

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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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	<ul style="list-style-type: none"> The author needs to revise and improve English language and punctuation throughout the manuscript. In the last paragraph of the introduction part, the author needs to explain the gap in knowledge and research before writing the aim. The method section lacks the details about data (like questionnaire) included in results and discussion. For instance, there is no table or data showing variables of personal factor (age, occupation, income, lifestyle, education), social environmental factors (reference group, family), psychological factors (motivation, perception, attitude), and cultural factors (values, habits, popular culture) that consumer use to decide to buy coffee drinks. The author should include limitations of the present study (such as sample size, or lack of any data supporting their results) before conclusion section. 	
Minor REVISION comments	<p>INTRODUCTION PART</p> <ul style="list-style-type: none"> In the sentence "This makes the coffee retail market in Indonesia is one of the fastest growing" replace "is" by "as". The sentence "The more critical consumers today in choosing the desired product to be consumed, then this condition must be addressed by companies engaged in services and both drink and food products" is not clear for the readers and must be rephrased. The references used within the text such as "Suroto, Fanani and Nugroho (2013)" and "Deliana, Hapsari, Andriani and Trimo (2018)", should follow a specific format such as Suroto and colleagues or Suroto et al. The sentence "factors which influence consumer purchasing decisions are the level of coffee income, price coffee and duration of coffee consumption", needs punctuation and grammar correction. 	
Optional/General comments	Literature review: it is preferable to use recent references not older than 2010 and replace them with new ones if any.	

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>	

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