

**Review Form 1.7**

Journal Name:	<b>Asian Journal of Economics, Business and Accounting</b>
Manuscript Number:	<b>Ms_AJEBA_116993</b>
Title of the Manuscript:	<b>Product Quality Towards Brand Loyalty in the Cosmetic Industry</b>
Type of the Article	

**PART 1: Review Comments**

	<b>Reviewer's comment</b>	<b>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)</b>
<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><b><u>(Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)</u></b></p>	<p>1. This design allowed for examining the relationship between product quality dimensions and brand loyalty without directly manipulating subjects' circumstances, providing a clear insight into the association between the variables .</p> <p>2. Employing quantitative methods to collect and analyze numerical data provides a solid foundation for establishing significant relationships between the variables under study .</p> <p>3. The methodology outlines a detailed process that includes data acquisition, verification, quantification, and analysis by a certified statistician, ensuring the accuracy and reliability of the results .</p> <p>4. The importance of obtaining informed consent from participants, respecting data privacy, and ensuring confidentiality in handling the collected information is highlighted, reflecting an ethical approach to research</p> <p>1. By focusing solely on customers of cosmetic brands in a specific location, generalizing the results to other populations or regions may be questionable, limiting the external validity of the study.</p> <p>2. Direct administration of questionnaires by the researcher may introduce biases in participants' responses, as they could be influenced by the presence of the researcher.</p> <p>3. While the use of quantitative methods is emphasized, the inclusion of complementary qualitative analysis would have enriched the understanding of participants' perceptions and experiences regarding product quality and brand loyalty.</p> <p>4. Although the interpretation of results by the researcher is mentioned, subjectivity in data interpretation could influence the final conclusions of the study.</p> <p>Overall, the methodology employed in the study provides a solid foundation for exploring the relationship between product quality and brand loyalty in the cosmetic industry. However, it is important to consider these strengths and weaknesses when interpreting the findings and planning future research.</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><b>Optional/General</b> comments</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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