

## Review Form 1.7

Journal Name:	<b>Journal of Economics, Management and Trade</b>
Manuscript Number:	<b>Ms_JEMT_101623</b>
Title of the Manuscript:	<b>THE INVESTIGATION OF YOUNG INDONESIAN CONSUMER LOYALTY TOWARD COFFEE SHOPS</b>
Type of the Article	<b>Original Research Article</b>

### **General guideline for Peer Review process:**

This journal's peer review policy states that **NO** manuscript should be rejected only on the basis of '**lac k of N o v elty**', 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.journaljemt.com/index.php/JEMT/editorial-policy> )

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### PART 1: Object Evaluation:

	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><b>Compulsory</b> REVISION comments</p> <ol style="list-style-type: none"> <li>1. Is the manuscript important for scientific community? (Please write few sentences on this manuscript)</li> <li>2. Is the title of the article suitable? (If not please suggest an alternative title)</li> <li>3. Is the abstract of the article comprehensive?</li> <li>4. Are subsections and structure of the manuscript appropriate?</li> <li>5. Do you think the manuscript is scientifically correct?</li> <li>6. Are the references sufficient and recent? If you have suggestion of additional references, please mention in the review form.</li> </ol> <p><u>(Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)</u></p>	<p>The entire manuscript must first be adjusted to the exact format of the journal.</p> <p>The abstract should be brief and useful. Rewrite the introduction.</p> <p>Literature review means what studies have been done on the topic and what are you saying now.</p> <p>All the equations must be numbered and then their references should be mentioned.</p> <p>All of them should be mentioned in the text. The research method and data collection method should be clarified.</p> <p>References should be written based on APA and powered.</p> <p>Research limitations and suggestions for further studies should also be presented. The all text should be correction about grammar mistakes.</p>	
<p><b>Minor</b> REVISION comments</p> <ol style="list-style-type: none"> <li>1. Is language/English quality of the article suitable for scholarly communications?</li> </ol>		
<p><b>Optional/General</b> 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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