

Review Form 3

Journal Name:	Asian Journal of Economics, Business and Accounting
Manuscript Number:	Ms_AJEBA_128243
Title of the Manuscript:	The Influence of Hospital Service Quality, Hospital Service Innovation Strategy, and Therapeutic Communication Competence of Doctors on Patient Loyalty Mediated by Trust in a Military Hospital Under the Indonesian Army Health Center
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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PART 1: 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. A minimum of 3-4 sentences may be required for this part.	This manuscript is highly valuable to the scientific community because it provides a clear understanding of the factors that influence patient loyalty, which is an important outcome in healthcare management. By exploring the relationship between hospital service quality, innovation strategies, and therapeutic communication, along with the roles of trust and satisfaction, the study fills key gaps in healthcare quality and patient retention research. The results offer practical ideas for improving patient-focused care and building trust, especially in military or community healthcare settings. Additionally, the study uses good statistical methods, like SEM-PLS, which add to the tools available for future research in healthcare services and management to apply in similar study.	
Is the title of the article suitable? (If not please suggest an alternative title)	Impact of Hospital Service Quality, Innovation Strategies, and Doctors' Therapeutic Communication on Patient Loyalty: The Mediating Role of Trust in an Indonesian Military Health Center	

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<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>While the purpose is clear, adding a brief introductory sentence about the importance of patient loyalty in healthcare or the importance of the variables studied (such as service quality, innovation, communication efficiency) would help frame the research.</p> <ul style="list-style-type: none"> • The results section could be made more concise by summarizing the main findings rather than listing every p-value or repeating the conclusions. • Example: "The study found that service quality, innovation strategies, and communication efficiency positively influence patient loyalty, with trust mediating the effect of service quality and communication efficiency. However, trust did not mediate the effect of innovation strategy on loyalty." 	
<p>Is the manuscript scientifically, correct? Please write here.</p>	<p>the manuscript seems scientifically correct</p>	
<p>Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.</p>	<p>Ensure the consistency of citation formatting and verify the accuracy of all URLs for completeness. It's beneficial to have the most up-to-date research, particularly from 2024. Including more recent studies on patient satisfaction, healthcare service innovations, and loyalty will ensure the relevance of the references</p>	
<p>Is the language/English quality of the article suitable for scholarly communications?</p>	<p>Making some improvements in clarity, consistency of terminology, sentence structure, and stress will improve readability and academic tone. By making these modifications, it will be more polished and consistent with the standards of scientific writing.</p> <p>To ensure clarity and consistency, it may be useful to distinguish between the terms "patient trust," "trust," and "patient loyalty," as they are related but different concepts.</p> <p>"The survey was conducted over a period of three months" could be more concise: <i>"Data collection was conducted over three months."</i></p>	
<p>Optional/General comments</p>	<p>Theoretical framework:</p> <p>Expanding conceptual models: Including a visual representation (model or diagram) that links service quality, service innovation, physician-patient communication, and loyalty would help readers visualize the conceptual framework of the study.</p>	

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)
<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>	

Reviewer Details:

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