

Review Form 3

Journal Name:	Journal of Economics, Management and Trade
Manuscript Number:	Ms_JEMT_127242
Title of the Manuscript:	The Implementation of a Customer Relationship Management System to Improve BPJS Patient Satisfaction at Penjaringan Health Center
Type of the Article	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 <i>(Please correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)</i>
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.	As per my review, this manuscript will be important for the scientific community as it worked on the among the major management issues with health care services which is unusual in most cases. In addition to the area the use of Structural Equation Modeling and the examination of various CRM features such as online queues and feedback services further strengthens the study's findings. I appreciate the thorough research methodology and the clear presentation of results demonstrating the significant positive effects of effective CRM systems on patient satisfaction. Overall, this manuscript highlights the crucial role of CRM systems in enhancing healthcare service satisfaction and the importance of communication and trust-building strategies in improving patient experiences.	
Is the title of the article suitable? (If not please suggest an alternative title)	I don't think that the topic is suitable, since we cannot measure impact with one time data. In the other way, as the study try to show how different factors such as organizational Communication, Customer Trust, and Customer Commitment are affecting CRM system and at the same time customer satisfaction. However, the missed variable as moderating or mediating effect (CRM system) should be explicitly introduced by the topic.	

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<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 of the article is quite comprehensive in detailing the impact of a Customer Relationship Management (CRM) system on BPJS patient satisfaction at Penjaringan Health Center. However, it could benefit from briefly mentioning the potential limitations or challenges faced during the implementation of the CRM system, as these could provide valuable insights for future research or practical applications. Additionally, the abstract might also consider briefly discussing the implications of the findings for healthcare service providers beyond Penjaringan Health Center, as this could broaden the relevance of the study's outcomes.</p>	
<p>Are subsections and structure of the manuscript appropriate?</p>	<p>The line spacing, font size, type, heading, needs serious correction as the authors strictly need to follow the guideline of the journal.</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>There is mixing of ideas in explaining the hypothesis in literature part, in some part the authors try to show the effect of independent variable with CRM system only by ignoring customer satisfaction which is the one and major independent variable. Therefore the hypothesis and indicating literature should be exact indicator of the conceptual framework.</p>	
<p>Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.</p>	<p>Some of the cited papers are too old, and some of the paragraph /sentences also not cited. However, you should give focus to the citation and reference part.</p>	
<p>Minor REVISION comments</p> <p>Is the language/English quality of the article suitable for scholarly communications?</p>	<p>Its good, but need to be check for minor revision</p>	
<p><u>Optional/General</u> comments</p>		

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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<p>Department, University & Country</p>	<p>Werabe University, Ethiopia</p>