Review Form 1.6

Journal Name:	**Asian Journal of Economics, Business and Accounting**
Manuscript Number:	**Ms_AJEBA_84077**
Title of the Manuscript:	**EFFECT OF CUSTOMER SATISFACTION ON THE PROFITABILITY OF THE SACCO SECTOR IN KENYA. A CASE OF THAMANI SACCO SOCIETY LIMITED THARAKA NITHI COUNTY**
Type of the Article	**Original Research Article**

General guideline for Peer Review process:

This journal's peer review policy states that **NO** manuscript should be rejected only on the basis of '**lack of Novelty'**, provided the manuscript is scientifically robust and technically sound.
To know the complete guideline for Peer Review process, reviewers are requested to visit this link:

(https://www.journalajeba.com/index.php/AJEBA/editorial-policy)

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	The author/s do not make a systematic contribution to the research literature in this area of investigation. Hence I suggested to include some more as well as 25% should be covered from the last five years.	addition of the literature and more recent added to the study literature 5 years literature captured
Minor REVISION comments		
Optional/General comments	The author(s) do an adequate job of demonstrating the basic parts of the paper. The method of data collection has been done properly. The researchers have processed the collected data in the right manner and have interpreted the processed data nicely to come out with findings at the end.	basic parts like definition done adequately agreed with the 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)*	Nil