



SDI Review Form 1.6

Journal Name:	Asian Journal of Economics, Business and Accounting
Manuscript Number:	Ms_AJEBA_35538
Title of the Manuscript:	The relationship between customer satisfaction and corporate reputation and credibility
Type of the Article	Original Research Paper

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>)

PART 1: Review Comments

	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>
Compulsory REVISION comments	This study focuses on customer-oriented marketing and finds that satisfaction of customers with products and services is of fundamental importance in building a reputable and credible image of an organisation.	Thanks for your comment. The authors agree with your idea that ethical issue is important in leading to customer satisfaction to a company's product and service. Actually the authors conducted research in ethical issue but was published in another article, so the focus of this article will be the relationship between satisfaction and reputation and credibility, which study satisfaction as the independent variable. Our another research actually studied ethical issue as the independent variable to customer satisfaction.
Minor REVISION comments	Need more review of literature of this study	review between customer satisfaction, reputation and credibility is added.
Optional/General comments		