

Review Form 1.7

Journal Name:	Asian Journal of Economics, Business and Accounting
Manuscript Number:	Ms_AJEBA_115426
Title of the Manuscript:	The Influence of Interaction Quality, Physical Environment Quality, and Environmentally Friendly Practices on Brand Personality and Brand Reputation with Customer Experience as a Mediating Variable
Type of the Article	Original Research Article

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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.</p> <p><u>(Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)</u></p>	<p>1. Yes, it is. 2. Yes, it is. 3. It is necessary to rewrite. 4. The subchapters need a clear transition from one to another. 5. Partially. 6. Partially.</p> <p>The following points are worth noting for the structure of your research paper:</p> <ul style="list-style-type: none"> - Definitions in the introduction need improvement and clarity. It would be beneficial to provide a clear and concise definition of the key terms used in the paper. - The aim of the research mentioned at the end of the introduction does not align with the expectations of this type of research. It would help if you revisited your research aim and made it more specific. - While the literature review provides useful insights into the research topic, the subchapters appear to be disconnected from each other. To make the literature review more coherent, it would be helpful to connect the subchapters with a clear transition from one to another. - Convenience sampling is used in your research, which may not represent the entire Starbucks customer population. It would be beneficial to acknowledge this limitation and consider alternative sampling methods to increase the generalizability of the study. - Lastly, there is no justification (theory) provided for the data collection and analysis. Including a theoretical framework that links the research questions, data collection, and analysis methods would be beneficial. This will help readers understand your research's underlying assumptions and concepts. 	
<p>Minor REVISION comments</p> <p>1. Is language/English quality of the article suitable for scholarly communications?</p>	<p>No, English proofreading is necessary.</p>	
<p>Optional/General comments</p>		

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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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