

Review Form 3

Journal Name:	Asian Journal of Economics, Business and Accounting
Manuscript Number:	Ms_AJEBA_127383
Title of the Manuscript:	Analysis of the Influence of Experiential Value and Relationship Quality on Customer Loyalty (Case Study on RDM Tourism Bus)
Type of the Article	Original Research Article

General guidelines for the Peer Review process:

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 guidelines for the Peer Review process, reviewers are requested to visit this link:

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PART 1: Review Comments

Compulsory REVISION comments	Reviewer's comment	Author's Feedback (Please correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)
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.	This manuscript is important for the scientific community because it helps us understand what makes customers stay loyal to transportation services, especially tourist buses. It highlights how good relationships with customers, built on trust and satisfaction, play a key role in keeping them happy and loyal. The study also gives useful advice for businesses to improve customer experiences and loyalty. However, it could be better if it included interviews or other methods to get a deeper understanding of customer feelings and opinions.	
Is the title of the article suitable? (If not please suggest an alternative title)	The title of the article is generally suitable, but it could be made more concise and specific to better reflect the key focus of the study. Here's an alternative suggestion: "The Impact of Experiential Value and Relationship Quality on Customer Loyalty: A Case Study of RDM Tour Buses"	
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.	The abstract is clear but could be improved by adding that the sample of 300 respondents are "who use RDM Tour Buses in Indonesia." Additionally, the limitations of the study should be mentioned to make the abstract more complete.	
Are subsections and structure of the manuscript appropriate?	Yes, the subsections and structure of the manuscript are appropriate.	
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.	The manuscript is scientifically correct because it follows a clear and reliable research method. The authors used an online survey to collect data and made sure their sample was chosen carefully. They analyzed the data using advanced techniques, like Structural Equation Modeling (SEM), which is a good method for studying the relationships between different factors. They also checked the reliability of their survey through pilot testing, making the study stronger. Overall, the research is well-done and follows good scientific practices.	
Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form. :	While there are some recent sources (e.g., 2023–2024), many references are from 2017–2021. It would be beneficial to include more references from the last two to three years to reflect the latest trends in customer loyalty and service quality research. Ifekanandu, C. C., Anene, J. N., Iloka, C. B., & Ewuzie, C. O. (2023). Influence of artificial intelligence (AI) on customer experience and loyalty: Mediating role of personalization. <i>Journal of Data Acquisition and Processing</i>, 38(3), 1936.	
Minor REVISION comments Is the language/English quality of the article suitable for scholarly communications?	The language and quality of the article are appropriate for scholarly communication, but some sentences could be made clearer and more concise. A review of terminology, transitions, verb tenses, and punctuation would improve the overall flow and academic tone.	
Optional/General comments	Nil	

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)
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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