

Review Form 1.7

Journal Name:	Asian Journal of Advanced Research and Reports
Manuscript Number:	Ms_AJARR_101089
Title of the Manuscript:	The Knowledge and Accuracy Roles in Explaining the Business Communication on Customer Satisfaction inside SMEs
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.journalajarr.com/index.php/AJARR/editorial-policy>)

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)
Q1: The problem of research should focus on the topic, and why select the factors of business communication to evaluate. Please cut down the part of abstract in first and more focus on the reason why you want to study the problem of SME.	Thank you for your supportive comments. Please find our revision with the green-highlighted.
Q2: The research focus on SME, but I can't find the problem of SME in Palopo, Indonesia from past literatures in your research.	Thank you for your constructive comments. We have offered several literatures in the sections you have pointed out. Please find our revision with the green-highlighted.
Q3: I don't know the resarch framework. Is the business communication a construct? And X1~X4 are dimensions? Which literatures can support your choice? Furthermore, how to explain your research framework?	We do appreciate your positive comments. As such, we would like to answer your questions: (1) Yes, the business communication is a construct; (2) Correct, X1 to X4 are dimensions; (3 and 4) We have cited sufficient literatures to support our framework in explaining our research framework, please find the green-highlighted related texts. Thank you.
Q4: knowledge and accuracy are part of dimensions in your business communication construct. But in H1 and H2 knowledge and accuracy seems as a mediator variable. Those two variables are the same with dimensions of business communication. It's strange for your research framework. Furmore I can't find any literature support in your hypotheses.	Thank you for your supportive comments. We would lo to answer your questions: (1) H1 and H2 in our research are as the representative of business communication indicators as said by several well-known studies from [11] Homburg, C., J. Wieseke, and T. Bornemann, 2009; [12] Leonardi, PM, 2015; and [13] Buhalis, D, K. Volchek, 2021.
Q5: The X3 and X4 disappeared?	We do appreciate your constructive comments. As such, please find our revision with the green-highlighted.
Q6: The reliability of dimensions also need to prove in your study. Furthmore the business communicaion construct are evaluated from four dimensions in Table 1. Why the author cout down the dimensions?	Thank you for your supportive comments. We would lo to answer your questions: we have fully revised our research article by following your excellence guidance which is the removal of X3 and X4. Please find our revision with the green-highlighted.
Q7: I can'r find the mediator effect check in your empirical study. How can you prove the three hypotheses? I suggest the reserach frame and hypotheses should define more clear and reference other academic paper in methodology using.	We do appreciate your positive comments. As such, we would like to answer your questions: (1) Correct, our research article does not explore the mediator effect of the related variables; (2) In order to define our research framework and hypothesis clearer and in-detail, we have included several top-tier related early studies. Also, please find our explanation in responding this Q7 [the proof of our 3 research hypotheses] through the answers of Q3 and Q4 and the additional green-highlighted texts. Thank you.