

### 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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#### **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>	This manuscript holds significant importance for the scientific community as it provides empirical evidence on the factors influencing consumer purchasing decisions in the context of e-commerce. By examining the roles of electronic word of mouth (EWOM), online customer reviews (OCR), product quality, and service quality, the study contributes to the understanding of consumer behavior in digital marketplaces. The use of a large and diverse sample of students at Muhammadiyah University of Purwokerto strengthens the reliability and applicability of the findings. Moreover, the research highlights actionable insights for e-commerce platforms like Shopee, emphasizing the need to enhance product quality, service satisfaction, and the credibility of user-generated reviews to drive purchasing decisions.	
<b>Is the title of the article suitable? (If not please suggest an alternative title)</b>	The current title is clear and informative, but it is somewhat lengthy and could be refined for better readability and appeal. Here is a suggested alternative title:  <b>"Examining the Impact of EWOM, Customer Reviews, Product, and Service Quality on Shopee E-Commerce Purchasing Decisions"</b>	
<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 of the article provides a clear overview of the study's objective, methodology, and key findings, which makes it largely comprehensive.	
<b>Is the manuscript scientifically, correct? Please write here.</b>	Yes	
<b>Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.</b>	The references provided are fairly extensive and cover a range of relevant topics, including e-commerce, purchasing decisions, and factors influencing consumer behavior.	

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Is the language/English quality of the article suitable for scholarly communications?	Yes	
<b>Optional/General</b> comments	No	

**PART 2:**

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

**Reviewer Details:**

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