

Review Form 3

Journal Name:	Asian Journal of Economics, Business and Accounting
Manuscript Number:	Ms_AJEBA_125917
Title of the Manuscript:	The Influence of Product Quality and Price on Customer Loyalty: A Quantitative Research Approach
Type of the Article	Original Research Article

General guidelines for the Peer Review process:

This journal's peer review policy states that **NO** manuscript should be rejected only on the basis of '**lack of Novelty**', provided the manuscript is scientifically robust and technically sound. To know the complete guidelines for the Peer Review process, reviewers are requested to visit this link:

<https://r1.reviewerhub.org/general-editorial-policy/>

Important Policies Regarding Peer Review

Peer review Comments Approval Policy: <https://r1.reviewerhub.org/peer-review-comments-approval-policy/>

Benefits for Reviewers: <https://r1.reviewerhub.org/benefits-for-reviewers>

Review Form 3

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>
<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 research paper aims to examine the effect of product quality and price on customer loyalty in Liah Hijab's online shop, focusing on both individual (partial) and combined (simultaneous) effects. The study adopts a quantitative associative approach, making use of purposive sampling to gather data from 100 respondents who had purchased from Liah Hijab in 2024. Data collection through online questionnaires and the subsequent analysis using SPSS, including instrument and regression tests, make the methodology sound and consistent with the study's aims.</p>	
<p>Is the title of the article suitable? (If not please suggest an alternative title)</p>	<p>The title, "<i>The Influence of Product Quality and Price on Customer Loyalty: A Quantitative Research Approach</i>," is clear and informative, but there are a couple of ways it could be refined to make it more engaging and specific:</p> <ol style="list-style-type: none"> 1. Specificity: Adding "in Liah Hijab's Online Shop" or referencing the industry or context could give readers more context upfront. 2. Succinctness: The phrase "A Quantitative Research Approach" might be simplified or omitted if it's not essential to highlight the research method in the title. 	
<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 is quite comprehensive, covering the key aspects of the study, including the purpose, methodology, results, and conclusion. However, there are a few areas where it could be improved for better clarity and flow. Here are some suggestions:</p> <ol style="list-style-type: none"> 1. Clarifying Variables: The terms "X1" and "X2" for the independent variables (Product Quality and Price) can be a bit confusing. It's better to consistently use the names of the variables throughout the abstract to avoid confusion. 2. Rephrasing for Precision: The conclusion should reiterate the significance of the findings more concisely. 3. Methodology Details: You might want to include the type of regression model used (linear regression is mentioned, but "multiple linear regression" would clarify that multiple predictors are being considered). 	
<p>Are subsections and structure of the manuscript appropriate?</p>	<p>The aim of the study is clearly stated and provides a concise overview of the research objectives. Suggestions: To further improve, you could briefly mention the significance of the study and why examining these variables (product quality and price) in the context of customer loyalty is relevant, especially for Liah Hijab's online shop.</p> <p>The methodology is well-detailed, providing information about the population, sampling technique, sample size, data collection method, and analysis tools. Suggestions: Include a brief discussion on the validity and reliability of the questionnaire used for data collection. Were any pre-tests conducted? Provide more details about the sampling criteria in purposive sampling, such as the characteristics or criteria for selecting respondents.</p> <p>The paper follows a logical structure with clear sections for aims, methodology, results, and conclusion, making it easy to follow. To enhance clarity and flow, you could consider renaming or slightly expanding some subsections. For example, "Study Design" could be part of a broader "Introduction" section, where background information on the research topic and hypotheses are also included.</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>One of the key strengths of the research is the identification of product quality as the more dominant factor affecting customer loyalty, which is valuable information for business strategies. However, while the statistical analysis is well-executed, the study could be further strengthened by incorporating qualitative insights, such as open-ended responses or interviews, to explore the reasons behind the customers' loyalty more deeply. Additionally, considering factors like brand reputation, customer service, or emotional connection with the brand could offer a more holistic understanding of loyalty beyond product quality and price alone.</p>	
<p>Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.</p>	<p>There are a few considerations regarding the recency of the references:</p> <p>Recency:</p> <ul style="list-style-type: none"> • Several of the references are somewhat dated, especially those from the early 2000s and before, such as Kotler (2007) and Ghazali (2009). While these are classic works in marketing and multivariate analysis, it is important to balance foundational sources with more recent studies to reflect the current state of research. • The most recent reference you have is from 2017, but adding sources from 2018 onwards would be beneficial to keep the literature review current and aligned with more recent developments in marketing, product quality, and 	

Review Form 3

	customer loyalty research.	
<p><u>Minor</u> REVISION comments</p> <p>Is the language/English quality of the article suitable for scholarly communications?</p>	<p>Some sentences are long and complex, which can reduce clarity. Suggestion: Break longer sentences into shorter, more concise ones to enhance readability. For example, instead of "This indicates that H_0 is rejected and H_a is accepted," you could say, "The results indicate that the null hypothesis (H_0) is rejected, and the alternative hypothesis (H_a) is accepted."</p> <p>Some phrases can be improved to sound more formal. For example, "Based on the results of the F test obtained F count of 163.002" is somewhat informal and unclear. Suggestion: Rephrase it to something like "The F-test results show an F-value of 163.002, which is greater than the critical value ($F_{table} = 3.089$), indicating statistical significance." This makes the explanation clearer and more formal.</p> <p>The conclusion could be more reflective and less repetitive. Suggestion: Instead of repeating the results, provide a more in-depth interpretation of the findings, such as the implications for Liah Hijab's business strategies, and mention any potential areas for future research.</p>	
<p><u>Optional/General</u> comments</p>	<p>In conclusion, this research makes a strong case for the importance of product quality and pricing strategies in driving customer loyalty. The insights generated are highly relevant for online retail businesses like Liah Hijab, helping them prioritize quality to strengthen customer retention.</p>	

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)
<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:

Name:	Bharath Bhushan B
Department, University & Country	RNS Institute of Technology (Affiliated Visvesvarya Technological University), India