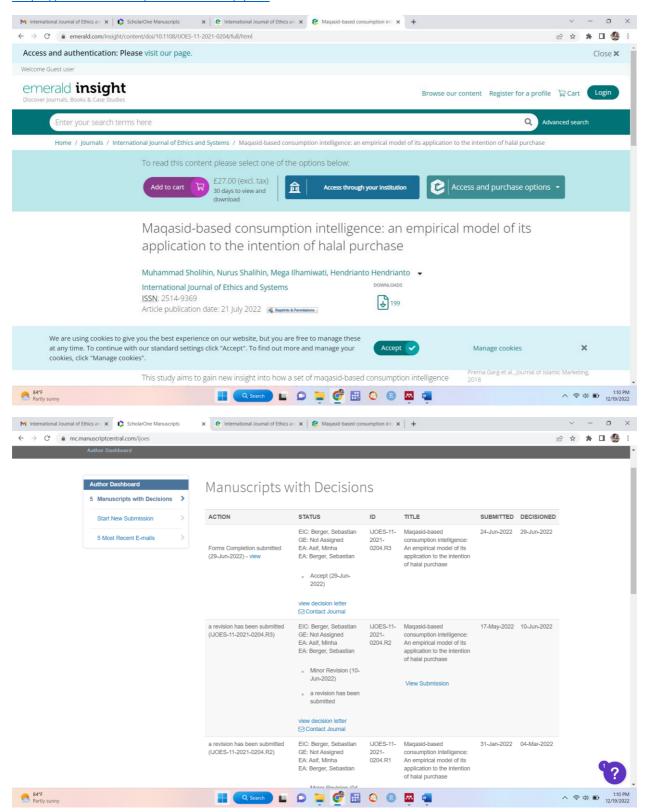
JURNAL INTERNATIONAL JOURNAL OF ETHICS AND SYSTEMS

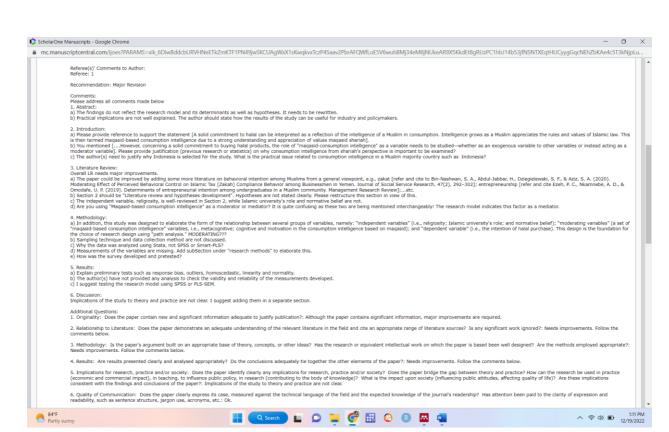
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a) The findings do not reflect the research model and its determinants as well as hypotheses. It needs to be rewritten.
b) Practical implications are not well explained. The author should state how the results of the study can be useful for industry and policymakers 84°F Partly sunny 👭 🔾 Search 🔲 🔎 📜 🤣 🖽 🚳 🔞 🚾 ^ � Ф) ■ 1:11 PM



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Comments: This is an interesting manuscript but needs much improvements.

Additional Questions:

1. Originality: Does the pager contain new and significant information adequate to justify publication?: The pager titled, "Magasid-based consumption intelligence: An empirical model of its application to the intention of halal purchase" is a quantifable setuly aimed to prove Magasid-based consumption intelligence theory through intentional halal purchase. This is an interesting study but with number of serious issues to be addressed before final publications.

2. Relationship to Literature: Does the paper demonstrate an adequate understanding of the relevant literature in the field and cite an appropriate range of literature sources? Is any significant work ignored?: Literature review needs much improvements. Overall, the literature presented in the manuscript seems partially inline with the study. More specific literature may be added to strengthen this segment.

Additionally, improvements are needed like:

Literature presented in the manuscript seems partially inline with the study. More specific literature may be added to strengthen this segment.

Additionally, improvements are needed like:

Literature courses. The manuscript seems partially inline with the study. More specific literature may be added to strengthen this segment.

