

Review Form 1.6

Journal Name:	Asian Journal of Economics, Business and Accounting
Manuscript Number:	Ms_AJEBA_85604
Title of the Manuscript:	Measuring Tourists' Intention to use Digital Platform in selecting travel products: A study on Bangladesh
Type of the Article	Original Research Article

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>1) The opening sentence of your work states that "Innovation has made our life more pleasant from the ancient era". It is recommended to make this sentence more scientific, either through an article that indicates why innovation makes life more pleasant or simply adapting this sentence to not include all people as having some pleasure for existing or emerging innovations (p. 1).</p> <p>2) The sentence "Many of these systems and technologies are already developed, which makes us dependent on them" may have a generalization characteristic and indicate that all individuals are or are becoming dependent on technologies. It is recommended to adapt this sentence (p. 1).</p> <p>3) Paragraphs are too long in the whole work.</p> <p>4) Figure legends are presented internally within the figure itself and not externally in text and above the figure. Furthermore, Figs. 1 and 2 have the variable "years" in descending order (p. 3).</p> <p>5) It is important to highlight in the text, in relation to Fig. 3 (p. 3), why Social Media is as a separate item from Twitter, Instagram, Youtube and Facebook.</p> <p>6) Figures are inserted in the work, but not pointed out in the text. It is necessary to point it out in the text and describe them.</p> <p>7) The literature review section needs to be better structured and organized. Paragraphs need to be separated and structured according to the relationship between the works.</p> <p>8) The work does not have a figure that presents the methodology. It is recommended to add a figure that presents the methodology.</p> <p>9) It is necessary to include a link or reference to the SPSS 26.0 tool. In addition, it is not described in the work, in general terms, what SPSS 26.0 is.</p> <p>10) The methodology was described in a single paragraph. It must be structured according to the resources and tools used in the work, in addition to the need to break the paragraph into connected paragraphs.</p> <p>11) The general formulations and explanations about the metrics used to evaluate the results (Cronbach's alpha, Multiple Linear Regression and Pearson Correlation) are not indicated in the methodology (p. 4-5). It is necessary to indicate and describe these methods.</p> <p>12) It is necessary to insert, in the methodology, the details of application of the ANOVA test (p. 5).</p> <p>13) Table 7 has been inserted and there is no paragraph describing it (p. 7). Furthermore, it is necessary to indicate, in general, the process of apply Analysis of Variance, as its attributes need to be understood by the reader in Table 7 (p. 7).</p> <p>14) Statistical data should be described in the Results section and not in the Conclusion.</p> <p>15) Separate the Conclusion into related paragraphs, indicating what was accomplished in the work, its main contributions, the main difficulties and future work.</p>	
Minor REVISION comments	1) Separate Table 1 (p. 5) and Table 3 (p. 6) into three different organized tables.	

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	<p>2) Adjust Table 2 (p. 5) so it doesn't break between pages.</p> <p>3) Properly format the titles of sections and subsections in the whole work. Some titles are connected with the end of tables, as in "4.3 Last Tour Travel Information" (p. 6).</p> <p>4) The work does not describe what FnF is (p. 6). It is recommended to describe and possibly point to a reference.</p> <p>5) In Fig. 4, the figure legend is displayed in the place where the figure's source should be displayed. Standardize the text formatting, insert the captions just above the figure and the figure fonts below.</p> <p>7) Adjust Table 6 to not break between pages. Furthermore, Table 6 is pointed out in the text after being inserted and not before (p. 7).</p>	
Optional/General comments	<p>1) Suggestion: As the questions were formulated in this work and are not available online, inserting an attachment to the questions submitted to the research participants may be convenient for the reproducibility of the work.</p>	

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>	

Reviewer Details:

Name:	Marcos César da Rocha Seruffo
Department, University & Country	Federal University of Pará, Brazil