

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><u>(Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)</u></p>	<p>Yes</p> <p>Title should not have repetition of "iPhone users". Authors may write only iPhone users in Yogyakarta.</p> <p>Authors may need to highlight the scope or importance of the four factors selected for study. It should be making a context in first two sentences and then the existing gap should be mentioned.</p> <p>Yes. To address the title, abstract, discussion, and future implications, authors may refer the article below:</p> <p>Improving IMRaD for writing research articles in social, and health sciences, <i>International Research Journal of Economics and Management Studies</i>, 2(1), 50-53. Doi: 10.56472/25835238/IRJEMS-V2I1P107</p> <p>Yes</p>	
<p>Minor REVISION comments</p> <p>1. Is language/English quality of the article suitable for scholarly communications?</p>	Yes	
<p>Optional/General comments</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)
<p>Are there ethical issues in this manuscript?</p>	<p><i>(If yes, Kindly please write down the ethical issues here in details)</i></p>	

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