



SDI Review Form 1.6

Journal Name:	<u>British Journal of Economics, Management & Trade</u>
Manuscript Number:	Ms_BJEMT_21801
Title of the Manuscript:	SERVICE QUALITY AND CUSTOMER SATISFACTION IN LOAN ACQUISITION: EVIDENCE FROM COMMERCIAL BANKS IN GHANA
Type of the Article	Data 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>)



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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>
<u>Compulsory</u> REVISION comments		
<u>Minor</u> REVISION comments	• Field data whatsoever collected needs reliability and validity test. • Normality test of the data is also required to use before using statistical tests • Plz incorporate generalisation of findings.	• The study was not designed to undertake normality test, since it was only to provide descriptive information on the responses • The study only provides a descriptive analysis of the importance of the SERVQUAL factors in loan acquisition and customer satisfaction
<u>Optional/General</u> comments		