

## **Article Acceptance Certificate**

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Title: Analysis Of The Influence Of Price And Product Performance, On The Decision Of  
Heavy Equipment Customer Buying Excavator Products ABC PT. XYZ  
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**Prof. Mohammad Saidi Mehrabad**

**Editor-in-Chief of Journal of Optimization in Industrial Engineering**

Dear Author,

Reviewers comments are available for your article (Code 2212-2026), You can see them in this mail, please revise your article in light of the reviewers comments and either upload it to the journal's site or mail me as an attachment reply to this email.

After we receive the revised article our editor will final check the grammar, format, similarity index and assign DOI for it. In case you receive repeated comments from the journal's office please ignore that.

Thank you

**Reviewer 1 comments:**

In this paper, the authors studied Analysis of The Influence Of Price And Product Performance, On The Decision Of Heavy Equipment Customer Buying Excavator Products ABC PT. XYZ. The overall structure of the paper is good but there are some comments that authors should consider to improve their work. My comments are as follows:

1. In the introduction, the importance of the considered topic is not well stated.
2. In this paper, I cannot find the Literature review section. Therefore, the authors should provide the Literature review and Research gap sections separately to better show the importance of their work and its novelties.
3. In order to make the structure of the article more interesting, it is better that the authors provide a figure related to the location and geographical location of the company as well as more general information about the company in the Research Place and Time section.
4. I suggest the authors consider more factors' effects as well as price and product performance on the customer's decision to buy an ABC excavator. Because in reality, the number of factors is more than 2.
5. I also suggest that to make the paper strengthen, first of all, it should be better that the authors apply the Delphi method or other appropriate methods to find the factors affecting the customer's decision to buy an ABC excavator and then use other techniques to determine that which on has more effect on the customer's decision.
6. The explanation of the proposed framework is hard to understand. Please explain clearer
7. The conclusion is general, and needs to be modified containing more specific points dealing with novelty of the trust area. Also, the conclusion doesn't discuss the utility and the limitations of the work. Please specify.
8. My main comment is that this paper is not written well so that it is easy for all readers to easily understand the purposes and implementations of the paper. Please re-write the paper.

**Reviewer 2 comments.:**

The language of the paper should be improved to be suitable for an international audience. More specifically, the authors are recommended to consult an English native-speaker to enhance the manuscript.

- The abstract should quantify the results, and specify the scope and findings of the sensitivity analysis.
- The references should be updated from 2022 to 2023.
- What are the main contributions of this research? The main advantages and contributions of this research need to be explained.
- To better demonstrate that the contributions of the paper are contemporary and relevant to the journal, some related papers published in this journal should be cited.
- In the literature review section, a table must be included to compare the current study with previous ones based on their characteristics. After this table, a paragraph about research gap in the literature should be added and then, the novelties of the current study must be clearly presented.
- The sensitivity analyses should be more explained.
- The results should be explained clearly.
- Managerial insight could be added.