

## Review Form 1.7

Journal Name:	South Asian Journal of Social Studies and Economics
Manuscript Number:	Ms_SAJSSSE_119627
Title of the Manuscript:	Customer Satisfaction and Service Quality: A Study on BRELA in Tanzania
Type of the Article	

### 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><b>Compulsory</b> REVISION comments</p> <p>1. <b>Is the manuscript important for scientific community?</b> (Please write few sentences on this manuscript)</p> <p>2. <b>Is the title of the article suitable?</b> (If not please suggest an alternative title)</p> <p>3. <b>Is the abstract of the article comprehensive?</b></p> <p>4. <b>Are subsections and structure of the manuscript appropriate?</b></p> <p>5. <b>Do you think the manuscript is scientifically correct?</b></p> <p>6. <b>Are the references sufficient and recent? If you have suggestion of additional references, please mention in the review form.</b></p> <p><b>(Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)</b></p>	<p>Yes, the manuscript is important as it addresses customer satisfaction and service quality in a specific public sector context. It provides valuable insights into the service delivery of Tanzania's Business Registrations and Licensing Agency (BRELA), especially considering the implementation of an Online Registration System. The study's findings can be used to improve service quality and customer satisfaction, making it relevant for both academic research and practical application.</p> <p>The title is suitable as it clearly indicates the focus of the study on customer satisfaction and service quality in the context of BRELA in Tanzania.</p> <p>Yes, the abstract is comprehensive. It provides a clear overview of the research objectives, methodology, key findings, and recommendations. It sets the stage for the detailed discussion in the main body of the manuscript.</p> <p>Yes, the subsections and structure are appropriate. The manuscript is well-organized with a clear introduction, background, theoretical framework, literature review, methodology, findings, discussion, conclusion, and recommendations.</p> <p>Yes, the manuscript appears to be scientifically correct. The methodology is sound, involving quantitative research with appropriate data collection and analysis techniques. The use of the SERVQUAL model and Kano Model provides a robust framework for assessing service quality and customer satisfaction.</p> <p>The references are sufficient and cover a range of relevant literature. However, it might be beneficial to include more recent studies to ensure the findings are up-to-date with current trends and practices in customer satisfaction and service quality.</p>	
<p><b>Minor</b> REVISION comments</p> <p>1. <b>Is language/English quality of the article suitable for scholarly communications?</b></p>	<p>The language and English quality are generally suitable for scholarly communication, though there are minor grammatical errors and awkward phrasings that could be improved for clarity and readability. A thorough proofread or professional editing is recommended.</p>	
<p><b>Optional/General</b> comments</p>	<p>The study provides a comprehensive analysis of BRELA's service quality and customer satisfaction. The use of both the SERVQUAL and Kano models is a strength, offering a multidimensional perspective on the issues. The recommendations are practical and based on the findings, which adds value to the study.</p>	

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**PART 2:**

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

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