

### Review Form 3

Journal Name:	<a href="#">Asian Journal of Economics, Business and Accounting</a>
Manuscript Number:	Ms_AJEBA_129894
Title of the Manuscript:	The Influence of Electronic Word of Mouth, Online Customer Review , Product Quality, and Service Quality on Purchasing Decisions on Shopee E-Commerce
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**

	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>
<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>	This manuscript contributes significantly to the scientific community by analyzing key factors—electronic word of mouth (EWOM), online customer reviews, product quality, and service quality—that influence purchasing decisions on e-commerce platforms, specifically Shopee. The focus on a quantitative study involving a substantial sample size adds robustness to its findings. I like this manuscript for its relevance in the era of digital marketing and e-commerce, providing insights that are directly applicable to both academia and industry.	
<b>Is the title of the article suitable? (If not please suggest an alternative title)</b>	The current title, "The Influence of Electronic Word of Mouth, Online Customer Review, Product Quality, and Service Quality on Purchasing Decisions on Shopee E-Commerce," is suitable as it accurately reflects the content and scope of the study. However, a more concise alternative could be: "Impact of EWOM, Reviews, Product and Service Quality on Shopee Purchase Decisions."	
<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>	The abstract is comprehensive but could benefit from minor adjustments for clarity. It might be helpful to explicitly mention the key findings about each variable's significance or lack thereof, which will provide a clearer overview of the study's conclusions.	
<b>Is the manuscript scientifically, correct? Please write here.</b>	The manuscript demonstrates scientific correctness by employing appropriate methodologies such as the use of SPSS for data analysis, clear hypothesis testing, and robust statistical tests like normality, multicollinearity, and heteroscedasticity tests. The findings are well-supported by data, and the discussion effectively links the results to existing theories and prior research, enhancing the credibility of the study.	
<b>Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.</b>	The references are sufficient and include recent studies, indicating the manuscript is well-grounded in current research. However, ensuring all references are from credible sources and appropriately cited will further strengthen the manuscript.	

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<b>Is the language/English quality of the article suitable for scholarly communications?</b>	The language quality is suitable for scholarly communication, with minor grammatical errors that could be improved for better readability. A thorough proofreading would enhance the overall quality of the manuscript.	
<b>Optional/General</b> comments		

**PART 2:**

	<b><u>Reviewer's comment</u></b>	<b><u>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)</u></b>
<b><u>Are there ethical issues in this manuscript?</u></b>	<b><u>(If yes, Kindly please write down the ethical issues here in details)</u></b>	

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