

**Review Form 1.7**

Journal Name:	<a href="#">Asian Journal of Economics, Business and Accounting</a>
Manuscript Number:	Original Manuscript_AJEBA_117961
Title of the Manuscript:	THE INFLUENCE OF PERFORMANCE, DURABILITY, PERCEIVED QUALITY, PRICE AND PRODUCT INNOVATION ON CUSTOMER LOYALTY OF CASIO BRAND WATCHES PURCHASED ONLINE IN CIMAHI CITY
Type of the Article	The article is empirical, as it is based on data gathered from respondents via a questionnaire. The study is quantitative, as it use numerical data and statistical analysis to examine hypotheses.

**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><b>Compulsory</b> 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>Yes, the article provides the current scenario of the society.</p> <p>In my opinion , the following title is more better: The Influence of Product Quality, Price, and Innovation on Customer Loyalty: A Study of Casio Watches Purchased Online in Cimahi City</p> <p>Yes</p> <p>Yes</p> <p>Yes</p> <p>yes</p>	
<p><b>Minor</b> REVISION comments</p> <p>1. Is language/English quality of the article suitable for scholarly communications?</p>	<p>Yes</p>	
<p><b>Optional/General</b> comments</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><u>(If yes, Kindly please write down the ethical issues here in details)</u></p>	

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**Reviewer Details:**

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Department, University & Country	<b>Tribhuvan University, Nepal</b>