

**Review Form 1.7**

Journal Name:	<b>Asian Journal of Economics, Business and Accounting</b>
Manuscript Number:	<b>Original Manuscript_AJEBA_117925</b>
Title of the Manuscript:	<b>Service Quality and Customer Relationship Management on Customer Loyalty: the Mediating Role of Customer Satisfaction</b>
Type of the Article	

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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><b>Compulsory</b> REVISION comments</p> <p>1. <b>Is the manuscript important for scientific community?</b> (Please write few sentences on this manuscript)</p> <p>2. <b>Is the title of the article suitable?</b> (If not please suggest an alternative title)</p> <p>3. <b>Is the abstract of the article comprehensive?</b></p> <p>4. <b>Are subsections and structure of the manuscript appropriate?</b></p> <p>5. <b>Do you think the manuscript is scientifically correct?</b></p> <p>6. <b>Are the references sufficient and recent? If you have suggestion of additional references, please mention in the review form.</b></p> <p><u>(Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)</u></p>	<p>1. Customer Loyalty, the Mediating Role of Customer Satisfaction is the topic of discussion when it comes to service quality, customer satisfaction, and customer relationship management. The main idea of</p> <p>2.ok</p> <p>3. Instead of mentioning every p value in the result of the hypothesis, suggest summing it up in a better structure.</p> <p>4. The introduction section is lengthy and provides an overload of explanations. Arranging it as literature is necessary because it includes a greater number of citations.</p> <p>5. a) framework methodology? Is it refer to conceptual framework @ research framework? b) 2.6 Service Quality to Customer Loyalty mediate by Customer Satisfaction - suggestion Customer satisfaction mediates the relationship between service quality and customer loyalty. - can apply to 2.7 also</p> <p>6.ok OTHERS</p> <p>- a variable is said to have an effect on other variables if its p values are less than the significance value (in this case, 0.05), meaning that its p values are less than 0.05. If, on the other hand, the p values are greater than 0.05, it can be said that there is no effect on the relationship between these variables --(Citation &amp; reference needed here)</p> <p>- P values &lt; significance, specifically a value of 0.006 &lt; 0.05, demonstrate this--(Citation &amp; reference needed here)</p>	
<p><b>Minor</b> REVISION comments</p> <p>1. <b>Is language/English quality of the article suitable for scholarly communications?</b></p>	<p>Acceptable</p>	
<p><b>Optional/General</b> comments</p>	<p>-4.2 is the hypothesis test result, followed by 4.3 until 4.9. It alludes to the same table analysis (Table 3), but the discussion flows from 4.3 to 4.9. Why don't you add in all under 4.2? Refer to Table 3.</p> <p>-Service quality is measured by items from [37], namely functionality 4 items, enjoyment 1 item, privacy 1 item, design 1 item, assurance 1 item, convenience 1 item, and customization 1 item. Then customer relationship management is measured by items from Lubis (2020) [38], namely customers 2 items, benefits 2 items, and CRM technology 2 items. Then customer satisfaction is measured by items from Tjiptono (2019) [39], namely product 3 items, price 1 item, promotion 3 items, location 1 item, employee service 3 items, facilities 1 item, and atmosphere 1 item. Then customer loyalty is measured by items from [40], namely saying positive things 1 item, giving recommendations 1 item, and making repurchases 1 item--- (suggestion to convert in Table)</p>	

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**PART 2:**

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

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