

**Review Form 3**

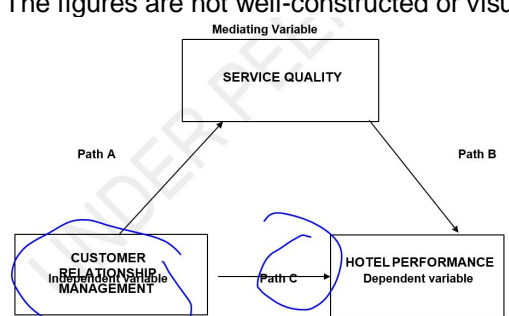
Journal Name:	<a href="#">Asian Journal of Economics, Business and Accounting</a>
Manuscript Number:	Ms_AJEBA_125365
Title of the Manuscript:	<b>The Mediating Effect of Service Quality on The Relationship Between Customer Relationship Management and Hotel Performance in Davao Region</b>
Type of the Article	

### Review Form 3

#### **PART 1: Review Comments**

<b>Compulsory</b> REVISION comments	<b>Reviewer's comment</b>	<b>Author's Feedback</b> <i>(Please correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)</i>
<b>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.</b>		
<b>Is the title of the article suitable? (If not please suggest an alternative title)</b>		
<b>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.</b>		
<b>Are subsections and structure of the manuscript appropriate?</b>		
<b>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.</b>		
<b>Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.</b> =		

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<p>Minor REVISION comments</p> <p><b>Is the language/English quality of the article suitable for scholarly communications?</b></p>		
<p><b>Optional/General</b> comments</p>	<p>Page 1- The title is confusing, see the corrected version of the sentence for both grammar and clarity: "The Mediating Effect of Service Quality on the Relationship Between Customer Relationship Management and Hotel Performance in the Davao Region".</p> <p>Page 1- Abstract: In the abstract, the grammar is often incorrect, with verbs not agreeing properly, as well as issues with verb tenses. The abstract needs to be in the present tense, not the past. In the first sentence, the word 'relationship' appears twice in close succession. The text should be corrected and organized.</p> <p>Page 1- Keywords should be at least five</p> <p>Throughout the entire document</p> <ul style="list-style-type: none"> <li>• Write "et al." in italic</li> <li>• Not - (Parasuraman and Zeithanl, 1990) but (Parasuraman &amp; Zeithanl, 1990)</li> <li>• Not - quality measurement Godolja &amp; Spaho (2017) but quality measurement Godolja and Spaho (2017).</li> <li>• Throughout the entire document, the grammar is often incorrect, with verbs not agreeing properly, as well as issues with verb tenses. The text needs to be in the present tense, not the past. In the first sentence of the abstract, the word 'relationship' appears twice in close succession. There are often extra lines or spaces where there shouldn't be. The text should be corrected and organized</li> </ul> <p><small>to perform. Furthermore, Parasuraman &amp; Zeithanl (1990) examined a reciprocal relationship between customer relationship management and hotel performance. And sixth, Rahimi &amp; Gauril, (2016). Argued that there is a significant positive relationship between customer relationship management and hotel performance.</small></p> <p><small>Further, a variable may function as a full mediator when it meets the following condition: a.) variations in levels of the independent variable significantly account for the variations in the presumed mediator; b.) variations in the mediator significantly account for the variations of dependent variable and c.) when both independent variable and mediating variable appear in the</small></p> <p><small>Model a previously significant relationship between independent and dependent variables are no longer effective and when the direct path is zero (Baron &amp; Kenny, 1986).</small></p> <p><b>Conceptual Framework</b></p> <p><small>The independent variable in this study is customer relationship management which indicated needs assessment, customized services, ongoing dialogue, and employee empowerment. Mukami (2017). And mediating variable is</small></p> <ul style="list-style-type: none"> <li>• Figures are not numbered</li> <li>• The figures are not well-constructed or visually pleasant to analyze</li> </ul>  <p><small>Figure 1 the conceptual model showing the relationships of the variables.</small></p> <ul style="list-style-type: none"> <li>• Figure 2 are two figures and should not be numbered as one</li> </ul> <p>Page 5- Text "Research Locale" not well organized and maybe should be a table</p> <p>Page 7, 8- These tables should be outlined and are also not numbered. You have 8 tables, and they should be similar regarding the design</p>	

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	<p>Throughout the entire document- The grammar is often incorrect, with verbs not agreeing properly, as well as issues with verb tenses. The text should be corrected and reorganized. The paper is very difficult to read due to the lack of organization and grammar incorrections.</p> <p>There should be at least 2 to 3 more recent references. The language should also be more scientific.</p> <p><b>Research Instruments</b></p> <p>The study utilized a three-part questionnaire. The first part questionnaire of Customer relationship management strategies taken from Mukami (2017) was <u>adopted and modified</u>. This part has three items of customer needs assessment, three things of customized services, three items of ongoing dialogue, three items of employee empowerment.</p> <p>The second part of the questionnaire of hotel performance was taken from Abdul Ahem Mohammad (2012) was <u>adopted and modified</u>; the second part has five items from a financial perspective, four things of customer perspective, four items of internal process perspective, and four items of learning and growth perspective.</p>	
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**PART 2:**

	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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