

Review Form 1.7

Journal Name:	Asian Journal of Economics, Business and Accounting
Manuscript Number:	Ms_AJEBA_119420
Title of the Manuscript:	The Effect of Customer Experience on Repurchase Intention Through Customer Satisfaction Virtual Products Game Mobile Legends: Bang Bang in Cimahi City
Type of the Article	Consumer Behavior

General guideline for 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 guideline for Peer Review process, reviewers are requested to visit this link:

(<https://www.journalajebo.com/index.php/AJEBA/editorial-policy>)

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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>(Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)</p>	<p>1.The manuscript is well prepared, but the data needs serious attention as the author misquoted</p> <p>2.Yes the title of the article is suitable</p> <p>3.The introduction session does not mention the selection of the variables. There should be some quotations of previous theories and previous studies. The authors only mention the real phenomenon but not the theory(theories) and previous studies.</p> <p>4.The literature review shall connect the theory and variables. The main theory shall be explored. Explain how the responses are approached, how long was the data collection process and how to do it.</p> <p>5.The findings and discussion session is poorly presented as the way how the author manages the sequence is a repetition style.</p> <p>6. The conclusion shall not mention any statistical numbers. Provide the limitations and use them as the key point to suggest for future studies.</p>	
<p>Minor REVISION comments</p> <p>1. Is language/English quality of the article suitable for scholarly communications?</p>	<p>The manuscript still needs major revision because the emergence of research variables is not based on theory and empirical evidence. This can be seen in the introduction section. The author is actually stuck explaining field phenomena. The manuscript lacks detailed discussion and is stuck with a standard writing style lacking modification. The table presentation is also less attractive.</p>	
<p>Optional/General comments</p>	<p>Note: In 2022, esports revenue worldwide reached more than USD 1.38 billion. (Please check again, 1.38 is too small for a revenue being reported for a worldwide revenue. The real data is 1,384 million or 1.38 billion). Check this number USD 1.87 billion by 2025 too. It should be 1.87 billion.</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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