

## Review Form 1.7

Journal Name:	<a href="#">Asian Journal of Economics, Business and Accounting</a>
Manuscript Number:	<b>Ms_AJEBA_116688</b>
Title of the Manuscript:	
Type of the Article	

### **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:

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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><b>Compulsory</b> REVISION comments</p> <ol style="list-style-type: none"> <li>1. <b>Is the manuscript important for scientific community?</b> (Please write few sentences on this manuscript)</li> <li>2. <b>Is the title of the article suitable?</b> (If not please suggest an alternative title)</li> <li>3. <b>Is the abstract of the article comprehensive?</b></li> <li>4. <b>Are subsections and structure of the manuscript appropriate?</b></li> <li>5. <b>Do you think the manuscript is scientifically correct?</b></li> <li>6. <b>Are the references sufficient and recent? If you have suggestion of additional references, please mention in the review form.</b></li> </ol> <p><b><u>(Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)</u></b></p>	<p><b>My comment here is a thorough.</b></p> <p>The introduction provides good context about maritime transportation and the role of the SABUK NUSANTARA 68 passenger ship. However, some sentences are quite long and could be broken down for better readability. The literature review section summarizes relevant prior studies well, but some transitions between different studies could be improved for better flow.</p> <p>1. Methodology:</p> <p>The methodology is clearly described, including details on sample selection, data collection, and analysis techniques like the Likert scale and Importance-Performance Analysis (IPA). This section is well-written and follows a logical structure. The use of established methods like IPA and their alignment with service standards from the Indonesian Ministry of Transportation adds credibility to the research approach.</p> <p>2. Results &amp; Discussion:</p> <p>The presentation of respondent demographics (age and gender) is clear and relevant to the study's context. The analysis of performance levels, importance levels, and service attribute ratings is well explained and supported by appropriate figures and tables. The Importance-Performance Analysis (IPA) and the resulting quadrant analysis are conducted systematically, and the interpretation of quadrants for prioritizing improvements is sound. Some paragraphs in this section could be broken down into smaller paragraphs for better readability and flow.</p> <p>3. Conclusion:</p> <p>The conclusion effectively summarizes the key findings, including the overall satisfaction level and the need for cleanliness improvement on the ship. The recommendations for the service provider to enhance specific service attributes and continuously assess and improve service quality are well-supported by the study's findings. The conclusion could be made more impactful by highlighting the broader implications of the research for the maritime transportation industry or related sectors.</p> <p>4. Language and Writing:</p> <p>The language used in the paper is generally clear and appropriate for scholarly communication, with a few exceptions where sentences could be simplified or rephrased for better clarity. There are some minor grammatical errors and inconsistencies in the use of abbreviations/acronyms that should be addressed. The paper could benefit from a more concise and straightforward writing style in some sections, avoiding unnecessarily complex phrasing.</p> <p>Overall Structure:</p> <p>The overall structure of the paper, with sections for Introduction, Methodology, Results &amp; Discussion, and Conclusion, is appropriate and follows a logical flow. Headings and subheadings are used effectively to organize the content and guide the reader. The use of figures, tables, and visual aids is appropriate and enhances the presentation of results and findings.</p> <p>5. Grammatical Errors:</p> <p>"Ships function as maritime transportation modes, allowing for inter-island travel for diverse purposes." Suggested correction: "Ships function as modes of maritime transportation, allowing for</p>	

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	<p>inter-island travel for various purposes." "The route of PASSENGER SHIP SABUK NUSANTARA from Padang to Mentawai is outfitted with facilities adhering to international standards, fabricated from iron and engineered to endure waves measuring up to three meters in height." Suggested correction: "The route of the PASSENGER SHIP SABUK NUSANTARA from Padang to Mentawai is equipped with facilities adhering to international standards, constructed from iron and engineered to withstand waves up to three meters high."</p> <p>6. Wordiness and Redundancy:</p> <p>"The Passenger Ships SABUK NUSANTARA 68 serves as a maritime transport vehicle under the ownership of the Indonesian National Shipping Limited Liability Company (PT) (PELNI)." Suggested revision: "The SABUK NUSANTARA 68 passenger ship is owned and operated by the Indonesian National Shipping Company (PT PELNI)." "Despite this, complaints regarding the quality of sea transportation services have been voiced by passengers." Suggested revision: "However, passengers have voiced complaints about the quality of sea transportation services."</p> <p>7. Unclear or Ambiguous Statements:</p> <p>"Functioning as a passenger ship, it operates between Padang City and Mentawai Island." Suggested clarification: "As a passenger ship, it operates between Padang City and the Mentawai Islands." "The study's outcomes were evaluated across various dimensions, including: 1. Safety; 2. Security and Convenience; 3. Affordability; and 4. Equality." Clarify what is meant by "Equality" in this context.</p> <p>8. Inconsistent Use of Acronyms/Abbreviations:</p> <p>Ensure consistent use of abbreviations like "PT PELNI" throughout the paper after introducing them initially.</p> <p>9. Formatting and Structure:</p> <p>Check for consistent use of heading levels and formatting throughout the paper. Ensure that figures and tables are properly labeled and referenced in the text.</p> <p>10. Language and Style:</p> <p>Consider using more concise and straightforward language where appropriate, avoiding unnecessarily complex phrasing. Review the use of passive voice and consider rephrasing some sentences in active voice for better clarity.</p>	
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<b>Minor</b> REVISION comments		
1. Is language/English quality of the article suitable for scholarly communications?		
<b>Optional/General</b> comments		

**PART 2:**

	<b>Reviewer's comment</b>	<b>Author's comment</b> (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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