

**Review Form 1.7**

Journal Name:	Asian Journal of Economics, Business and Accounting
Manuscript Number:	Original Manuscript_AJEBA_117925
Title of the Manuscript:	Service Quality and Customer Relationship Management on Customer Loyalty: the Mediating Role of Customer Satisfaction
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><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>1. This study is good and important for scientific community. The study has focusing on generation Z as respondent which is important in this study to know mediating role of customer satisfaction on customer loyalty.</p> <p>2. The title is clear and easy to understand.</p> <p>3. The abstract can be improved. (a) The author should include problem statement for this study. (b) The result/finding should not be explained by using numbers or figures. Summarize the main findings by clearly state the most significant results of the study. Then, highlight the implications. Explain the importance and potential impact of your findings. Author should also add recommendation for the study.</p> <p>4. The subsections and structure of the manuscript are appropriate but still can be enhanced. The author can add subsections and organized effectively for the introduction since the study has many subtopics to be explained.</p> <p>5. Yes.</p> <p>6. The references sufficient and recent.</p>	
<p><b>Minor</b> REVISION comments</p> <p>1. Is language/English quality of the article suitable for scholarly communications?</p>	<p>This paper contains some grammatical error. Please enhance it.</p>	
<p><b>Optional/General</b> comments</p>	<p>This study is good since the author focusing major consumers of fast food among the new generation are primarily Millennial and Generation Z.</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>	

**Review Form 1.7**

**Reviewer Details:**

Name:	<b>Asma' Rashidah Idris</b>
Department, University & Country	<b>Universiti Teknologi MARA, Malaysia</b>