



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		
Minor REVISION comments	A little clarification is required in the Research methodology part. The analysis and interpretation part may be more elaborated. The demographic Analysis must come first.	The authors guessed the comment is about how to approach the customers of the credit department to fill out the questionnaire, so the processes of collecting data are rewritten to clarify this issue. More elaboration of the results are added. It is moved before the descriptive analysis of the variables.
Optional/General comments		