



**SDI Review Form 1.6**

|                          |                                                                                                                                        |
|--------------------------|----------------------------------------------------------------------------------------------------------------------------------------|
| Journal Name:            | <a href="#">Asian Journal of Agricultural Extension, Economics &amp; Sociology</a>                                                     |
| 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                                                                                                              |

**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:

(<http://www.sciencedomain.org/page.php?id=sdi-general-editorial-policy#Peer-Review-Guideline>)



**SDI Review Form 1.6**

**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) |
|--------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b><u>Compulsory</u></b> REVISION comments | <p>The model needs to be specified correctly. Each construct should have at least one indicator variable(s) but in your case it can't be seen as such.</p> <p>The indicators can also help the reader to assess the results obtained from the study.</p> <p>Kindly include in the study the conceptual model and the empirical model both indicating the direction of the measurement model.</p> <p>Some of the t-statistics indicated in the table of results is inconsistent with the result in the structural equation model.</p> |                                                                                                                                                                               |
| <b><u>Minor</u></b> REVISION comments      | Test of construct reliability may be necessary for this work. Kindly consider them.                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                               |
| <b><u>Optional/General</u></b> comments    | The paper is good and very interesting. It makes contribution to knowledge. Needs compulsory revision is done.                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                                                                               |

**Reviewer Details:**

|                                  |                                                                                                                                 |
|----------------------------------|---------------------------------------------------------------------------------------------------------------------------------|
| Name:                            | <b><i>Yarhands Dissou Arthur</i></b>                                                                                            |
| Department, University & Country | <b><i>Department of Interdisciplinary Studies, College of Technology Education, University of Education, Winneba, Ghana</i></b> |