

Review Form 1.7

Journal Name:	South Asian Journal of Social Studies and Economics
Manuscript Number:	Original Manuscript_SAJ SSE_117680
Title of the Manuscript:	A Smirk of Satisfaction: Study on Panama Cafe Consumers
Type of the Article	Empirical Research Paper

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.journalsajsse.com/index.php/SAJSSE/editorial-policy>)

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>(Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)</p>	<p>1. This research is a descriptive quantitative study conducted from January to March 2024 using purposive sampling method. The total sample in this research are 50 customers (22 male, 22 female, age range 15-35 years) who made more than two purchases. Data collection uses a questionnaire, which will be tested for validity and reliability, with the help of SPSS to processing data. The results show that Product quality has no influence on customer satisfaction, while service quality and price have an influence on customer satisfaction at Panama Cafe in Makassar city.</p> <p>2. The Title of article is appropriate</p> <p>3. The Abstract of present Article is comprehensive and easy to understand.</p> <p>4. All the subsections and structure of research article are appropriate.</p> <p>5. The manuscript is scientifically correct</p> <p>6. The references in the manuscript are proper, recent and sufficient.</p>	
<p>Minor REVISION comments</p> <p>1. Is language/English quality of the article suitable for scholarly communications?</p>	<p>The quality of the English language used in the article is good and suitable for scholarly communications.</p>	
<p>Optional/General comments</p>	<p>NIL</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>	

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