

Review Form 1.6

Journal Name:	Asian Journal of Economics, Business and Accounting
Manuscript Number:	Ms_AJEBA_78972
Title of the Manuscript:	The Mediating Role of Hedonic Value toward the Relationship between Peer Influence and Gamer's Satisfaction in Purchasing Virtual Items for Online Mobile Games
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:

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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	We read the thesis with interest. We would like to comment below. 1. Interesting papers, but their contributions (practical, academic, theoretical, etc.) are not easy to find. It seems that further thought is needed on this part. 2. I think that more detailed citations (showing the exact citation page) and accurate citations are needed. 3. A more detailed rationale and explanation for the conclusion of the Peer Influence and Gamer's Satisfaction seems necessary. Based on the current version, the paper is attempting to tackle an important but tricky problem. Clarify how to construct the empirical model based on the seminal work. Despite its originality, the paper has several flaws in methodology, based on weak linkages to the seminal work. 4. Modify the title as well. It should have been "Relationship between Peer Influence and Gamer's Satisfaction in Purchasing Virtual Items for Online Mobile Games: Mediating Role of Hedonic Value"	
Minor REVISION comments	The paperwork has been built on lots of surveys on extant literature. The literature part is not distracted. Accurate citations are important. Full citations are given, but not exactly where they are cited (e.g. exactly cited pages, etc.).	
Optional/General comments	This paper is an interesting paper examining the mediating role of hedonic value toward the relationship between peer influence and gamer's satisfaction in purchasing virtual items for online mobile games. Although previous studies have been presented to verify the logical basis and results necessary for the publication of the thesis, it can be seen that more detailed citations and presentations of sources are required. The analysis based on the PLS is a widely used model, and it seems that there will be no problem for readers to understand. The abstract is too long. Add References as per APA 7 th format.	

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?	<i>(If yes, Kindly please write down the ethical issues here in details)</i>	

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