

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 | Research Article |

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PART 1: Review Comments

| Compulsory REVISION comments | Reviewer's comment | Author's Feedback <i>(Please correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)</i> |
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| <p>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.</p> | <p>This manuscript provides valuable insights into the banking sector's implementation of Total Quality Management (TQM) and its impact on customer loyalty through the mediating effect of service quality. The study contributes to the ongoing discussion on TQM in service industries, particularly in the underexplored area of banking in Iraq. The findings have practical implications for improving banking services and customer loyalty, which is significant given the competitive nature of the banking industry. However, the paper could further expand its theoretical contributions by discussing how TQM in the banking sector compares to other service industries or regions. More comparative analysis could strengthen the manuscript's relevance to a broader audience.</p> | |
| <p>Is the title of the article suitable? (If not please suggest an alternative title)</p> | <p>The title "The Mediating Effect of Service Quality on Total Quality Management and Customer Loyalty in Banking Sector" effectively conveys the main focus of the study, highlighting the key variables involved.</p> | |
| <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.</p> | <p>The abstract effectively summarizes the research but could be enhanced by providing more detail on the methodology, particularly regarding data collection and data analysis. Additionally, the practical implications for banking management should be more prominently emphasized, especially concerning service quality. It is important to maintain consistency in terminology throughout the manuscript, so please choose either "quality service" or "service quality" and use it consistently. Furthermore, a clearer distinction between the theoretical and practical contributions would enhance the overall comprehensiveness of the abstract.</p> | |
| <p>Are subsections and structure of the manuscript appropriate?</p> | <p>The manuscript includes the necessary subsections; however, it could be further enhanced by addressing the following areas:</p> <p>Introduction Comment: The introduction currently lacks a clear and concise problem statement, which is essential for framing the study's significance and context. A well-defined problem statement articulates the specific issue or gap in the existing literature that the research seeks to address. Including this element will help readers understand the motivation behind the study and the relevance of the research questions being explored. It is recommended to clearly outline the problem that necessitates this research, as well as its implications for the field.</p> <p>Literature Review Comment: Before discussing subsections like Total Quality Management, it is essential to include a dedicated Literature Review section that establishes a foundation for the subsequent discussions. This section should articulate the hypotheses clearly and integrate them with relevant theories and existing research, thereby strengthening the connection between theoretical frameworks and empirical investigations. Additionally, a more comprehensive explanation of the theoretical framework underpinning the relationships among TQM, service quality, and customer loyalty would enhance the manuscript's scientific depth. This context will help readers understand the connections between these constructs and the rationale for the hypotheses, ultimately improving the manuscript's coherence and rigor.</p> <p>Research Methodology Comment: The methodology is briefly described, but it would benefit from greater clarity and detail. For example, specify the rationale for using a cross-sectional design and how it aligns with the study objectives. While the use of a five-point Likert scale is mentioned, it would enhance understanding if the</p> | |

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| | <p>manuscript elaborated on how the scale was validated and adapted from previous literature. Including information about the reliability of the scale (e.g., Cronbach's alpha) would strengthen the methodology. The breakdown of items for each construct (TQM, quality service, and customer loyalty) is helpful. However, providing specific examples of the items used for each dimension would improve transparency and replicability.</p> <p>Data Collection Comment: The use of non-probability and purposive sampling techniques is mentioned, but the manuscript should justify why these methods were chosen over probability sampling. Discussing the implications of this choice on the generalizability of the findings would be beneficial. The sample size of 390 individuals is reported, which is commendable. However, it would be helpful to provide insights into how this sample size was determined and whether it meets any established criteria for statistical power.</p> <p>Data Analysis Comment: Please verify whether the explanation should typically come before or after the table/figure. It is important to ensure consistency with academic standards. Generally, the explanation often comes first, providing context for the reader, followed by the table or figure for visual support. This approach helps the reader understand the data's relevance before engaging with the detailed information. However, some formats may prefer the data presentation first, depending on the journal's guidelines.</p> <p>The section should clearly outline the criteria used to analyze the structural model specifically in the context of PLS-SEM (Partial Least Squares Structural Equation Modeling). It is essential to explain whether the model met the established acceptance criteria.</p> <p>Discussion Comment: The discussion effectively ties the findings back to the literature, particularly highlighting the positive impact of TQM on service quality and customer loyalty. However, it would benefit from being more explicitly guided by the research objectives and research questions. Structuring the discussion around these elements will provide a clearer focus and ensure that the analysis remains aligned with the study's original aims. Additionally, the discussion would be strengthened by incorporating more recent citations to reflect the latest developments in the field.</p> <p>Conclusion Comment: The conclusion section currently lacks citations to support the recommendations for practitioners.</p> | |
| <p>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> | <p>The manuscript is scientifically robust and technically sound. The research design, employing a quantitative cross-sectional method, is appropriate for the study's objectives. The measurement model demonstrates internal consistency and validity, which strengthens the scientific merit of the paper. The use of well-established constructs such as SERVQUAL and TQM components provides a solid foundation for the research. Nonetheless, the paper could further benefit from a</p> | |
| <p>Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.</p> | <p>The references are relevant but slightly dated, with many sources from before 2020. Including more recent research would improve the relevance of the study. Update the reference list with recent studies, especially those published within the last three to five years, to ensure that the study reflects the current state of research on TQM, service quality, and customer loyalty in the banking sector.</p> | |

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| <p>Minor REVISION comments</p> <p>Is the language/English quality of the article suitable for scholarly communications?</p> | <p>Language/English Quality The language is generally suitable for scholarly communication, but there are some spelling errors such as "Date Collection". A thorough proofreading is recommended to correct these issues.</p> | |
| <p>Optional/General comments</p> | <ol style="list-style-type: none"> 1. The manuscript currently lacks explicit research objectives, research questions, and hypotheses. These elements are critical for guiding the study and providing a clear framework for both the analysis and interpretation of the results. Their absence makes it difficult for readers to understand the specific goals of the research and the relationships being tested. 2. The manuscript should begin with a clear definition of convergent validity (CV), and thereafter, refer to it simply as "CV" in subsequent mentions for consistency 3. Ensure that all citations and reference formats are accurate and consistent throughout the manuscript, such as "Harimurti, R., &Suryani, T. (2019)". 4. Kindly consider refining the overall formatting to align with the guidelines specified by the journal. | |

PART 2:

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| | <p>Reviewer's comment</p> | <p>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> |
| <p>Are there ethical issues in this manuscript?</p> | <p><i>(If yes, Kindly please write down the ethical issues here in details)</i></p> | |

Reviewer Details:

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