

Review Form 1.6

Journal Name:	Asian Journal of Economics, Business and Accounting
Manuscript Number:	Ms_AJEBA_93162
Title of the Manuscript:	Impact of perceived service quality on customer loyalty through customer delight and satisfaction: Examining the moderating role of reputation/ image of Chinese fitness centres
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	The title is meaningful. The author has provided a concise introduction and made a significant effort in positioning the study. Research objectives and hypotheses were clearly stated. Methodology is appropriate and facilitate to analyze the research problem Findings are logically analyzed and clearly presented. Discussion and implications are based on the findings.	
Minor REVISION comments	Should mentioned the items of scales of this study and recomandations.	
Optional/General comments	Overall this is a good study.	

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>	

Reviewer Details:

Name:	Achini Tharanga Wijesekera
Department, University & Country	University of Sri Jayawardenepura, Sri Lanka