

Review Form 1.6

Journal Name:	Journal of Economics, Management and Trade
Manuscript Number:	Ms_JEMT_77113
Title of the Manuscript:	PERSPECTIVES ON SERVICE QUALITY DIMENSIONS AND CUSTOMER SATISFACTION IN THE NIGERIAN BANKING INDUSTRY
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>The concept of the research proposal has redundancy as the SERVQUAL and the first and second construct of the customer satisfaction measure as adopted from Expectation Confirmation Theory (ECT).</p> <p>In order to enhance the model proposed by the author, in place of the first and second construct of the ECT, SERVQUAL Gap1 to Gap5 scores can be replaced. This can be an improvement to the proposed model and otherwise it will be a redundant to use the two major parts of expectations and performance in addition to the same constructs 1st and 2nd of ECT.</p> <p>Further, the corrections are marked in red colour fonts and additions are marked in green colour in the manuscript.</p> <p>The usage of measure 'perception' is used in incomplete manner. It has to be 'Perception of performance' or 'Performance'. The measures of expectation and performance were based on perception only.</p>	
Minor REVISION comments		
Optional/General comments		

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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>	

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