

Review Form 1.7

Journal Name:	Asian Journal of Economics, Business and Accounting
Manuscript Number:	Original Manuscript_AJEBA_117724
Title of the Manuscript:	Increasing Sales by Using Root Cause Analysis for Support Business Process Improvement
Type of the Article	

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>(Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)</p>	<p>1. The manuscript appears to be important for the scientific community, particularly for researchers and professionals in business management, sales, and process improvement.</p> <p>2. The title of the article should highlight the main purpose of this paper, not the conclusion. This study is to analyse the sales problem of the company, suggest changing to "Analyzing Sales Challenges with Root Cause Analysis to Enhance Business Process Improvement".</p> <p>3. The data used in this study is the annual branch sales report recapitulation data. The measurement taken is the percentage increase in sales at the four branches for three years, starting from 2019 to 2022. If this study involves the use of secondary data in your analysis, it should be mixed method approach (qualitative and quantitative). Please justify.</p> <p>4. Under section 2.1.2 Root Cause Analysis (RCA), paragraph 1, line 4-5, stating that ... there are many tools used to find root causes, including: The Five Why's; The Fishbone Diagram (Ishikawa Diagram); The Logic Tree; and The Logic Tree. The last two options are repetitive, please revise.</p> <p>5. There are variety of tools in root cause analysis which are useful such as Pareto Charts, why the Five Why's Diagram, Ishikawa Fishbone Diagram and the Logic Tree are selected? Any advantages of these tools which outperform the others?</p> <p>6. The abstract of the article is unclear. How many informants have been involved in this study?</p> <p>7. The subsections and structure of the manuscript need improvement. For instance, Figure 5 is unclear and involve Malay language which is not consistent with this article (only English).</p> <p>8. Figure 9, Problem Weighting Standard of XYZ Company is not clear, the figure need to be revised.</p> <p>9. The manuscript is scientifically correct.</p> <p>10. Please include some up-to-date literature, up to 2023 or 2024.</p> <p>11. The sources of the Figure(s) need to be stated clearly.</p>	
<p>Minor REVISION comments</p> <p>1. Is language/English quality of the article suitable for scholarly communications?</p>	<p>12. The English quality of the article need improvement. Suggest to find a professional proofreader to do the Editing and Proofreading.</p>	
<p>Optional/General comments</p>		

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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>	

Reviewer Details:

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