

Review Form 1.7

Journal Name:	Asian Journal of Economics, Business and Accounting
Manuscript Number:	Ms_AJEBA_97446
Title of the Manuscript:	THE INFLUENCE OF PERCEIVED SERVICE QUALITY ON PURCHASE INTENTION WITH TRUST PLAYS A MEDIATING ROLE AND PERCEIVED RISK PLAYS A MODERATING ROLE IN ONLINE SHOPPING
Type of the Article	Research Article

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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. (Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)</p>	<p>1. Yes</p> <p>2. Yes</p> <p>3. Yes</p> <p>4. Yes</p> <p>5. Yes</p> <p>6. Yes</p>	
<p>Minor REVISION comments</p> <p>1. Is language/English quality of the article suitable for scholarly communications?</p>	<p>Yes</p>	
<p>Optional/General comments</p>	<p>-</p> <p>This article is valuable to publish. This is one of an interesting topic and up-to-date article. However, this is to make the article looks better, this shall get a minor revise as follows:</p> <p>1. The explanation of Table 1 should be included before or after the Table. The 'Work' in Table 1 should reconsider as 'Occupation' and please state the different between 1.Student and 2. Students.</p> <p>2. Every results tables from Software program should reprint and clear content (not a copy and paste from software program).</p> <p>3. Every Variable in tables should use as the full name as → Perceived Service Quality (X1), not X1... please try to use full name with abbreviation in the parenthesis.</p> <p>4. The results had no discussion. Please criticize and discuss the results with previous studies which is very significant for the research article.</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>	

Reviewer Details:

Name:	Sutana Boonlua
Department, University & Country	Maharakham Business School, Maharakham University, Thailand