

Review Form 3

Journal Name:	Asian Journal of Economics, Business and Accounting
Manuscript Number:	Ms_AJEBA_123084
Title of the Manuscript:	Analysis of The Influence of E-Service Quality, Customer Satisfaction, Customer Trust, and Repurchase Intention on Word of Mouth
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

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 manuscript is valuable for the scientific community as it provides empirical insights into the relationships between e-service quality, customer satisfaction, customer trust, and their combined impact on repurchase intention and word of mouth (WoM) in the context of TikTok, a rapidly growing e-commerce platform. The study's findings emphasize the importance of e-service quality in fostering customer trust and satisfaction, which in turn drive repurchase intentions and positive WoM. The manuscript's relevance lies in its ability to inform e-commerce businesses of the critical factors influencing consumer behavior, offering practical implications for enhancing customer retention and engagement strategies. Additionally, the use of Structural Equation Modeling (SEM) adds robustness to the analysis, making the results credible and significant for further research in digital commerce.</p>	
<p>Is the title of the article suitable? (If not please suggest an alternative title)</p>	<p>"The Impact of E-Service Quality, Satisfaction, Trust, and Repurchase Intention on Word of Mouth in E-Commerce: A Case Study of TikTok"</p> <p>This title emphasizes the study's focus on TikTok and makes it clear that the research is centered on e-commerce dynamics.</p>	
<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 comprehensive and effectively summarizes the study's objectives, methodology, and key findings. It clearly outlines the impact of e-service quality, customer satisfaction, customer trust, and repurchase intention on word of mouth, with specific emphasis on TikTok customers. However, it could benefit from a brief mention of the theoretical and practical implications of the findings, which would provide additional context on the significance of the results. Including a sentence or two about how these insights contribute to the existing literature and their practical applications for e-commerce businesses would enhance the abstract's completeness.</p>	
<p>Are subsections and structure of the manuscript appropriate?</p>	<p>The subsections and structure of the manuscript are generally appropriate, providing a clear and logical flow from introduction to conclusion. However, incorporating a dedicated section for theoretical contributions and practical implications could enhance the manuscript's depth.</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>This manuscript is scientifically robust and technically sound due to its use of rigorous methodologies, including Structural Equation Modeling (SEM) with the PLS program, to analyze complex relationships among key variables. The study employs a well-defined quantitative approach, with data collected from a substantial sample size of 220 respondents, ensuring reliable and valid results. The theoretical framework is built on established research, and the hypotheses are well-grounded in previous literature. Additionally, the careful consideration of e-service quality, customer satisfaction, trust, and repurchase intention in the context of TikTok adds to the study's relevance and credibility, offering valuable insights into the dynamics of online consumer behavior.</p>	
<p>Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.</p>	<p>The references are relevant but could benefit from more recent sources. Consider adding recent studies or reviews from 2023 or 2024 for the latest insights.</p>	

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Minor REVISION comments Is the language/English quality of the article suitable for scholarly communications?	The language quality is generally suitable for scholarly communications but could benefit from further refinement for clarity and precision. Consider revising for more formal tone and coherence.	
Optional/General comments	<p>The manuscript provides valuable insights but would benefit from a clearer structure and more comprehensive literature review. Addressing these areas could enhance its impact and readability.</p> <p>Editorial comments typically include feedback on the manuscript's overall suitability for the journal, adherence to submission guidelines, and any recommendations for further revisions or improvements based on the journal's standards. If you have specific comments or questions for the editorial office, you might include:</p> <ul style="list-style-type: none">- Ensure that the manuscript aligns with the journal's scope and aims.- Verify that all required sections and formatting guidelines are followed.- Recommend any additional revisions or checks needed before publication.	

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>	

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