

Review Form 1.7

Journal Name:	Asian Journal of Economics, Business and Accounting
Manuscript Number:	Ms_AJEBA_116993
Title of the Manuscript:	Product Quality Towards Brand Loyalty in the Cosmetic Industry
Type of the Article	Research 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>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>This descriptive-correlational study aimed to examine the relationship between product quality dimensions and brand loyalty. There were 259 respondents in six cosmetic industries in Davao del Norte who were chosen through stratified sampling. This study used two adapted questionnaires. Mean, Pearson r and standard deviation were used as statistical tools. The study involved analyzing data from respondents who provided ratings on various dimensions of product quality and brand loyalty indicators. The results revealed that product quality dimensions such as environmental friendliness, conformance, aesthetic, perceived quality, performance, reliability, serviceability, and durability were rated very highly by the respondents</p> <p>Yes. It is Suitable.</p> <p>Yes.</p> <p>Yes it is correct.</p> <p>Yes</p> <p>OK</p>	
<p>Minor REVISION comments</p> <p>1. Is language/English quality of the article suitable for scholarly communications?</p>	<p>OK</p>	
<p>Optional/General comments</p>	<p>Good</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:

Name:	C. K. Gomathy
Department, University & Country	Sri Chandrasekharendra Saraswathi Viswa Mahavidyalaya, India