

Review Form 3

Journal Name:	Asian Research Journal of Arts & Social Sciences
Manuscript Number:	Ms_ARJASS_120372
Title of the Manuscript:	EXAMINING SERVIQUAL MODEL ON STUDENTS' PERCEPTIONS OF SUSTAINABLE SERVICE QUALITY IN HIGHER EDUCATION – A CASE OF TANZANIA INSTITUTE OF ACCOUNTANCY SINGIDA CAMPUS
Type of the Article	

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PART 1: Review Comments

Compulsory REVISION comments	Reviewer's comment	Author's Feedback (Please correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)
<p>Please write few sentences regarding the importance this manuscript for scientific community. Why do you like (or dislike) this manuscript? Minimum 3-4 sentences may be required for this part.</p>	<p>This manuscript is significant for the scientific community as it delves into the critical issue of service quality in higher education, specifically within the context of Tanzania. By employing the SERVQUAL model, the study offers a structured analysis of how service quality impacts student satisfaction. Such insights are vital for educational institutions aiming to enhance their competitive edge and improve the overall student experience. I appreciate this manuscript because it addresses a pertinent issue in the educational sector and provides empirical data that can guide policy and administrative improvements.</p>	
<p>Is the title of the article suitable? (If not please suggest an alternative title)</p>	<p>The title "EXAMINING SERVIQUAL MODEL ON STUDENTS' PERCEPTIONS OF SUSTAINABLE SERVICE QUALITY IN HIGHER EDUCATION – A CASE OF TANZANIA INSTITUTE OF ACCOUNTANCY SINGIDA CAMPUS" is suitable as it clearly conveys the study's focus on the SERVQUAL model and its application in assessing service quality in higher education at a specific campus. However, a more concise title could be: "Assessing Service Quality in Higher Education Using SERVQUAL: Case Study of Tanzania Institute of Accountancy, Singida Campus."</p>	
<p>Is the abstract of the article comprehensive? Do you suggest addition (or deletion) of some points in this section? Please write your suggestions here.</p>	<p>The abstract is comprehensive, providing a clear summary of the study's objectives, methodology, key findings, and implications. However, it could be improved by adding specific recommendations based on the findings and briefly mentioning any limitations of the study. This would give readers a more complete overview of the study's scope and relevance.</p>	
<p>Are subsections and structure of the manuscript appropriate?</p>	<p>The subsections and structure of the manuscript are appropriate. The manuscript follows a logical flow, starting with an introduction, followed by a literature review, methodology, results, discussion, implications, and conclusions. Each section is well-defined and contributes to the overall coherence of the study.</p>	
<p>Please write few sentences regarding the scientific correctness of this manuscript. Why do think that this manuscript is scientifically robust and technically sound? Minimum 3-4 sentences may be required for this part.</p>	<p>This manuscript is scientifically robust and technically sound. The use of the SERVQUAL model to evaluate service quality in higher education is well-established, and the methodology, including the case study design and the use of a Likert scale questionnaire, is appropriate for the research objectives. The statistical analysis using IBM SPSS provides credible and reliable results, enhancing the study's validity. The comprehensive data collection and detailed analysis underscore the manuscript's scientific rigor.</p>	
<p>Are the references sufficient and recent? If you have suggestion of additional references, please mention in the review form.</p>	<p>The references are sufficient and include recent and relevant sources that support the study's framework and findings. However, including more recent studies from the last three years could further strengthen the manuscript. Suggested additional references might include recent research on service quality in higher education and more studies using the SERVQUAL model in different contexts.</p>	
<p>Minor REVISION comments</p> <p>Is language/English quality of the article suitable for scholarly communications?</p>	<p>The language and English quality of the article are suitable for scholarly communication. The manuscript is well-written, with clear and concise language that effectively conveys the study's findings and implications. Minor grammatical or stylistic adjustments could enhance readability, but overall, the language quality is good.</p>	
<p>Optional/General comments</p>	<p>Summary of Suggested Revisions</p> <ol style="list-style-type: none"> 1. Consider a more concise title. 2. Add specific recommendations and limitations in the abstract. 3. Include more recent references to strengthen the literature review. 4. Perform minor grammatical and stylistic adjustments for enhanced readability. 	

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PART 2:

	Reviewer's comment	Author's comment <i>(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)</i>
Are there ethical issues in this manuscript?	<i>(If yes, Kindly please write down the ethical issues here in details)</i>	

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