

Review Form 1.7

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| 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 <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> |
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| <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>(Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)</p> | <p>Yes. Making loyal customers has become more important for the survival of any business.</p> <p>Yes.</p> <p>Yes, but the hypothesis testing mentioned under the results should be written clearly. Further, the p value mentioned between customer satisfaction and loyalty is more than 0.05. Yes. It is better if the direct, indirect and total effect between constructs explained clearly in a tabular or pictorial format. Yes</p> <p>Yes. Please follow the reference style mentioned in the "General Guideline for Authors"</p> | |
| <p>Minor REVISION comments</p> <p>1. Is language/English quality of the article suitable for scholarly communications?</p> | <p>It is better if the language and writing style improved according to academic standard.</p> | |
| <p>Optional/General comments</p> | <p>A good research paper</p> | |

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> |
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| <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> | |

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Reviewer Details:

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| Name: | Vithya Leninkumar |
| Department, University & Country | Eastern University, Sri Lanka |