

Review Form 1.7

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| Journal Name: | Asian Journal of Economics, Business and Accounting |
| Manuscript Number: | Ms_AJEBA_112728 |
| Title of the Manuscript: | The Effect of Social Media Communication on Purchase Intentions with Brand Equity and Brand Attitude as Mediator |
| 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) |
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| Compulsory REVISION comments 1. Is the manuscript important for scientific community? (Please write few sentences on this manuscript) 2. Is the title of the article suitable? (If not please suggest an alternative title) 3. Is the abstract of the article comprehensive? 4. Are subsections and structure of the manuscript appropriate? 5. Do you think the manuscript is scientifically correct? 6. Are the references sufficient and recent? If you have suggestion of additional references, please mention in the review form. (Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments) | Yes Yes Yes Yes Yes Yes | Currently, the issue of digital media and social media is an important and interesting topic to discuss The title of the article matches the content of the research We have rearranged the abstract to make it clearer, thank you We have prepared the sub-sections and structure of the manuscript according to the template Yes We ensure that the reference sources we use are appropriate to the research topic |
| Minor REVISION comments 1. Is language/English quality of the article suitable for scholarly communications? | Check grammar before submission of final version | Thank you for your suggestion. We ensure there's no grammar and spelling mistakes on the final version of the manuscript. |
| Optional/General comments | | |

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) |
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| Are there ethical issues in this manuscript? | (If yes, Kindly please write down the ethical issues here in details) | No, there isn't any ethical issues on this manuscript. |