

Review Form 1.7

Journal Name:	Journal of Economics, Management and Trade
Manuscript Number:	Ms_JEMT_109226
Title of the Manuscript:	Role of Hotel Servicescape in Satisfaction and Revisit Intention of Consumers; Familiarity as a Moderator
Type of the Article	Original Research Article

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PART 1: Review Comments

	Reviewer's comment	Author's comment <i>(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)</i>
<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><u>(Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)</u></p>	<p>1. Is the manuscript important for scientific community? Servicescape is an important antecedent of consumers' revisit intention. Research in this area is lacking in Saudi Arabia. This shows the scholarly value of this manuscript.</p> <p>2. Is the title of the article suitable? The semicolon in the title should be changed to a colon.</p> <p>3. Is the abstract of the article comprehensive? In Abstract, the description of the background and purpose of the study is too lengthy, for example, the definition of the subdimensions of servicescape should not be stated in this section. In other words, based on the principle of simplicity, the authors need to simplify this section.</p> <p>4. Are subsections and structure of the manuscript appropriate? The structure of this manuscript is appropriate.</p> <p>5. Do you think the manuscript is scientifically correct? Data analysis process conforms to the process of SEM analysis. Only, the Kaiser-Meyer-Olkin analysis should be deleted because it is redundant.</p> <p>6. Are the references sufficient and recent? If you have suggestion of additional references, please mention in the review form. Citations from references are accepted.</p> <p><u>(Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)</u></p> <p>1. Please merge Table 7 and Table 8, where Table 8 only needs to retain "Satisfaction*Familiarity → Revisit Intention". Additionally, in this table the authors should include the hypothesis codes (H1-H4).</p> <p>2. The expression of "n" (sample size) should be lowercase and not italicized.</p> <p>3. The expression of "p" should be lowercase and italicized.</p> <p>4. In literature citations and references, "BAQUERO" should be corrected to "Baquero".</p>	
<p>Minor REVISION comments</p> <p>1. Is language/English quality of the article suitable for scholarly communications?</p>	<p>1. Is language/English quality of the article suitable for scholarly communications? The use of English is appropriate in this manuscript.</p>	
Optional/General comments		

PART 2:

	Reviewer's comment	Author's comment <i>(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)</i>
Are there ethical issues in this manuscript?	<i>(If yes, Kindly please write down the ethical issues here in details)</i>	

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