

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>)

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> <ol style="list-style-type: none"> 1. Is the manuscript important for scientific community? (Please write few sentences on this manuscript) 2. Is the title of the article suitable? (If not please suggest an alternative title) 3. Is the abstract of the article comprehensive? 4. Are subsections and structure of the manuscript appropriate? 5. Do you think the manuscript is scientifically correct? 6. Are the references sufficient and recent? If you have suggestion of additional references, please mention in the review form. <p>(Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)</p>	<ol style="list-style-type: none"> 1. This research paper explores the role of business communication as a major determinant of customer satisfaction in SME's that are from Palopo, Indonesia. The findings of this study also indicate that knowledge and accuracy in communicating the products / services of SME's play a significant role on the customer satisfaction. 2. The title of article is suitable 3. The Abstract of present Article is comprehensive and easy to understand 4. All the subsections and structure of research article are normal. 5. Yes the manuscript of Research paper is scientifically correct. 6. The references are sufficient and latest. 	
<p>Minor REVISION comments</p> <ol style="list-style-type: none"> 1. Is language/English quality of the article suitable for scholarly communications? 	The Language of research article / English quality of article is good and suitable for scholarly communications.	
<p>Optional/General comments</p>	This Study was carried out by collecting data from SME's by taking a sample size of 115. Statistical analysis was carried out by applying Linear Regression (F-Test and T-Test) and R Square Test. Hypotheses were framed, tested for their validity and interpretations were done accordingly.	

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>	<i>(If yes, Kindly please write down the ethical issues here in details)</i>	

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Reviewer Details:

Name:	Alok Mittal
Department, University & Country	Oriental University, India