

### Review Form 3

Journal Name:	<a href="#">South Asian Journal of Social Studies and Economics</a>
Manuscript Number:	Ms_SAJSSSE_128577
Title of the Manuscript:	e-Qual: Development and Validation of Online Quality Service Assessment Tool in Higher Education Institution
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:

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#### **Important Policies Regarding Peer Review**

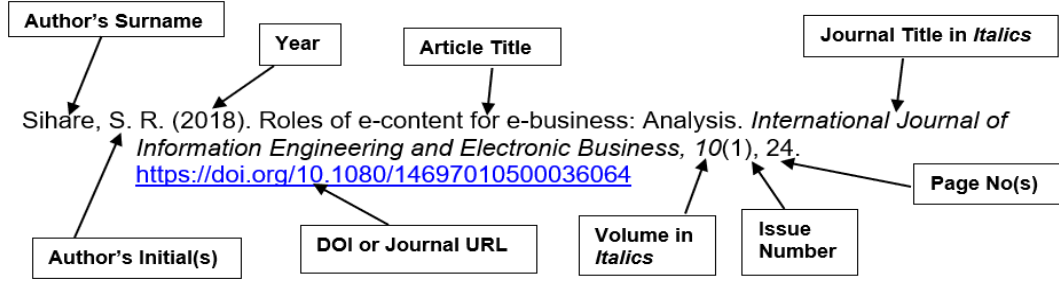
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#### **PART 1: Comments**

	<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>
<b>Please write a few sentences regarding the importance of this manuscript for the scientific community. A minimum of 3-4 sentences may be required for this part.</b>	What is the significance of service quality in higher education institutions, and how can it impact stakeholder satisfaction and the university's reputation? In what ways can the findings of this study be applied to other higher education institutions, and what implications do they have for policymakers and administrators seeking to enhance quality and excellence in education?	
<b>Is the title of the article suitable? (If not please suggest an alternative title)</b>	<b>"Online Service Quality Assessment in Higher Education: Development, Validation, and Implementation of an e-Tool"</b>	

**Review Form 3**

<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>This research paper emphasizes the importance of service quality in higher education institutions, specifically using the SERVQUAL model. The key findings highlight the significance of all five dimensions (Tangibility, Assurance, Reliability, Responsiveness, and Empathy) in shaping stakeholders' perceptions and expectations of service quality.</p>	
<p><b>Is the manuscript scientifically, correct? Please write here.</b></p>	<p>Based on the provided text, the manuscript appears to be scientifically correct in the following aspects:</p> <ul style="list-style-type: none"> <li>• The study aims to develop and validate a quality service assessment tool based on the SERVQUAL model for higher education institutions.</li> <li>• The use of the SERVQUAL model provides a suitable framework for assessing service quality.</li> <li>• The study employs a descriptive-evaluative research method, which is suitable for assessing and evaluating the service quality.</li> <li>• The use of weighted mean and ranking for data analysis is appropriate for evaluating the SERVQUAL dimensions.</li> <li>• The study's findings align with previous research on the applicability of the SERVQUAL model in various contexts.</li> </ul>	
<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>Sihare, S. R. (2018). Roles of e-content for e-business: Analysis. <i>International Journal of Information Engineering and Electronic Business</i>, 10(1), 24. <a href="https://doi.org/10.1080/14697010500036064">https://doi.org/10.1080/14697010500036064</a></p>	
<p><b>Is the language/English quality of the article suitable for scholarly communications?</b></p>	<p>A few sentences are wordy and could be rephrased for better clarity. The text could benefit from more transitional phrases to connect ideas between sentences and paragraphs. No noticeable errors in grammar, punctuation, or spelling: However, a thorough proofread is always recommended to ensure error-free text. Overall, the language and English quality are suitable for scholarly communication, but some minor revisions could enhance clarity and readability.</p>	
<p><b>Optional/General</b> comments</p>	<ol style="list-style-type: none"> <li>1. Incorporating tables, figures, or diagrams can help illustrate key findings, such as the weighted-mean scores for the SERVQUAL dimensions.</li> <li>2. Adding more information about the specific higher education institution (CBSUA) and its unique characteristics could enhance the study's relevance and generalizability.</li> <li>3. Acknowledging the study's limitations and suggesting avenues for future research can strengthen the manuscript and provide a clear direction for future studies.</li> <li>4. Organizing the manuscript with clear headings and subheadings can improve its readability and structure.</li> <li>5. Consider adding a summary or abstract: Providing a concise summary of the study's objectives, methodology, findings, and implications can help readers quickly grasp the manuscript's content.</li> </ol>	

**PART 2:**

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