

Review Form 3

Journal Name:	Asian Journal of Economics, Business and Accounting
Manuscript Number:	Ms_AJEBA_122366
Title of the Manuscript:	SERVICE QUALITY AND CUSTOMER PERCEIVED VALUE AS PREDICTORS OF COOPERATIVE MEMBERS SATISFACTION
Type of the Article	

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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>
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 manuscript presents a valuable contribution to the understanding of how service quality and customer perceived value predict cooperative member satisfaction. This study is particularly important for the scientific community as it addresses the gap in research related to the cooperative banking sector, which plays a crucial role in financial inclusion. The findings have significant implications for improving service quality in cooperatives, thereby enhancing customer satisfaction and trust.	
Is the title of the article suitable? (If not please suggest an alternative title)	Yes, the title accurately reflects the content and focus of the study.	
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 and provides a clear overview of the study's objectives, methodology, and key findings. However, it could benefit from more concise sentence structuring to enhance readability. Consider revising for clarity and removing unnecessary punctuation.	
Are subsections and structure of the manuscript appropriate?	The subsections and structure are appropriate, with a logical flow that guides the reader through the study. However, some sections could be further refined for clarity, especially in the methodology and results discussion.	
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 is scientifically robust and technically sound, employing appropriate methodologies for the research objectives. The use of multiple regression analysis and Pearson's correlation is justified and well-executed. The findings are consistent with the theoretical frameworks applied, and the discussion effectively relates these findings to the broader literature.	
Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.	The references are sufficient and relevant, covering both foundational and recent studies in the field. However, incorporating a few more recent studies (within the last 3-5 years) could strengthen the literature review.	
Minor REVISION comments Is the language/English quality of the article suitable for scholarly communications?	The language is generally suitable, but there are some areas where sentence structure could be improved for better clarity and readability. Careful proofreading is recommended to correct minor grammatical issues and improve flow.	
Optional/General comments	The manuscript is well-researched and contributes meaningfully to the field. The integration of theoretical frameworks with practical implications enhances the study's relevance. Future research could explore the role of digitalization in service quality and member satisfaction in the cooperative sector.	

PART 2:

	Reviewer's comment	Author's comment <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>
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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