

Review Form 1.6

Journal Name:	Journal of Economics, Management and Trade
Manuscript Number:	Ms_JEMT_87091
Title of the Manuscript:	THE ROLE OF CUSTOMER BONDING AS A CUSTOMER TRUST MEDIATOR AND SERVICE PERFORMANCE ON MSME PERFORMANCE
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)
Compulsory REVISION comments	<ol style="list-style-type: none"> 1. It is a meaningful topic to explore the impact of the COVID-19 pandemic on SMEs. 2. Please cite more new literatures in the past 5 years for this paper. 3. Please use the same keywords. "SMEs or MSMEs", "customer trust or brand trust". 4. In 2. Methods "The measurement scale used is a Likert Scale from 1 to 5, where 1 = Strongly Disagree, 2 = Disagree, 3 = Disagree, 4 = Agree and 5 = Strongly Agree." The "3 = Disagree" should be "3 = Neutral". Please revise it. 5. It is appropriate to construct a research structural diagram to describe the relationships among variables. Please add it. 6. A goodness fit of test should be performed to confirm that the frequency of demographic variables of this study are consistent with that of the population. 7. It is necessary to describe the operational definitions of the research variables. Please add it. 	
Minor REVISION comments	<ol style="list-style-type: none"> 1. The "Table 3. Statistic descriptive" should be added the contents of the "Max" and "Min" of each variable. 2. An explanation of the p-value should be added below Tables 4 and 5. Such as, " *p<.05, **p<.01, ***p.05". 	
Optional/General comments	It's good to add the description on COVID-19 pandemic and performances in the conclusion to conform the contemporary circumstances.	

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?	(If yes, Kindly please write down the ethical issues here in details)	

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