

Review Form 3

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| Journal Name: | Asian Journal of Economics, Business and Accounting |
| Manuscript Number: | Ms_AJEBA_124818 |
| Title of the Manuscript: | The Mediating Effect Of Service Quality On Total Quality Management And Customer Loyalty In Banking Sector |
| Type of the Article | |

Review Form 3

PART 1: Review Comments

| Compulsory REVISION comments | Reviewer's comment | Author's Feedback (Please correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here) |
|---|--|---|
| Please write a few sentences regarding the importance of this manuscript for the scientific community. Why do you like (or dislike) this manuscript? A minimum of 3-4 sentences may be required for this part. | This manuscript holds significant importance for the scientific community, particularly in the field of service quality management and customer loyalty in the banking sector. By highlighting the mediating role of service quality in the relationship between Total Quality Management (TQM) practices and customer loyalty, it provides valuable insights for both academic research and practical applications. The use of data from private banks in Iraq also adds a regional perspective, which can help in understanding the effects of TQM in different economic and cultural contexts. I like this manuscript because it emphasizes the need for continuous improvement in service quality to drive customer loyalty, an aspect crucial for long-term business success in highly competitive markets. | |
| Is the title of the article suitable? (If not please suggest an alternative title) | <p style="text-align: center;">Enhancing Bank Service Quality through Total Quality Management: A Focus on HR Development, Customer Orientation, and Technology Integration</p> <p style="text-align: center;">This may be appropriate title for this article.</p> | |
| Is the abstract of the article comprehensive? Do you suggest the addition (or deletion) of some points in this section? Please write your suggestions here. | | |
| Are subsections and structure of the manuscript appropriate? | | |
| Please write a few sentences regarding the scientific correctness of this manuscript. Why do you think that this manuscript is scientifically robust and technically sound? A minimum of 3-4 sentences may be required for this part. | <p>1. I did not find research gap in this manuscript and the indicators number in yellow colour are not sequentially arranged (CF 1,2,5,6) it should have (CF 1,2,3,4) further EK(EK 1,2,4,5) it should have EK(1,2,3,4).</p> <p>2. The reference of this part needs to be reviewed. Rahmayanti, N. (2010). Manajemen pelayanan prima. Yogyakarta: Graha Ilmu.</p> <p>3. Loading value is .524 for CL2 indicator it is below the threshold value (.70) and SQ8 loading value is .68 so it needs to be looked at.</p> <p>4. The VIF value table needs to be incorporated and value should be less than 5 in order to solve multicollinearity issue.</p> | |
| Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form. = | <p>These references were not found in the manuscript so it is advisable to mention these references and go through these papers.</p> <p>1- Hair, J., Risher, J., Sarstedt, M. & Ringle, C. (2019), When to use and how to report the results of PLS-SEM European Business Review, 02-24.</p> <p>2- Parsuraman, A., Zeithaml, V. & Berry, L. (1985), A conceptual model of service quality and its implication for future research, Journal of Marketing, 49 (4), 41-50.</p> <p>3- Shmueli, G., Sarstedt, M., Hair, J., Cheah, J., Ting, H. & Vaithilingam, S. (2019), Predictive model assessment in PLS-SEM: Guidelines for using PLS predict, European Journal of Marketing.</p> <p>There are some citations in the manuscript but not mentioned in the reference so they need to be checked.</p> | |

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| Minor REVISION comments | | |
| Is the language/English quality of the article suitable for scholarly communications? | yes | |
| <u>Optional/General</u> comments | | |

PART 2:

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| | 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) |
| 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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|----------------------------------|-------------------------------|
| Name: | Arup Bramha Mohapatra |
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