

Review Form 1.7

Journal Name:	Asian Journal of Economics, Business and Accounting
Manuscript Number:	Ms_AJEBA_113120
Title of the Manuscript:	The Influence Of Brand Image And Price On Repurchase Intention Of Powercat Cat Food Customers In Bandung City
Type of the Article	Original Research 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>Compulsory REVISION comments</p> <p>1. Is the manuscript important for scientific community? (Please write few sentences on this manuscript)</p> <p>2. Is the title of the article suitable? (If not please suggest an alternative title)</p> <p>3. Is the abstract of the article comprehensive?</p> <p>4. Are subsections and structure of the manuscript appropriate?</p> <p>5. Do you think the manuscript is scientifically correct?</p> <p>6. Are the references sufficient and recent? If you have suggestion of additional references, please mention in the review form.</p> <p><u>(Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)</u></p>	<p>Yes, it is.</p> <p>Yes, but with little adjustment. I suggest the word influence should be removed because the study seek to unravel that The title should be - Brand Image, Price and Repurchase Intention Of Powercat Cat Food Customers In Bandung City.</p> <p>Yes</p> <p>Yes. However, in the literature review section, the dependent variable should come first (i.e. 2.1) because that is the problem the researcher intends to solve with this study.</p> <p>Yes</p> <p>Yes. However, I notice inconsistency in the referencing style. If the author is adopting the APA style of referencing, it should be used all through.</p>	
<p>Minor REVISION comments</p> <p>1. Is language/English quality of the article suitable for scholarly communications?</p>	<p>Yes, but the author should proofread to reduce few typos especially in the abstract and introduction</p>	
<p>Optional/General comments</p>	<p>Overall, I want to say this is a good work that needs little improvement</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>	

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Reviewer Details:

Name:	Bright Zorbari-Nwitambu
Department, University & Country	Kenule Beeson Saro-Wiwa Polytechnic, Nigeria