

Review Form 1.7

Journal Name:	Asian Journal of Economics, Business and Accounting
Manuscript Number:	Ms_AJEBA_111004
Title of the Manuscript:	The Influence of E-service Quality Dimensions on E-loyalty with E-satisfaction as an Intervening Variable (Study of E-commerce Users in Bandung City)
Type of the Article	Research Article

Review Form 1.7

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 1. Is the manuscript important for scientific community? (Please write few sentences on this manuscript) 2. Is the title of the article suitable? (If not please suggest an alternative title) 3. Is the abstract of the article comprehensive? 4. Are subsections and structure of the manuscript appropriate? 5. Do you think the manuscript is scientifically correct? 6. Are the references sufficient and recent? If you have suggestion of additional references, please mention in the review form. <u>(Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)</u>	<p>1. The manuscript is important for the scientific community, particularly those researching e-commerce and customer behavior. It focuses on the relationship between e-service quality dimensions and e-loyalty, using e-satisfaction as an intervening variable. This study, conducted among Tokopedia users in Bandung City, contributes to understanding factors influencing customer loyalty in online platforms, which is a pertinent topic in the rapidly evolving digital marketplace.</p> <p>2. The title aptly reflects the manuscript's content and focus. It is specific, indicating the study's main variables (e-service quality, e-satisfaction, and e-loyalty) and the context (e-commerce users in Bandung City). Therefore, the title is suitable and does not require modification.</p> <p>3. The abstract provides a clear overview of the study, including its aim, methodology, key analytical techniques, and significant findings. It effectively summarizes the research, indicating that e-satisfaction mediates the impact of various e-service quality aspects on e-loyalty. This gives readers a concise insight into what the study entails and its outcomes.</p> <p>4. The manuscript is well-structured, with clearly defined sections including Introduction, Literature Review, Methodology, Results and Discussion, Conclusion, and Suggestions. Each section is appropriately titled and focuses on relevant aspects of the research. This structure facilitates easy comprehension and logical flow of information.</p> <p>5. The research appears scientifically correct, employing a quantitative approach with primary data collected through surveys. The use of statistical software (SPSS) for data analysis and the incorporation of validity and reliability assessments, along with classical assumption tests, support the scientific rigor of the study.</p> <p>6. The references seem sufficient and recent, supporting the research with contemporary and relevant sources. The bibliography includes studies and data pertinent to e-commerce, e-service quality, e-satisfaction, and e-loyalty, which enriches the manuscript's academic foundation. No additional references are suggested at this stage, as the existing ones aptly support the research.</p> <p>additional suggestions/comments</p> <p>The study focuses exclusively on Generation Z users in Bandung City. Future research could broaden the demographic scope to include a more diverse range of e-commerce users for generalizability.</p> <p>While the study covers key e-service quality dimensions, exploring additional dimensions could provide a more comprehensive understanding of factors influencing e-loyalty.</p> <p>Some sections of the paper could be made more concise without losing essential details, making the paper more accessible to readers.</p> <p>While the article provides valuable insights, a more detailed discussion on the practical applications of the findings in the e-commerce industry could enhance its utility for practitioners.</p>	
Minor REVISION comments 1. Is language/English quality of the article suitable for scholarly communications?	<p>1. The language used in the article is suitable for scholarly communications. It employs technical terms relevant to the field of e-commerce and consumer behavior studies and presents the material in a structured and formal manner typical of academic research.</p>	

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	<div>2. The article is clear in its expression and presents the ideas in a comprehensible way. It follows a logical flow from introduction to conclusion, with each section serving a clear purpose in the overall argument.</div> <div>3. Appropriate technical language and jargon are used, reflecting the specific focus of the study. This includes terms like e-service quality, e-loyalty, e-satisfaction, and multiple regression analysis, which are standard in this research area.</div> <div>4. The grammar and syntax are mostly correct, with few errors. The sentences are well-constructed, contributing to the overall readability of the paper.</div>	
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?	(If yes, Kindly please write down the ethical issues here in details)	

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