

Review Form 3

Journal Name:	Asian Journal of Economics, Business and Accounting
Manuscript Number:	Ms_AJEBA_130191
Title of the Manuscript:	INTERNET BANKING SERVICES ADOPTION AND CUSTOMERS SATISFACTION: CASE STUDY OF BANKS IN BAMENDA
Type of the Article	RESEARCH PAPER

PART 1: Comments

	Reviewer's comment	Author's Feedback <i>(Please correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)</i>
Please write a few sentences regarding the importance of this manuscript for the scientific community. A minimum of 3-4 sentences may be required for this part.	This manuscript holds significant importance as it explores how internet banking services influence customer satisfaction, offering valuable insights for banks in Bamenda to design and enhance digitalized banking services tailored to customer needs. By fostering greater adoption of internet banking, the study aims to improve the population's access to financial services. Additionally, the findings will assist policymakers and regulators in developing strategies to promote the adoption of secure and user-friendly internet banking solutions within the region, ultimately contributing to financial inclusion and customer satisfaction.	
Is the title of the article suitable? (If not please suggest an alternative title)	The manuscript does not disclose the specific banks in Bamenda from which data was collected. To enhance clarity and relevance, the following alternate title is suggested: 'Adoption of Internet Banking Services and Its Impact on Customer Satisfaction: A Bamenda Banking Perspective.'	
Is the abstract of the article comprehensive? Do you suggest the addition (or deletion) of some points in this section? Please write your suggestions here.	An alternate title is suggested: 'Adoption of Internet Banking Services and Its Impact on Customer Satisfaction: A Bamenda Banking Perspective.' The research gap is not explicitly addressed in the abstract, which should highlight the study's unique contribution to existing literature. Additionally, a theoretical framework has not been incorporated into the study, which is essential to underpin the research methodology and findings. It is recommended to include 'Bamenda' as a keyword to enhance the manuscript's relevance and discoverability.	
Is the manuscript scientifically, correct? Please write here.	<ol style="list-style-type: none"> 1. Title Correction: <ul style="list-style-type: none"> • The manuscript's title includes the phrase "case study of banks in Bamenda," but no specific cases of these banks are provided. Either provide detailed cases or revise the title to reflect the actual scope of the study. 2. Demographic Analysis: <ul style="list-style-type: none"> • A demographic analysis of the participants is missing. Including this data is critical to understanding the context and characteristics of the study population, such as age, gender, education level, and internet banking usage patterns. 3. References: <ul style="list-style-type: none"> • The references are not properly formatted in APA style. Ensure that all citations are consistent with APA guidelines, including proper formatting of authors, publication years, titles, and DOIs. 4. Grammar and Language Quality: <ul style="list-style-type: none"> • Conduct a thorough grammar check and enhance the English language quality to improve readability, clarity, and professionalism. 	
Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.	The manuscript should include at least 25 references , ensuring a balanced and comprehensive foundation for the study. It is advisable to use recent references from 2019 to 2024 , replacing older sources. Each reference should be properly cited with DOI or URL links to maintain academic rigor and accessibility.	

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Is the language/English quality of the article suitable for scholarly communications?	The English quality in the article requires significant improvement. The tone and style of writing should be refined to ensure clarity, coherence, and academic professionalism. Additionally, attention should be given to correcting grammatical errors, enhancing sentence structure, and conducting a thorough spell check to ensure accuracy and readability.	
Optional/General comments	The key findings from the literature review should be summarized to provide a clear overview of existing research. Addressing the research gap will help highlight the unique contribution of this study, enabling a deeper understanding of the impact of banking services on customers in Bamenda.	

PART 2:

	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>
Are there ethical issues in this manuscript?	<i>(If yes, Kindly please write down the ethical issues here in details)</i>	

Reviewer Details:

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