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Journal Name:	**British Journal of Economics, Management & Trade**
Manuscript Number:	**Ms_BJEMT_23422**
Title of the Manuscript:	**Competitiveness of Higher Education Institutions: The Mediating Effect of Student Satisfaction, School Image and Student Loyalty**
Type of the Article	**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:

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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)*
Compulsory REVISION comments	**Here below are some comments useful to improve the paper:** **1. Abstract is too long and not well done. It is necessary to rewrite it.** **2. Introduction: it is too brief and not clear. I suggest to organize better the manuscript.** **3. It is necessary to explain better section 2.7 Research Model.** **4. I suggest to explain better Figure 2. Latent Variables in the Measurement Model** **In general it is very difficult to understand the manuscript because English is very very poor. I suggest to improve and check English and typos.**	1. Thanks for the valuable comment. The abstract is rewritten with shorter and better description. 2. Since the manuscript has 23 pages already and the authors agree that the Introduction is adequate in introducing the rationale of the research, we decided to keep it and revise other parts of the manuscript. 3. The authors agreed that descriptions are necessary to add in section 2.7. This section is revised. 4. Descriptions about latent variables are added for Figure 2. The authors had read the manuscript again for improvement of English writing and correction of typo errors.
Minor REVISION comments		
Optional/General comments		