

Review Form 1.7

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:

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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 the review form.</p> <p>(Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)</p>	<p>1. For the service industry, customer loyalty has always been a topic of concern in academics, so the conclusion of this manuscript is deserved to be expected by the scientific community.</p> <p>2. The title of the article is suitable.</p> <p>3. The "study design" and the "Place and Duration of Study" may be integrated into the "Methodology".</p> <p>4. After the "2. LITERATURE REVIEW" should add the section "3. Methodology" to comply with academic rule.</p> <p>5.1. In the ABSTRACT - conclusion, it is written that " the product variable has the highest value compared to other variables" is contradictory with Table 3; because in Table 3, the unstandardized coefficient(B) and T value of the "promotion" variable are greater than those of the "product" variable, indicating that the promotion variable has a higher influence than that of the product; so, check again for corrections.</p> <p>5.2. on the Heteroscedasticity Test (3.1.2) "Based on Figure 2, it can be seen that the data (dots) does not form a clear pattern. The dots spread above and below the number 0 on the Y axis". The Y axis should be corrected to X axis (horizontal axis).</p> <p>5.3. This manuscript is to test the impact of marketing mix variables on customer loyalty, and all of them are significant; however, relevant hypotheses should be proposed in the "literature review" section, please add as below: Hypothesis 1: The regression model constructed from marketing mix variables has a significant impact on customer loyalty. Hypothesis 2a: The product has a significant impact on customer loyalty. Hypothesis 2b: The price has a significant impact on customer loyalty. Hypothesis 2c: The place has a significant impact on customer loyalty. Hypothesis 2d: The promotion has a significant impact on customer loyalty.</p> <p>6. The references cited may be considered sufficient and recent.</p>	
<p>Minor REVISION comments</p> <p>1. Is language/English quality of the article suitable for scholarly communications?</p>	It is best to find an expert to proofreading the article for further promoting scholarly communications.	
<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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