

### Review Form 3

Journal Name:	<a href="#">Asian Journal of Economics, Business and Accounting</a>
Manuscript Number:	Ms_AJEBA_123772
Title of the Manuscript:	THE EFFECT OF ELECTRONIC BANKING ON CUSTOMER SATISFACTION IN THE TANZANIAN BANKING INDUSTRY: CASE OF NMB BANK BRANCHES IN MOROGORO REGION
Type of the 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**

<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>
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 article is good. It addresses emerging issues in the banking industry	
Is the title of the article suitable? (If not please suggest an alternative title)	The title seems good. But it can be improved by replacing the word 'EFFECT' with the word 'Influence'	
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 but it can be enhanced by stating the problem initiating the research especially the current status of customer satisfaction in banking industry in Tanzania.	
Are subsections and structure of the manuscript appropriate?	Yes	
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 manuscript follows the conventional way of writing research articles. If the corrections highlighted are addressed it can be good	
Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.	yes	
<u>Minor</u> REVISION comments		
Is the language/English quality of the article suitable for scholarly communications?		
<u>Optional/General</u> comments		

### Review Form 3

#### **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:**

Name:	<b>Wilson Muema</b>
Department, University & Country	<b>Kenya Methodist University, Kenya</b>