

### Review Form 3

Journal Name:	<a href="#">Asian Journal of Education and Social Studies</a>
Manuscript Number:	Ms_AJESS_126966
Title of the Manuscript:	Exploring The Effect of Reliability and Responsiveness on Customer Satisfaction at Kadron Photography
Type of the Article	Original Research Article

#### PART 1: Review Comments

Compulsory REVISION comments	Reviewer's comment	Author's Feedback <i>(Please correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)</i>
<b>Please write a few sentences regarding the importance of this manuscript for the scientific community. Why do you like (or dislike) this manuscript? A minimum of 3-4 sentences may be required for this part.</b>	Customer satisfaction is the area on which many studies have been conducted. As abundance of literature is already available but involved the old traditional factors. The author is suggested to add some emerging factors that influence the satisfaction level of the customer in the era of technology. Thus, this study would help the marketers & practitioners for building up long-term relationship with the buyers.	
<b>Is the title of the article suitable? (If not please suggest an alternative title)</b>	Yes, title is suitable. There is no need to modify the title of the manuscript.	
<b>Is the abstract of the article comprehensive? Do you suggest the addition (or deletion) of some points in this section? Please write your suggestions here.</b>	There is need to precise the results section in abstract. Author can brief the finding in 2-3 lines. Further, elaboration can be made in separate finding section only.  It is suggested that the area where the study has been conducted that should also be mentioned. Only makkasar has been mentioned. It is suggested to mentioned the area from where the sample has been collected by the researcher.	
<b>Are subsections and structure of the manuscript appropriate?</b>	There is requirement to add more subsections and re-structure in the manuscript. (as literature review is totally missing).	
<b>Please write a few sentences regarding the scientific correctness of this manuscript. Why do you think that this manuscript is scientifically robust and technically sound? A minimum of 3-4 sentences may be required for this part.</b>	As per the results of the study it is revealed that independent variables i.e. Reliability and Responsiveness simultaneously have a positive and significant impact on dependent variable i.e. customer satisfaction. The author could add the another studies showing the same result in this context.	
<b>Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.</b> =	As there are many studies have been conducted on customer satisfaction, reliability and reponsiveness which can be incorporated that would help in building up the strong base to this manuscript. Also, latest references would improve the quality of manuscript. References related to reliability and responsiveness is completely missing. <ul style="list-style-type: none"> <li>Sources of figure 1 &amp; Table 1 is missing.</li> </ul>	

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Minor REVISION comments <b>Is the language/English quality of the article suitable for scholarly communications?</b>	<ul style="list-style-type: none"><li>There is requirement of proof reading of this manuscript. Further, some sentences also required to be precise.</li></ul>	
<b>Optional/General</b> comments	No, there are no such competing interest issues in this manuscript	

### **PART 2:**

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

### **Reviewer Details:**

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