

Review Form 1.7

Journal Name:	Asian Journal of Economics, Business and Accounting
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	

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><u>(Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)</u></p>	<p>1. This article offers valuable insights into the intersection of technology, commerce, and consumer behavior.</p> <p>2. The title appears lengthy, consider shortening for clarity and conciseness without losing key elements. One suggestion is "Customer Loyalty to Online Purchased Casio Watches in Cimahi: Factors Impacting Performance, Quality, and Innovation"</p> <p>3. The abstract presents valuable insights into the impact of various factors on online customer loyalty towards Casio watches.</p> <p>4. The literature review provides a foundational understanding but lacks the discussion on underpinned theories. Incorporating more recent citations, discussing theoretical background and expanding the discussion on variables explored in past studies would enrich the analysis. Overall, the structure looks good.</p> <p>5. The analysis done is scientifically sound.</p> <p>6. A few citations are quite old, need to add a few more recent citations from top tier journals indexed in scopus.</p>	
<p>Minor REVISION comments</p> <p>1. Is language/English quality of the article suitable for scholarly communications?</p>	<p>The language is suitable; however, there are grammatical errors that need correction.</p>	
<p>Optional/General comments</p>		

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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>	

Reviewer Details:

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