

Review Form 1.6

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| Journal Name: | Journal of Economics, Management and Trade |
| Manuscript Number: | Ms_JEMT_81686 |
| Title of the Manuscript: | Customer satisfaction characterized by service quality for revenue collection of Municipal Service in Sri Lanka. A pilot study. |
| Type of the 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:

(<https://www.journaljemt.com/index.php/JEMT/editorial-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) |
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| Compulsory REVISION comments | <p>TOPIC PROPOSAL: Customer satisfaction analysis characterized by service quality for municipal service revenue collection in Sri Lanka.</p> <p>BIBLIOGRAPHY: The manuscript has a rich bibliography. However, we noticed that all the authors quoted in the text and marked in red are not included on the references page. It is therefore important to insert them on the references page and to remove the authors at number 7 and 12 who are not found in the text. Style of references: It is advisable to use the VANCOUVER style in which references are marked with [1], [2], [3], ... instead of the APA (Association of American Psychologists) style that you used in the text. SAMPLE: The type of sample used should be specified in the text. RESULTS: The text does not clearly present the results of the research in terms of percentages (numbers), even though this is a study based on the structured self-administered questionnaire. The way the results are presented creates vagueness and confusion in the analysis of the results. The dimensions of service quality (independent variables), customer satisfaction (mediating variable), and revenue collection (dependent variable) are not demonstrated in the study for parametric analysis. Discussion: The text lacks an important part: the discussion. For a better analysis of the study, it would be desirable to discuss the results by comparing them with those found in other previous studies.</p> | |
| Minor REVISION comments | <ul style="list-style-type: none"> - Spatial and temporal delineation: The study does not clearly state the location of the research and the time period involved in the study. - No recommendations made by the author on the subject of the research. | |
| Optional/General comments | The study should also specify the type of service to be rendered to customers by the municipal council. | |

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) |
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| 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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