

Review Form 3

Journal Name:	Asian Journal of Economics, Business and Accounting
Manuscript Number:	Ms_AJEBA_125365
Title of the Manuscript:	The Mediating Effect of Service Quality on The Relationship Between Customer Relationship Management and Hotel Performance in Davao Region
Type of the Article	Research Paper

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>
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 addresses an important topic by exploring the mediating effect of service quality on the relationship between customer relationship management (CRM) and hotel performance, particularly within the context of the Davao region. It offers valuable insights for the scientific community by examining how improving CRM strategies can enhance service quality and overall hotel performance. I appreciate the study's practical implications for hoteliers and its potential contribution to the broader field of service management research.	
Is the title of the article suitable? (If not please suggest an alternative title)	The title of the article is suitable.	
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 comprehensive to cover the objective, methodology and conclusion of the study	
Are subsections and structure of the manuscript appropriate?	The subsections and structure is appropriate. However, numbered subsections would be easier to understand.	
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 use of appropriate analytical tools and statistical techniques strengthens the validity of the conclusions drawn. The data is well-documented, supporting the hypothesis and adhering to scientific principles. Additionally, the discussion integrates findings within the context of existing literature, showing a clear understanding of the subject matter and contributing valuable insights to the field.	
Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.	I would recommend refining the citations to prioritize the most significant and impactful sources that strengthen the core message of the paper.	

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Minor REVISION comments Is the language/English quality of the article suitable for scholarly communications?	The paper's language is clear but could benefit from being more concise to enhance its suitability for scholarly communication. The length and verbosity detract from the clarity and precision expected in academic writing.	
Optional/General comments	The layout of this manuscript could benefit from revision to enhance readability and flow. Additionally, ensuring consistent formatting, spacing, and alignment throughout the manuscript will contribute to a more professional and polished presentation. No ethical issues. Based on the content provided, there is no direct indication of competing interest issues in this manuscript.	

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:

Name:	Sumedha Naik
Department, University & Country	S. K. Patil Sindhudurg Mahavidyalaya, University of Mumbai, India