

Review Form 1.7

Journal Name:	Asian Journal of Economics, Business and Accounting
Manuscript Number:	Ms_AJEBA_109856
Title of the Manuscript:	The Relationship between Service Quality, Brand Image, Customer Satisfaction on Customer Loyalty of iPhone Users (Study on iPhone Users in Yogyakarta)
Type of the Article	Original Research Article

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)
<p>Compulsory REVISION comments</p> <p>1. Is the manuscript important for scientific community? (Please write few sentences on this manuscript)</p> <p>2. Is the title of the article suitable? (If not please suggest an alternative title)</p> <p>3. Is the abstract of the article comprehensive?</p> <p>4. Are subsections and structure of the manuscript appropriate?</p> <p>5. Do you think the manuscript is scientifically correct?</p> <p>6. Are the references sufficient and recent? If you have suggestion of additional references, please mention in the review form.</p> <p>(Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)</p>	<p>I am pleased to have the opportunity to review this research paper. Although the topic of this research study is interesting and fits within the journal scope, I think authors should apply the comments indicated below to increase the quality of research justification, contributions, and findings.</p> <p>Abstract is well Introduction Why is this study necessary? should make clear arguments to explain what the originality and value of the proposed model is. This should be stated in the final paragraphs of introduction and conclusion sections.</p> <p>Literature Review What is the GAAP in the literature? Why we study this subject?</p> <p>Materials and Methods Please linked the methodology to the existing literature.</p> <p>Conclusion: -Managerial Implication -Practical/Social Implications -Future Research</p> <p>Questions to be answered: What practical/professional and academic consequences will this study have for the future of scientific literature (theoretical contributions)?</p>	
<p>Minor REVISION comments</p> <p>1. Is language/English quality of the article suitable for scholarly communications?</p>	<p>Minor review.</p>	
<p>Optional/General comments</p>	<p>Additional references: Akram, U., Fülöp, M. T., Tiron-Tudor, A., Topor, D. I., & Căpușeanu, S. (2021). Impact of digitalization on customers' well-being in the pandemic period: Challenges and opportunities for the retail industry. <i>International Journal of Environmental Research and Public Health</i>, 18(14), 7533. Fülöp, M. T., Topor, D. I., Căpușeanu, S., Ionescu, C. A., & Akram, U. (2023). Utilitarian and Hedonic Motivation in E-Commerce Online Purchasing Intentions. <i>Eastern European Economics</i>, 1-23.</p>	

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PART 2:

	Reviewer's comment	Author's comment <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>
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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