that are relevant and attractive to customers." Suggested: "This forms the basis for SMEs to develop product innovations that are relevant and attractive to customers."</p> <p>Grammar 3 "The significance value of the parameter coefficient can be calculated using the bootstrapping method, Bootstrapping in this test is carried out using a sub-sample with a significance level of 0.1." Suggested: "The significance value of the parameter coefficient can be calculated using the bootstrapping method. Bootstrapping in this test is carried out using a sub-sample with a significance level of 0.1."</p> <p>Grammar 3 "The results of this study provide practical implications for SMEs managing crab in South Sulawesi Province." Suggested: "The results of this study offer practical implications for SMEs managing crab in South Sulawesi Province." Plus few other that you might want to improve.</p>	
<p>Optional/General comments</p>		

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

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