



SDI Review Form 1.6

Journal Name:	Asian Journal of Agricultural Extension, Economics & Sociology
Manuscript Number:	Ms_AJAEES_31583
Title of the Manuscript:	ASSESSMENT OF RELATIONSHIP BETWEEN SERVICE QUALITY, CONSUMER SATISFACTION AND CONSUMER LOYALTY IN RETAIL OUTLET USING SEM PLS ANALYSIS
Type of the Article	Original Research Article

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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.

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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)
<u>Compulsory</u> REVISION comments		
<u>Minor</u> REVISION comments	1. State the justification for choosing the particular case firm (why not any other?). 2. Line 34, 35- the exact number of the sample should be stated –not <i>about</i>. 3. The Abstract must mention the findings briefly. 4. Some of the references are not cited in the text e.g. Dabholkar, P. A., Thorpe, D.I & Rentz, Joseph O (1996), Sivadas, Eugene ., & Prewitt, J.B. (2000), Rigdon, E.E. (1998).e.t.c the reference list and citations should be checked for exactness.	
<u>Optional/General</u> comments	Most citations are more than 10 years old. There must be newer publications to cite.	

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