

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)
<p>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.</p>	<p>This manuscript addresses a significant topic in service and tourism management by investigating how experiential value elements (aesthetics, escapism, service excellence, and customer ROI) affect customer loyalty through relationship quality. Its findings offer actionable insights for enhancing customer experiences and sustaining loyalty in the tourism sector, which is particularly relevant in a post-pandemic world where service differentiation is critical. The integration of relationship quality as an intervening variable makes the study theoretically robust and practically valuable.</p>	
<p>Is the title of the article suitable? (If not please suggest an alternative title)</p>	<p>The title is suitable, as it reflects the primary focus of the study. However, to make it more concise and aligned with academic standards, an alternative could be: "Examining the Role of Experiential Value and Relationship Quality in Customer Loyalty: A Case Study of Tourism Buses".</p>	
<p>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.</p>	<p>The abstract effectively summarizes the study, including the objectives, methodology, and key findings. However, it could be improved by briefly mentioning the theoretical contributions and practical implications for the tourism industry. For instance, highlighting how the results can inform marketing strategies and operational practices would strengthen the abstract.</p>	
<p>Are subsections and structure of the manuscript appropriate?</p>	<p>The subsections are appropriate and logically structured, progressing from the introduction to methodology, results, and conclusion. Each section addresses critical elements of the research process, ensuring clarity and coherence.</p>	
<p>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.</p>	<p>The manuscript demonstrates scientific rigor through its quantitative approach and the use of Structural Equation Modeling (SEM). The hypotheses are well-grounded in the literature, and the results are presented with sufficient statistical evidence, enhancing the manuscript's credibility. The theoretical framework, based on experiential value and relationship quality, is relevant and contributes to the existing body of knowledge.</p>	
<p>Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.</p>	<p>The references are comprehensive and include recent and relevant works, such as Jin et al. (2013) on experiential value and relationship quality. However, additional references to recent studies in tourism loyalty metrics or digital transformation in service industries could further contextualize the findings.</p>	
<p>Minor REVISION comments</p> <p>Is the language/English quality of the article suitable for scholarly communications?</p>	<ul style="list-style-type: none"> • Language Quality: The manuscript is written in clear academic English but would benefit from minor grammatical corrections and improved sentence structures for conciseness. • Abstract Improvement: Add a sentence about the study's theoretical and managerial implications. • Theoretical Framework: Provide more recent references to studies on digital innovation in tourism services to enhance relevance. • Visual Presentation: Include additional visuals, such as conceptual models or graphs, to support data interpretation. 	

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

Reviewer Details:

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