

### Review Form 3

Journal Name:	<a href="#">Asian Journal of Economics, Business and Accounting</a>
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:

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**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>
<p><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></p>	<p>This manuscript makes a valuable contribution to the understanding of customer loyalty in the e-commerce sector, specifically focusing on Muslim fashion retail. The research is particularly timely given the growing importance of online shopping and the specific challenges faced by fashion retailers in maintaining customer loyalty. The study's quantitative approach provides concrete evidence of the relationship between product quality, price, and customer loyalty, which can be valuable for both practitioners and researchers in the field of e-commerce and retail management.</p>	
<p><b>Is the title of the article suitable? (If not please suggest an alternative title)</b></p>	<p>The current title "The Influence of Product Quality and Price on Customer Loyalty: A Quantitative Research Approach" is appropriate as it clearly indicates the key variables and research methodology. However, it could be more specific by adding the context: Suggested alternative: "The Influence of Product Quality and Price on Customer Loyalty in Online Muslim Fashion Retail: A Quantitative Study"</p>	
<p><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></p>	<p>The abstract is generally well-structured, following the IMRAD format. However, some improvements could be made:</p> <ol style="list-style-type: none"> <li>1. The methodology section should specify the statistical analysis methods more clearly</li> <li>2. The results section could be more concise and focus on key findings</li> <li>3. The conclusion should include practical implications</li> <li>4. The sample characteristics should be mentioned briefly</li> </ol>	
<p><b>Are subsections and structure of the manuscript appropriate?</b></p>	<p>The structure is appropriate and follows standard scientific paper organization. The subsections are logical and well-organized. However, some suggestions for improvement:</p> <ol style="list-style-type: none"> <li>1. The literature review could be better organized with clearer subheadings</li> <li>2. The methodology section could benefit from more detailed subsections</li> <li>3. The results and discussion sections could be separated for better clarity</li> </ol>	
<p><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></p>	<p>The manuscript demonstrates scientific rigor through:</p> <ol style="list-style-type: none"> <li>1. Clear theoretical framework and hypothesis development</li> <li>2. Appropriate statistical methodology including validity and reliability testing</li> <li>3. Systematic data analysis using established statistical tools</li> <li>4. Well-documented results with proper statistical significance testing The research design and methodology are sound and appropriate for addressing the research questions.</li> </ol>	
<p><b>Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.</b> :</p>	<p>The references are relatively recent and relevant. However, some suggestions for improvement:</p> <ol style="list-style-type: none"> <li>1. Include more recent studies (2020-2024) on e-commerce and customer loyalty</li> <li>2. Add some international references on Muslim fashion retail</li> <li>3. Include more references on online consumer behavior during post-pandemic period</li> </ol>	

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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><input type="checkbox"/> Some statistical results need more detailed explanation <input type="checkbox"/> Tables should be formatted more consistently <input type="checkbox"/> The literature review needs better integration of sources <input type="checkbox"/> Some paragraphs need better transitions</p> <p>Language Quality: The language is generally clear and appropriate for scholarly communication. However, some minor editing is needed for:</p> <ol style="list-style-type: none"><li>1. Grammar and punctuation in several sections</li><li>2. Consistency in technical terminology</li><li>3. Clarity in describing statistical results</li></ol>	
<p><b>Optional/General</b> comments</p>	<p>General Comments:</p> <ol style="list-style-type: none"><li>1. The study provides valuable insights for online retailers</li><li>2. The methodology could be replicated in other contexts</li><li>3. The findings have practical implications for e-commerce strategy</li><li>4. Future research directions could be more explicitly stated</li><li>5. The limitations of the study should be more clearly acknowledged</li></ol>	

### **PART 2:**

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

### **Reviewer Details:**

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