

Review Form 1.6

Journal Name:	Asian Journal of Economics, Business and Accounting
Manuscript Number:	Ms_AJEBA_76832
Title of the Manuscript:	The Mediating Role of Customer Satisfaction and Brand Trust between the Relationship of Perceived Value and Brand Loyalty
Type of the Article	Research paper

General guideline for 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 guideline for Peer Review process, reviewers are requested to visit this link:

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PART 1: Review Comments

	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)
Compulsory REVISION comments	<p>Review: Ms_CJAST_76832 "The Mediating Role of Customer Satisfaction and Brand Trust between the Relationship of Perceived Value and Brand Loyalty"</p> <p>First of all, many thanks for giving me a chance to review the paper titled "The Mediating Role of Customer Satisfaction and Brand Trust between the Relationship of Perceived Value and Brand Loyalty".</p> <p>A glance at the topic, this is important and interesting.</p> <p>In the abstract section, it is based on the model "purpose+Design/methodology/approach+Findings+Originality/Value", it is good and I suggest that the author can add the background of the study into the abstract.</p> <p>In the keywords, the authors had better add another one, and five is preferred and at present it is only four.</p> <p>In the Introduction section, I only check the references updated up to "At the beginning of the digital economy era or the industrial era 4.0, the telecommunications industry is an important sector with the high market concentration and has contributed to the GDP of Indonesia as the largest contributor to non-tax state revenues (DG SDPPI, 2018)", and could the authors add the important and recent references, specially the year of 2020-2021? The authors should look through the important and recent references (2018-2021).</p> <p>In the literature review section, it is a little weak and the author should pay more attention to most important literature and recent literature(2018-2021) on the variables "Perceived Value", "Customer Satisfaction", "Brand Trust", "Brand Loyalty", "Relationship between Perceived Value and Customer Satisfaction", "Relationship between Perceived Value and Brand Trust", "Relationship between Perceived Value and Brand Loyalty", "Relationship between Customer Satisfaction and Brand Loyalty", "Relationship between Brand Trust and Brand Loyalty", "Customer Satisfaction memediasi hubungan antara Perceived Value dengan Brand Loyalty", "Brand Trust memediasi hubungan antara Perceived Value dengan Brand Lotalty" and then demonstrates them. And point out limitations and conflicts and references properly behind. Besides, the author should pay more attention to all the citations in the whole paper as APA stycle.</p> <p>In the figure section, "Figure 1. Proposed Conceptual Model" should be below the figure.</p> <p>In the research methodology section, the author should demonstrates them clearly and properly. In Participants section, the author should clearly illustrate that how the experiment can be conduct in detail. The paper did not demonstrate an adequate understanding of the relevant literature in the field and cite an appropriate range of literature source.</p> <p>Also, the methods need to be employed appropriate and well explained.</p> <p>In the discussion section, it includes explaining the results and compared with previous studies. So the authors should adjust it.</p> <p>In the conclusion section, the author should add explanation of results and discussion. Besides, the paper should make a theoretical contribution, fill gaps in current knowledge.</p> <p>At last, in the reference section, author should plus more important literature and recent</p>	

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	literature. Besides, the author should pay more attention to APA style. Based on the quality of the manuscript, I choose major revision.	
Minor REVISION comments		
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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