

Review Form 1.7

Journal Name:	Asian Journal of Economics, Business and Accounting
Manuscript Number:	Ms_AJEBA_111531
Title of the Manuscript:	The Influence of Service Quality and Price on Customer Loyalty with Customer Satisfactions an Intervening Variable (Study of Indomaret in Bandung Raya)
Type of the Article	

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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 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>	STRENGTH: <ul style="list-style-type: none">The paper talks about and important aspect of marketing with the competitive nature of our economy, Every organisation wants to gain competitive advantage --- the influence of service quality and price on customer loyalty with customer satisfaction as an intervening variableThe indicators used to measure service quality are appropriate(SERVQUEL MODEL)Good skills of Creativity WEAKNESSES: <ul style="list-style-type: none">The problem to be addressed is not mention in the introductory section (Which problem do you want to solve?)Important model like the SERVQUEL is missing in paper which talks more about the indicators of service quality which could ease the understanding of service quality.No empirical literature to justify the significant of the research (Literature review section talks only about the various concepts)Indicators of price not mentioned (How did you measure PRICE, CUSTOMER SATISFACTION AND CUSTOMER LOYALTY? You clearly indicated how you operationalised service quality using (tangibility, assurance, reliability etc) but didn't do that for price and customer loyaltyInappropriate technique of data analysisThe econometric model and model specification are missing under the methodology sectionThe role of the mediating variable is not clearly stated in the conceptual frameworkAbstract section not well structured in a comprehensive manner. Some component of abstract missingInconsistent with the article. In some areas you talk about impact then others you talk about effect SUGGESTIONS <ul style="list-style-type: none">Enhance the introduction by incorporating the problem to be addressed(there is no research without a problem)Incorporate the literature section by adding empirical literature(Other related studies and the results they obtained to ease understandingClearly add the indicators of price, customer loyalty and customer satisfactionClear state the econometric model of each objectiveGenerate the index of each variable using multiple correspondence analysesUsed the Ordinal logistic regression since the questionnaire was structured in the likert scale (You cannot use ordinary least square with questions that are structured in the likert scale. Ordinary least square is used when the variables are continuousEnhance the abstract by adding at least one general recommendation	
Minor REVISION comments 1. Is language/English quality of the article suitable for scholarly communications?	Excellent English Language Skills	
Optional/General comments	Accepted manuscript with major corrections	

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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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