



SDI EDITORIAL COMMENTS FORM

EDITORIAL COMMENT'S on revised paper (if any)	Authors' response to editor's comments
<ol style="list-style-type: none"> 1. The results of the factor analysis on which the regression analysis is based, are missing. 2. There is a lot of emphasise on normality, but the multivariate method of factor analysis is completely omitted from the text. 3. I suggest that the factor analysis results are added as an Appendix to the paper. 	<p>As author understands, the technique of factor analysis is used to describe variability among observed and correlated variables under a lower number of unobserved factors.</p> <p>In this research study, author intended to select six pre-determined "service quality dimensions" (Factors) from the standard SERVQUAL model and established three to six variables to represent each predefined dimension.</p> <p>Validity of such variables were checked by a pilot study and necessary modifications were taken place prior to use for the research study. Each variable was scaled as per Likert's five-point scale. Stratified Sampling technique was used to select a sample population to collect observations through a Likert's Scale. Each set of variables was transformed to respective pre-determined "service quality dimension" through SPSS. As such factor analysis was not taken place.</p> <p>As explained under methodology, fundamental requirements for parametric tests and linear regression analysis, "normality" of six service quality dimensions and customer satisfaction were statistically tested by the degree of skewness and kurtosis.</p>