Line 6: "Nevertheless, it takes at least a few variables to understand how individuals choose halal products, It is no exaggeration then that some social scholars understand "intentional halal purchase" through varied and dynamic variables religiosity, subjective norms, and attitudes (Endri et al., 2002; widyanto and Sitohang, 2021; 'unuse et al., 2014). It is just that there are no scholars who try to identify how the role and relationship of the variable "magasid-based consumption intelligence" or intentional halal purchase. "Therefore, in this section, several theoretical foundations are reviewed, which are dutinous event as lossosisms, which include: (1) religiosity to "hala purchase" (Haque et 2019); (2) elaborates "planned behavior theory" and its relationship with halal purchase (Khibran, 2019; Rachbini, 2018); and (3) the concept of "magasid-based consumption intelligence (MCI)," especially the concept of variables attached

The complete paragraph lacks clarity. For instance, which few variables are needed to understand.....? and the last line of the paragraph shows "maqaaid-based consumption intelligence " whereas 2.3 shows "Consumption-Based Maqasid Intelligence: framework and its concept" [Sigure 1 also needs attention. The text in the figure seems missing (attitude towards the.....?) and spellings need alignment. I recommend rewriting of literature review. Moreover, it would be much better for the reader to understand if the literature is presented in the form of a table. Table 1 also needs to be inline with the journal standard format.

assor a saw neess to se nime with the journal standard format.

A Methodology. It is the paper's approach appropriate base of theory, concepts, or other ideas? Has the research or equivalent intellectual work on which the paper is based been well designed? Are the methods employed appropriate?:
Writesp for this manuscript needs rigorous improvements.

Line 43, page 72, "Chebifin (2004) confirms one belief that "past handysis" is one of the powerful approaches in statistics because it is equipped with a "path diagram," so it is pretty helpful as a description tool, even this approach can produce something more than expected (Loeblin, 2004). The view of Loeblin (2004) confirms one thing, "when a researcher wants to use path analysis as an approach, it is necessary to design an initial model, which describes the direction of the relationship between variables." This principle is then applied to the study to be carried out, related to the neith etheory of "magasodbased consumption intelligence" or "the intention of nabla purchase" among the millennial generation (i.e., students at Starmic universities in informess).

In this study, the data were collected from Muslim responders only and in an Islamic state. My question here is whether the responders had option to buy products other than halal? If no, then buying halal products was the only option to avail. In this study, the

Line 17, page 9: There was only one responder aging 35 years. If the difference between the first maximum and second maximum is greater, then this responder could have been treated as outlier.

4. Results: Are results presented clearly and analysed appropriately? Do the conclusions adequately tie together the other elements of the paper?: The tables in result section are not inline with the standard format as that of the journal.

Line 33, page 10: The heading at point 4.2 needs attention

5. Implications for research, practice and/or society: Does the paper identify clearly any implications for research, practice and/or society? Does the paper bridge the gap between theory and practice? How can the research be used in practice (economic and commercial impact), in teaching, to influence public policy, in research (contributing to the body of knowledge)? What is the impact upon society (influencing public attitudes, affecting quality of life!)*. Are these implications consistent with the findings and conclusions of the paper? Conclusion of the study needs to be phrased in the light of the outcomes. What did authors get out of the data, is important for the purpose of conclusion. Moreover, practical implications of the research are missing.

6. Quality of Communication: Does the paper clearly express its case, measured against the technical language of the field and the expected knowledge of the journal's readership? Has attention been paid to the clarity of express readeability, such as sentence structure, pargon use, according, excerciping, etc.; Communication is open. The manuscripts in grammar, style, punctuation and formal writery.

NOTE:

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Please note that there is no obligation to use Peerwith and using this service does not quarantee publications. I look forward to receiving your revision at the earliest possible time. Yours sincerely, Dr. Sebastian Berger Editor, International Journal of Ethics and Systems University of the West of England Bristol Business School Cold harbour Lane Bristol Bristol BS16 1QY United Kingdom of Great Britain and Northern Ireland Sebastian.Berger@uwe.ac.uk Referee(s)' Comments to Author: Referee: 1 Comments: The paper has been improved. However, some revisions need to be incorporated. 1. Tabulate the measurement items used.
2. Did you pretest your survey before distribution? Please elaborate.
3. I Discuss how religiously was measured? There are several studies that tested this factor in different contexts. How did you select its measurements? Please refer to Bin-Nashwan, S.A., Al-Daihani, M., Abdul-Jabbar, H. and Al-Traffi, L.H.A. (2022). "Social solidarity amid the COVID-19 outbreak: fundraising campaigns and donors' attitudes', International Journal of Sociology and Social Policy, Vol. 42 No. 3/4, pp. 232-247. https://doi.org/10.1108/IJSSP-05-2020-0173.
4. Please place the "Picosussions' Section separately from implications need to be rewritten, outplaining how this study contributes to the body of knowledge. While The existing write-up looks like the discussion of the results reported! Additional Questions:
1. Originality: Does the paper contain new and significant information adequate to justify publication?: Although the paper is overall improved, some revisions are still needed. Please address the comments above. 👭 🔾 Search 🕍 🔘 📜 🍪 🔞 🔼 🚾 ^ � Ф) ■ 1:12 PM

