

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:

(<https://www.journalajebea.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	<ol style="list-style-type: none">1. The author must remove the following sentence because this sentence must be in the limitation section of the paper. The sentence is, "The study used a limited sample size, as the total number of members was not certain. This limitation can be addressed by future studies, and those studies can also check how word of mouth strengthens or weakens the relationship between perceived service quality and customer loyalty".2. Most of the references are considered outdated. The author must use recent references, especially in the introduction section. He should add at least five references (from 2019-2022).3. Add the conclusion section.	
Minor REVISION comments	<ol style="list-style-type: none">1. Rename the limitation section to "limitation and future study".	
Optional/General comments	<ol style="list-style-type: none">1. Divide the implication section into the following subsection:<ul style="list-style-type: none">- Theoretical implication- Practical implication2. I recommend changing the title to: <i>The impact of perceived service quality on customer loyalty towards Chinese fitness centres: The moderating role of reputation/ image</i>	

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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