

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>
<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>The manuscript is interesting and current.</p>	
<p>Is the title of the article suitable? (If not please suggest an alternative title)</p>	<p>The title is suitable.</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>	<ul style="list-style-type: none"> • The significance of the research was not included in the abstract. • Instead of capitalizing every word, all of the variables must be written in lower case. • In general, APA style recommends using words to express numbers below 10 and using numerals when expressing numbers 10 and above. • It is best to explain the six items of perceived value after outlining the study's purpose. 	
<p>Are subsections and structure of the manuscript appropriate?</p>	<p>Introduction</p> <ul style="list-style-type: none"> • The introduction is far too long. Both the introduction and the literature review can be separated out. It is imperative that the introduction section covers the study's background, objectives/purposes, problem statements, and significance. • The literature review section should contain the discussion of the underlying theories and the relevant variables. • Discuss only the theories that are used when discussing the underlying theories; theories like equity theory that are not used shouldn't be discussed. • The article contains a few Tables, but they are not properly numbered and labelled. <p>Methodology</p> <ul style="list-style-type: none"> • It is more appropriate to write systematic random sampling as opposed to systematic sampling. • List 1: Distribution of Respondents is not discussed. How the authors decide on the sample from the population is not known. List 1: Distribution of Respondents is not explained. It's also unclear how the authors choose the sample drawn from the population. • What does the term "internal and external validation of the instruments" mean? • The Likert Scale is labelled as 5-Strongly Agree, 4-Agree, 3-Moderately Agree, 2-Disagree, and 1-Strongly Disagree. Had the scale included "moderately disagree" as well? • Lists 2, 3, and 4 should be made simpler. Every variable has a similar descriptive. Who recommends the parameters limit in List 2-4? • It is not required to include the definitions for every statistical tool. <p>Results and Discussion</p> <ul style="list-style-type: none"> • Indicate if the findings support or refute the current study's hypotheses. <p>Conclusion and Recommendation</p> <ul style="list-style-type: none"> • Okay. 	
<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>	<ul style="list-style-type: none"> • The thesis perhaps is the source of the article, which explains why it is so long. Writing a journal article requires precision and concision. The writing style and format of the document must be journal-style. • The development of the hypotheses is not included, hence missing the discussion of past studies which examine the same area. 	

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<p>Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form. -</p>	<ul style="list-style-type: none"> • In the in-text reference, don't include the page number when citing a journal article; instead, only mention the author and the year of publication. • The absence of the development of the hypotheses means that the discussion of earlier research examining the same topic is absent. The references are therefore insufficient. 	
<p>Minor REVISION comments</p> <p>Is the language/English quality of the article suitable for scholarly communications?</p>	<p>Yes.</p>	
<p>Optional/General comments</p>		

PART 2:

	<p>Reviewer's comment</p>	<p>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>
<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>	

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