

Review Form 3

Journal Name:	Asian Journal of Economics, Business and Accounting
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	

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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 (Please correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)
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 contributes valuable insights into the dynamics of purchasing decisions in the context of online shopping, specifically on Shopee. By examining the influence of EWOM, OCR, product quality, and service quality, the study provides empirical evidence on the factors driving consumer behavior in e-commerce. These findings are particularly relevant for academics and practitioners seeking to understand and enhance online retail strategies. The research enriches the existing literature by highlighting the significant role of EWOM, product quality, and service quality, while questioning the impact of OCR on purchasing decisions, thus paving the way for further investigation in this domain.	
Is the title of the article suitable? (If not please suggest an alternative title)	YES	

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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.	NO	
Is the manuscript scientifically, correct? Please write here.	YES	
Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.	RECENT SOURCES ARE MISSING SO ADD THE RESEARCH PAPERS FROM 2024 YEAR	
Is the language/English quality of the article suitable for scholarly communications?	YES	
Optional/General comments		

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

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