

**Review Form 1.7**

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

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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)
<p><b>Compulsory REVISION</b> comments</p> <ol style="list-style-type: none"> <li><b>Is the manuscript important for scientific community?</b> (Please write few sentences on this manuscript)</li> <li><b>Is the title of the article suitable?</b> (If not please suggest an alternative title)</li> <li><b>Is the abstract of the article comprehensive?</b></li> <li><b>Are subsections and structure of the manuscript appropriate?</b></li> <li><b>Do you think the manuscript is scientifically correct?</b></li> <li><b>Are the references sufficient and recent? If you have suggestion of additional references, please mention in the review form.</b></li> </ol> <p><u>(Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)</u></p>	<ol style="list-style-type: none"> <li>This article is important to the scientific community in today's competitive environment.</li> <li>The title is not suitable for the current manuscript because the researcher is going to examine the effect of the mentioned variable on loyalty as stated by the hypotheses. It is better to use a title to describe the factors influencing customer loyalty.</li> <li>The abstract has to be revised and adjusted. The researcher has to indicate as a research aim the effect on loyalty, not satisfaction and loyalty, to be consistent with the title. Likewise, it is better for the researcher to remove the sentence regarding the antecedent of brand image. In addition, the researcher should provide the theoretical implications in the abstract.</li> <li>The research form and structure should be modified by listing the theoretical background, identifying the related theories explaining the variables, then the dependent variable, and later the hypotheses. Besides, the discussion section must be located instead of the influence section of each variable on 4.3.1-4.3.2.</li> <li>The research is scientifically correct if it supports contributions, theories, and research problems.</li> </ol> <p>5.1: The sample is too small, especially since the researcher uses an online survey.</p> <p>5.2: The researcher has to identify the reason for using SEM in this case.</p> <p>5.3: The researcher has to identify the sampling type and the reason for using this type.</p> <p>5.3: The researcher has to provide a clear, new research problem that currently exists in Indonesia.</p> <p>5.4: The researcher has to provide the theoretical implications of this research.</p> <p>6. Some references are old; it is better to search for new references, including 1992-1996-1997.</p>	
<p><b>Minor REVISION</b> comments</p> <ol style="list-style-type: none"> <li><b>Is language/English quality of the article suitable for scholarly communications?</b></li> </ol>	<p>The language is poor; the researcher changed the main concept, including satisfaction by happiness. Likewise, the researcher uses retention to clarify loyalty where there is a difference.</p>	
<p><b>Optional/General</b> comments</p>		

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**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>Mahmoud Al. Homssi</b>
Department, University & Country	<b>Beirut Arab University, Lebanon</b>