

|                          |   |
|--------------------------|---|
| Journal Name:            | <b>Asian Journal of Education and Social Sciences</b>   |
| Manuscript Number:       | <b>Ms_AJESS_104144</b>  |
| Title of the manuscript: | <b>Between the marketing mix and customer satisfaction: does brand image have an intervention effect?</b> |
| Types of Articles        | <b>Original Research Articles</b>   |

**General guidelines for the Peer Review process:**

The journal's peer review policy states that **NO** manuscript should be rejected solely on the basis **of 'lack of Novelty'**, provided that the manuscript is scientifically sound and technically sound.

To find out the complete guide to the Peer Review process, reviewers are asked to visit this link:

(<https://www.journalajess.com/index.php/AJESS/editorial-policy> )

**PART 1: Review Comments**

|   | <b>Reviewer's comments</b>  | <b>Author's comments</b> <i>(if you agree with the reviewer, correct the manuscript and highlight that part in the manuscript. It is mandatory that the author should write his feedback here)</i> |
|---|---|--|
| <p>Comments <b>MANDATORY REVISION</b></p> <p><b>1. Are manuscripts important to the scientific community?</b><br/>(Please write a few sentences on this manuscript)</p> <p><b>2. Does the title of the article match?</b><br/>(If not, suggest an alternative title)</p> <p><b>3. Is the abstract of the article comprehensive?</b></p> <p><b>4. Are the subsections and structure of the manuscript appropriate?</b></p> <p><b>5. Do you think the manuscript is scientifically correct?</b></p> | <p>Yes, this paper is considered important to the scientific community because it provides a better understanding of how marketing aspects, such as marketing mix and brand image, impact customer satisfaction in the context of Asian countries. This research can assist business practitioners in designing more effective marketing strategies and assist researchers in developing a broader field of marketing knowledge</p> <p>Based on the content of the abstract that has been given, the title of the article "In Between the Marketing Mix and Customer Satisfaction: Does Brand Image Have an Intervention Effect?" seems to correspond to the content and research objectives described in the abstract. This title reflects the relationship between marketing mix, customer satisfaction, and the role of PT Nestle Indonesia's brand image intervention</p> <p>Overall, this article makes an important contribution in understanding the importance of marketing mix, brand image, and customer satisfaction in a corporate context amid increasingly fierce competition. The results of this research can be the basis for companies, including PT Nestle Indonesia, in improving their marketing strategies to achieve better business success</p> <p>This " ABSTRACT" manuscript contains a summary of the research content and provides information about the topic, objectives, methods, results, conclusions, and research recommendations. However, in the context of the original manuscript, it is necessary to</p> |  |

|   |  |  |
|---|--|--|
| <p><b>6. Are the references sufficient and up-to-date? If you have additional reference suggestions, mention them in the review form.</b></p> <p><b><u>(Apart from the 6 points mentioned above, reviewers are free to provide additional suggestions/comments)</u></b></p> | <p>include subchapters of title, page number, and others according to the format and writing guidelines used by the journal or institution that receives the research</p> <p>Companies today face increasingly fierce competition, and the right marketing strategy is the key to meeting this challenge. However, there have not been many studies that reveal the role of brand image mediation in the relationship between marketing mix and customer satisfaction. However, an interesting occurrence is that distribution, pricing, and promotion do not have a significant direct influence on customer satisfaction. The conclusion of this study is that good distribution, pricing, and promotion can help improve a company's brand image, but it does not have a significant direct influence on customer satisfaction</p> <p>·</p> <p>Quite up-to-date for reference</p> <p>These studies also have limitations in sample size and research timescales, so future research can overcome these limitations and enrich the marketing and management literature further</p> |  |
| <p>Comments <b>MINOR REVISIONS</b></p> <p><b>1. Is the quality of the article language/English suitable for scientific communication?</b></p>   | <p>Yes, the use of language in articles is generally formal and appropriate for academic writing. This study uses quantitative research methods with statistical analysis, which is suitable for testing relationships between variables and testing hypotheses. This article also reports the results of data analysis using tables and figures, making it easier to understand the research findings.</p>  |  |
| <p><b>Optional/General comments</b></p>   | <p>Given the information, this article appears to be a well-structured and adequately written academic work, suitable for communication in the field of marketing and customer satisfaction</p>  |  |

**PART 2:**

|   | <b>Reviewer's comment</b>  | <b>Author's comment</b> <i>(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)</i> |
|---|--|---|
| <b>Are there ethical issues in this manuscript?</b> | <i>(If yes, Kindly please write down the ethical issues here in details)</i> |   |

**Reviewer Details:**

|                                  |  |
|----------------------------------|--|
| Name:                            | <b>Diana Widhi Rachmawati</b>                |
| Department, University & Country | <b>PGRI University Palembang, Indonesian</b> |