

Review Form 1.7

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| Journal Name: | Asian Journal of Economics, Business and Accounting |
| Manuscript Number: | Ms_AJEBA_95701 |
| Title of the Manuscript: | CUSTOMER LOYALTY FROM THE PERSPECTIVE OF MARKETING MIX: A CASE STUDY |
| Type of the Article | Original Research Article |

General guideline for Peer Review process:

This journal's peer review policy states that **NO** manuscript should be rejected only on the basis of '**lack of Novelty**', provided the manuscript is scientifically robust and technically sound. To know the complete guideline for Peer Review process, reviewers are requested to visit this link:

(<https://www.journalajebo.com/index.php/AJEBA/editorial-policy>)

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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>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 thereview form.</p> <p><u>(Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)</u></p> | <p>1. The issue of the effect of marketing mix elements on customer loyalty is a completely repeated discussion that has been examined many times in various articles and academic theses and there are many models for it. Now, if the authors look at this issue with a new and innovative approach, maybe it can be attractive to their audience in the fields of marketing and consumer behaviour.</p> <p>2. It is recommended that the article, if approved, be finalized with the following title: The effect of the four marketing mix factors on customer loyalty (case study: consumers of Makassar's Cafe)</p> <p>3. The abstract can be strengthened with more details in all four sections of research targeting, research design, research implementation method, and findings and results.</p> <p>4. Important parts such as the importance and necessity of conducting the research, analysis of the theoretical gap between the present work and other similar researches, the scope of the research, the explanation of the innovation of the research should be stated independently, and the theoretical foundations supporting the possible hypotheses of the research should be detailed and in a format. A concept should be given.</p> <p>5. Yes, this article must be subject to scientific review and specialized editing in the sections of introduction, statement of the problem, setting of research goals, necessity of research implementation, research plan, research innovation, and most importantly, the section of practical suggestions and discussion of results and findings.</p> <p>6. Of course, due to the rewriting of new research backgrounds related to the topic of this article, newer sources and references will definitely be added to the existing sources.</p> <p>7. Suggested side modifications: Be sure to mention the limitations of the research and, as a result, provide suggestions for future researchers. Necessary arguments should be given about the validation of research data. Additional information should be provided about the reliability of the tools used in the data collection process. Regarding the generalizability of the results, the statistical methods needed to explain the work process must be mentioned.</p> | |
| <p>Minor REVISION comments</p> <p>1. Is language/English quality of the article suitable for scholarly communications?</p> | <p>There is not much problem with the writing language, but if the article is finally approved, it should be subjected to a literary revision and a specialized editing.</p> | |
| <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) |
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| <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> | |

Reviewer Details:

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|----------------------------------|-------------------------------|
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