|  |  |
| --- | --- |
|  | |
| Journal Name: | [**Asian Journal of Education and Social Studies**](https://journalajess.com/index.php/AJESS) |
| Manuscript Number: | **Ms\_AJESS\_141862** |
| Title of the Manuscript: | **ASSESSING THE SERVICE QUALITY AND CUSTOMER SATISFACTION OF FINANCIAL INSTITUTIONS** |
| Type of the Article | **Original Research Article** |

|  |  |  |
| --- | --- | --- |
| PART 1: Comments | | |
|  | Reviewer’s comment **Artificial Intelligence (AI) generated or assisted review comments are strictly prohibited during peer review.** | **Author’s Feedback** (It is mandatory that authors should write his/her feedback here) |
| **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.** | **Its help the the provider of financial institutions by preparing and equip themselves in the changeling time to provide a better services to their client**  **Its also pointed out to the client which financial institutions that provide comfortable services to them.** | Yes |
| **Is the title of the article suitable?**  **(If not please suggest an alternative title)** | **Yes, the title are relaxant to the contain of the articles** | Thank you |
| 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. | **For practice the best articles or research paper, it should at least 300 words to be include the aim of the research, methodology used, literature review, results of the research, collusion and so on** | It is above 300 words, by the way. The objectives, the methods used, literature review and such are placed differently in different sections of the paper and people won't have a hard time finding them because they are named specifically. |
| Is the manuscript scientifically, correct? Please write here. | Yes the manuscript are scientifically | Thank you. |
| **Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.** | Yes the references are quit enough as the research articles, but should involved more current reference for example **Relationship between Service Quality and Customer Satisfaction: A systematic Literature**  **Review**  [*https://resmilitaris.net/index.php/resmilitaris/article/download/2104/1753*](https://resmilitaris.net/index.php/resmilitaris/article/download/2104/1753)  Ashari Ismail, Mohammed Hariri Bakri, Mohd Norzami Nordin, Ahmad Aizuddin Hamzah, Salmalina Salleh, Junaidah Yusof & Asrizam Ezam  <http://www.internationaljournalofspecialeducation.com/submission/index.php/ijse/issue/view/v37i3s> | Thank you for your suggestions, however, we tried searching the references you provide but couldn't find it on the web. It says ‘service unavailable’ and ‘page not found’ . I really think there could be something wrong with the details of it. Thank you. |
| Is the language/English quality of the article suitable for scholarly communications? | Yes the language is suitable the research paper | Thank you |
| Optional/General comments | **The articles is right way and good for publishing in the journal because it has a complete mechanism as a scientific research paper** | Thank you so much! |

|  |  |  |
| --- | --- | --- |
| **PART 2:** | | |
|  | **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)* |
| **Are there ethical issues in this manuscript?** | *(If yes, Kindly please write down the ethical issues here in details)* | There are no ethical issues found in this article. |