

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	

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.a. This paper touches on an interesting topic concerning the rapidly expanding e-sports industry. However, no research gaps were provided to highlight insights to justify publication. Also, the abstract mentions the testing of the validity and reliability of the questionnaire instrument; however, the methodology section lacks an explanation of this process, including the number of respondents involved and the analysis techniques employed.</p> <p>1.b. The author(s) has crafted a background with a coherent and well-structured narrative. However, the explanation of the relationship between customer experience and repurchase intention and how customer satisfaction mediates this relationship is lacking. The author(s) can describe them in the introduction.</p> <p>2. The authors can create more captivating article titles. One alternative to consider is "Intensifying Repurchase Intention Through Customer Experience: The Mediating Role of Customer Satisfaction in Customer Satisfaction Virtual Products Game Mobile Legends: Bang Bang in Cimahi City"</p> <p>3. The abstract comprehensively explains the problem's background context, the research objectives, the methodology employed, and the findings obtained.</p> <p>4. Yes</p> <p>5. The article demonstrates scientific validity through the alignment between the problem formulation and research objectives, the provision of adequate and relevant theoretical support, the use of an appropriate methodology, and the presentation of in-depth findings and discussions.</p> <p>6. Yes</p>	
<p>Minor REVISION comments</p> <p>1. Is language/English quality of the article suitable for scholarly communications?</p>	<p>The paper is well-written and structured. However, minor editing due to some typos is recommended to refine language and clarity in some sections.</p>	
<p>Optional/General comments</p>	<p>Overall, this paper is a valuable contribution to the field of the e-sport industry, offering new insights into the impact of customer experience on repurchase intention. With minor revisions, it will be an excellent fit for publication in this journal</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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