

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	Scientific paper/study

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:

(<http://peerreviewcentral.com/page/manuscript-withdrawal-policy>)

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>It is really very interesting and well-done scientific study/paper. Congratulation to the author/s!</p> <p>In the friendly effort to help author/s in shifting the paper to an excellent level, only some suggestions can be mentioned:</p> <ul style="list-style-type: none"> It is needed to incorporate the aims of the paper into the section of Introduction, including also structure of the paper and methods, techniques and procedures planned to be used in the paper. It is strongly recommended to improve the level of English (e.g. "hipotheses"). 	
Minor REVISION comments	<p>Some formal imperfections should be removed:</p> <ul style="list-style-type: none"> Numbers of some subchapters are incorrectly presented (e.g. the subchapter 2.6.1 is presented after the subchapter 2.4, etc.). Unknown words appear in the title of parts 2.6.6 and 2.6.7 ("2.6.6Customer Satisfaction memediasi hubungan antara Perceived Value dengan Brand Loyalty; 2.6.7 Brand Trust memediasi hubungan antara Perceived Value dengan Brand Lotalty). There are missing spaces between the sentences and some words in the body of paper. 	
Optional/General comments	<p>If the author/s accept and fulfil the recommendations mentioned above, the paper will be perfectly prepared for publish in the Journal.</p>	

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PART 2:

	Reviewer's comment	Author's comment <i>(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)</i>
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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