



SDI Review Form 1.6

Journal Name:	<u>British Journal of Economics, Management & Trade</u>
Manuscript Number:	Ms_BJEMT_23925
Title of the Manuscript:	Study the Impact of Customers' Loyalty and Satisfaction on Bank's Financial Performance (A Case Study of Resalat Bank)
Type of the 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 (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)
<u>Compulsory</u> REVISION comments		
<u>Minor</u> REVISION comments	This paper is well organized and followed the manuscript guidelines of THE JOURNAL to large extent. In the Introduction section, the authors may consider mentioning the research methods used to approach the issues. Literature review is not adequate need to improve especially convenience/ tangible. The sampling method needs to be explained clearly. Outcomes of the study are consistent with the research.	
<u>Optional/General</u> comments		

Reviewer Details:

Name:	Abdel Fattah Al-Azzam
Department, University & Country	Department Marketing, Zarqa University, Jordan