

Review Form 1.6

Journal Name:	Asian Journal of Agricultural Extension, Economics & Sociology
Manuscript Number:	Ms_AJAEES_76690
Title of the Manuscript:	FACTORS AFFECTING CONSUMER DECISIONS IN CONSUMING COFFEE IN SURABAYA, SIDOARJO AND GRESIK.
Type of the Article	Original Research 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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Review Form 1.6

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 style="text-align: center;">Abstract</p> <p>The purpose of this study is to analyse the factors that influence influencing consumers decisions in consuming coffee in coffee consumption by the consumers in Surabaya, Sidoarjo and Gresik.</p> <p>Suggestions:</p> <ul style="list-style-type: none"> • Make it clear whether these places Surabaya, Sidoarjo and Gresik are districts or any random places • Which country these places belong? • What is the year or month of study? • Why you have chosen these places? <p>Selected location of the research was chosen purposively, considering that Surabaya, Sidoarjo and Gresik are nearby regions. The sampling technique used in this study is accidental sampling, with the number of respondents as many as 90, with Surabaya as many as 30 respondents, Sidoarjo 30 respondents and Gresik 30 respondents. The data that has been obtained is then analysed using Warp PLS version 6.0. The results showed that the personal factor variables (age, occupation, income, lifestyle, education), social environmental factors (reference group, family), psychological factors (motivation, perception, attitude), and cultural factors (values, habits, popular culture) can influence consumers decision to buy coffee drinks.</p> <p>More suggestions in this section</p> <p>Better to include and improve following things in this section.</p> <ul style="list-style-type: none"> • You have just mentioned that personal, psychological and cultural factors influence consumers decision to buy coffee but it is not clear that how they influene. What is the nature of influence? Is it significant or non significant? Is it positive or negative? • What is the suggestion to other researchers from your study? • Some serious grammatical errors are also seen. Better to polish it. <p>Research methods</p> <p>The research was conducted in July – September 2020, in three cities, namely the city of Surabaya, Sidoarjo, and Gresik ofcountry name. Clarify which countries these cities belong? It will be helpful for international readers.</p> <p>Location selection is based on consideration of easiness</p> <ul style="list-style-type: none"> • In what respect selecting these place is easy? • In my opinion, selecting the places of easy access despite of research of objective is not good reason/logic for the research because the finding from this study may mislead other researchers in globe. • Researcher's biasness in selecting location of study is clearly visible. <p>to access location so that research can be monitored and controlled more quickly and efficiently. The sampling technique used in this study is non-probability sampling, namely accidental sampling. Sugiyono (2017), stated that Accidental Sampling is a technique to determine sample</p>	

Review Form 1.6

	<p>based on coincidence. There were 90 respondents in this research. 30 respondents in Surabaya, 30 respondents in Sidoarjo and 30 respondents in Gresik. The collected data was then analyzed using Warp PLS.</p> <p>Conclusion</p> <p>Based on the results of the study, it can be concluded that personal factor variables (age, occupation, income, lifestyle, education), social environmental factors (reference group, family), psychological factors (motivation, perception, attitude), and cultural factors (values, habits, popular culture) influence consumers to decide to buy coffee drinks.</p> <p><u>Suggestions:</u></p> <ul style="list-style-type: none"> No any concluding remarks are seen. <p>Your conclusion must give answer of following questions.</p> <ul style="list-style-type: none"> What are the major findings of your study? How your findings of your study seen? Compare your findings with the findings of study by other researchers in similar themes. If your findings differs or support with other findings in study of similar themes than justify your findings. In last line of conclusion section, give suggestions to other researcher <p><u>More:</u></p> <p>Improve your grammar and polish your languages in conclusion section and other sections accordingly.</p>	
Minor REVISION comments		
Optional/General comments		

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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