

Review Form 1.7

Journal Name:	Asian Journal of Economics, Business and Accounting
Manuscript Number:	Ms_AJEBA_118160
Title of the Manuscript:	The effect of product quality, service quality and eWOM on repurchase intention: consumer satisfaction as a mediating variable
Type of the Article	

General guideline for Peer Review process:

This journal's peer review policy states that **NO** manuscript should be rejected only on the basis of '**lack of Novelty**', provided the manuscript is scientifically robust and technically sound. To know the complete guideline for Peer Review process, reviewers are requested to visit this link:

(<https://www.journalajebo.com/index.php/AJEBA/editorial-policy>)

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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>Compulsory REVISION comments</p> <ol style="list-style-type: none"> Is the manuscript important for scientific community? (Please write few sentences on this manuscript) Is the title of the article suitable? (If not please suggest an alternative title) Is the abstract of the article comprehensive? Are subsections and structure of the manuscript appropriate? Do you think the manuscript is scientifically correct? Are the references sufficient and recent? If you have suggestion of additional references, please mention in the review form. <p><u>(Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)</u></p>	<ol style="list-style-type: none"> The manuscript addresses a relevant topic in the field of marketing, particularly within the context of e-commerce. Understanding the factors that influence repurchase intentions is critical for businesses aiming to enhance customer loyalty and satisfaction. By focusing on product quality, service quality, and electronic word of mouth (e-WOM), and their mediation through customer satisfaction, the study provides insights that are valuable for both academics and practitioners. The specific focus on Erigo products in the Shopee marketplace in Malang City also adds a localized perspective that could be beneficial for regional studies and comparisons. The title, "The effect of product quality, service quality and eWOM on repurchase intention: consumer satisfaction as a mediating variable," is clear and captures the key elements of the study. However, it can be slightly refined for better readability and to include the context of the study. Author can consider improvising it to: "The Effect of Product Quality, Service Quality, and eWOM on Repurchase Intention: Consumer Satisfaction as a Mediator in the Shopee Marketplace". The abstract of the article provides a good overview but could be improved for clarity and completeness. Like "The total number of respondents in this study was 154; this figure is equal to the number of research items employed, which was 22. The result is then multiplied by 7 to get 154." Can be changed to "A total of 154 respondents were selected using a purposive sampling technique." No need to write the values in the abstract, values can be discussed in the results section. The overall structure and subsections of the manuscript appear appropriate, however, implications namely, theoretical and practical should also be there. Yes, provided it accommodate all the necessary changes. I recommend incorporating the following papers into the literature review to enhance the comprehensiveness and recency of your study: <ul style="list-style-type: none"> Ahmad, K., & Sharma, B. K. (2023). Online Satisfaction and Hotel Booking Intentions: An Information System Success Model Perspective. Journal of Quality Assurance in Hospitality & Tourism, 1–33. https://doi.org/10.1080/1528008X.2023.2283502 <p>This paper provides valuable insights into the relationship between online satisfaction and booking intentions, which can be paralleled to your study's focus on customer satisfaction and repurchase intentions in an e-commerce context.</p> <ul style="list-style-type: none"> Ahmad, Khalil, and Naveen Pandey. 2024. "A Mixed Methods Study to Uncover the Adoption Potential of Digital Marketing in Indian SMEs". Asian Journal of Economics, Business and Accounting 24 (4):168-81. https://doi.org/10.9734/ajeba/2024/v24i41271 <p>This study explores digital marketing adoption, which can provide a broader perspective on electronic word of mouth (eWOM) and its impact on consumer behavior, enriching the discussion in your manuscript.</p> 	
<p>Minor REVISION comments</p> <ol style="list-style-type: none"> Is language/English quality of the article suitable for scholarly communications? 	<p>The language/English quality of the article has several areas that need improvement to meet the standards for scholarly communication. Here are specific examples and suggestions for improvement: conclusion is ending abruptly "One important takeaway from this study is an." Model is not in english.</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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