

**Advantages and Disadvantages** The primary advantage of ISE is that it is a non-destructive technique and can be carried out without the consumption of the analyte. Furthermore, ion detection can be inaccurate if the solution is concentrated because the mobility of ions is decreased due to the inter-ionic interactions, which lower the concentration near the membrane. Consequently, the passage of unwanted ions affects the measured potential. Moreover, the response time is in seconds to minutes, making this method useful for industrial applications.