

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>1. Yes. The essential factors to improve customer satisfaction, shopping experience and brand loyalty are being discussed. It has scope for future research and beneficial to researchers as well as businesses.</p> <p>2. An alternate title is suggested: "A Study on the Relationship Between Service Quality, Brand Image and Customer Satisfaction and it's Influence Over Customer Loyalty of iPhone Users in Yogyakarta."</p> <p>3. Yes.</p> <p>4. Yes.</p> <p>5. Yes.</p> <p>6. No. Few of the references are from recent research, others are from 2-5 years back. Few of the references do not have a doi number mentioned. Number of references are sufficient.</p>	
<p>Minor REVISION comments</p> <p>1. Is language/English quality of the article suitable for scholarly communications?</p>	Yes, but the author can correct minor gramatical errors.	
<p>Optional/General comments</p>	<p>In 4.3.6, The author shall state clear points of difference between product quality and service quality and give more insight into how service quality leads to customer satisfaction.</p> <p>In 4.3.6, The author states that customer satisfaction will lead to loyalty. But in the same paragraph a contradicting statement is also made- "Satisfaction is flexible and temporary." If satisfaction is temporary, how can it lead to loyalty?</p>	

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>	

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