

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>1. The scientific community will benefit from this study since it addresses research gaps, makes new findings, and may provide valuable insights into the field.</p> <p>2. The title effectively expresses the piece's content in a concise manner.</p> <p>3. The abstract briefly summarizes the research, effectively highlighting its aims, techniques, and key findings.</p> <p>4. The manuscript's meticulous organisation, with appropriate subsections, improves readability and promotes a coherent progression, so enhancing the effectiveness of presenting the study information.</p> <p>5. The work exhibits scientific validity, showcasing careful methodology and analysis, hence improving its reputation within the scientific community.</p> <p>6. The references are sufficient and up-to-date, establishing a strong basis for the paper. However, given the ever-changing nature of the area, the inclusion of a 10-12 more current references might enhance the context and bolster the academic backing.</p>	
<p>Minor REVISION comments</p> <p>1. Is language/English quality of the article suitable for scholarly communications?</p>	Yes	
<p>Optional/General comments</p>	No	

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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