

**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	

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**PART 1: Review Comments**

<b><u>Compulsory</u></b> REVISION comments	Reviewer's comment	<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>
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.	The manuscript adds value to the hotel industry through adopting the ways recommended for quality improvement thereby leading to overall hotel performance	
Is the title of the article suitable? (If not please suggest an alternative title)	The title would be best if directly aligned to the three variables without other drifting jargon  Recommended as below:  The Relationship between employee performance, service quality and hotel performance in the Davao Region	
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.	The abstract is good. It shows the population, sample, sampling method, delimitation, data collection instrument and research methodology among other key information	
Are subsections and structure of the manuscript appropriate?	The manuscript is distorted in some areas thereby lacking coherence	
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.	The three variables are clearly tabulated and the relationship between the variables was investigated making use of scientific and quantitative research methodologies with findings clearly presented	
Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form. :	The author needs to consult recent sources. Most of the sources acknowledge range from early to mid 2 000 with also some sources as old as early 90s. There is need to consult recent sources, the hotel industry is very dynamic, employees of today differ from the old era employees. With the emergency of artificial intelligence both employees and the hotel industry have evolved.	
<b><u>Minor</u></b> REVISION comments  Is the language/English quality of the article suitable for scholarly communications?	The language is fair enough. Research terminology is used in the manuscript thus appropriate	
<b><u>Optional/General</u></b> comments	The manuscript is in line with the generally expected research standards. Only the few areas identified such as the tittle and references needs to be revisited. References are of utmost important in building up supportive scholarly thoughts hence the need to consult recent ones. In this case the latest consulted source is of 2021 which is three years back, thus not the best way.  There are no ethical issues considering the respondents are human beings and no objects nor animals have been subjected to ill environments	

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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>	

**Reviewer Details:**

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