



**SDI EDITORIAL COMMENTS FORM**

EDITORIAL COMMENT'S on revised paper (if any)	Authors' response to editor's comments
<p>1. Basically the conceptual model is very simple and the measurement tool only examine the relationship for each dimension.</p> <p>2. The author can more deeply use the demographic variables to discuss the differences between the dimesion of service quality and customer satisfactory in decriptive analysis in his section.</p> <p>3. In regression analysis, the dimensions of service quality( Tangibility, Reliability, Responsiveness, Assurance, Empathy) had different importance from the value of coefficient. The author should explain the reason and manageerial implication in his case.</p>	<p>Comments taken and added to the revised paper highlighted in green</p>