



Moch Jasin <moch.jasin@uinjkt.ac.id>

Review Report - USCM 2166 - Title: The Relationship of Customer Satisfaction, Perceived Service Quality, Perceived Value, and Brand Image on SMEs Customer Loyalty

10 pesan

USCM Editor <uscm.editorial@gmail.com>
Kepada: moch.jasin@uinjkt.ac.id

3 Januari 2023 pukul 09.05

Dear Moch Jasin

Please revise your papers according our reviewers team comment below:

Abstract

- Sometimes written as an afterthought, the abstract is of extreme importance as in many instances this section is what is initially previewed by readership to determine if the remainder of the article is worth reading. This is the authors opportunity to draw the reader into the study and entice them to read the rest of the article.
- The abstract is a summary of the article or study written in 3rd person allowing the readers to get a quick glance of what the contents of the article include.
- Writing an abstract is rather challenging as being brief, accurate and concise are requisite.
- The headings and structure for an abstract are usually provided in the instructions for authors.
- In some instances, the abstract may change slightly pending content revisions required during the peer review process.
- Therefore it often works well to complete this portion of the manuscript last. Remember the abstract should be able to stand alone and should be as succinct as possible.

Introduction and Review of Literature

- The introduction is one of the more difficult portions of the manuscript to write. Past studies are used to set the stage or provide the reader with information regarding the necessity of the represented project.
- For an introduction to work properly, the reader must feel that the research question is clear, concise, and worthy of study.
- A competent introduction should include at least four key concepts: 1) significance of the topic, the information gap in the available literature associated with the topic, 3) a literature review in support of the key questions, 4) subsequently developed purposes/objectives and hypotheses.

Methods

- The methods section should clearly describe the specific design of the study and provide clear and concise description of the procedures that were performed.
- The purpose of sufficient detail in the methods section is so that an appropriately trained person would be able to replicate your experiments.
- There should be complete transparency when describing the study
 - A clear methods section should contain the following information: 1) the population and equipment used in the study, 2) how the population and equipment were prepared and what was done during the study, 3) the protocol used, 4) the outcomes and how they were measured, 5) the methods used for data analysis. Initially a brief paragraph should explain the overall procedures and study design.
 - Within this first paragraph there is generally a description of inclusion and exclusion criteria which help the reader understand the population used. Paragraphs that follow should describe in more detail the procedures followed for the study. A clear description of how data was gathered is also helpful.
 - For example were data gathered prospectively or retrospectively? Who if anyone was blinded, and where and when was the actual data collected?
 - Although it is a good idea for the authors to have justification and a rationale for their procedures, these should be saved for inclusion into the discussion section, not to be discussed in the methods section.
 - However, occasionally studies supporting components of the methods section such as reliability of tests, or validation of outcome measures may be included in the methods section.
 - The final portion of the methods section will include the statistical methods used to analyze the data.¹⁹This does not mean that the actual results should be discussed in the methods section, as they have an entire section of their own!
 - Most scientific journals support the need for all projects involving humans or animals to have up-to-date documentation of ethical approval.²⁰ The methods section should include a clear statement that the researchers have obtained approval from an appropriate institutional review

board.

Results and Discussion

- In most journals the results section is separate from the discussion section.
- It is important that you clearly distinguish your results from your discussion.
- The results section should describe the results only. The discussion section should put those results into a broader context.
- Report your results neutrally, as you "found them". Again, be thoughtful about content and structure.
- Think carefully about where content is placed in the overall structure of your paper. It is not appropriate to bring up additional results, not discussed in the results section, in the discussion.
- All results must first be described/presented and then discussed. Thus, the discussion should not simply be a repeat of the results section. Carefully discuss where your information is similar or different from other published evidence and why this might be so. What was different in methods or analysis, what was similar?
- Do not discuss extraneous ideas, concepts, or information not covered by your topic/paper/commentary. Be sure to carefully address all relevant results, not just the statistically significant ones or the ones that support your hypotheses.

When you must resort to speculation or opinion, be certain to state that up front using phrases such as "we therefore speculate" or "in the authors' opinion".

- Remember, just as in the introduction and literature review, evidence or results cannot draw conclusions, just as previously stated, only people, scientists, researchers, and authors can!
- Finish with a concise, 3-5 sentence conclusion paragraph.
- This is not just a restatement of your results, rather is comprised of some final, summative statements that reflect the flow and outcomes of the entire paper. Do not include speculative statements or additional material; however, based upon your findings a statement about potential changes in clinical practice or future research opportunities can be provided here.
- Your results should be organised into an orderly and logical sequence. Only the most relevant results should be described in the text, to highlight the most important points. Figures, tables, and equations should be used for purposes of clarity and brevity. Data should not be reproduced in more than one form, for example in both figures and tables, without good reason.
- The purpose of the discussion is to explain the meaning of your results and why they are important.
- You should state the impact of your results compared with recent work and relate it back to the problem or question you posed in your introduction. Ensure claims are backed up by evidence and explain any complex arguments.

CONCLUSIONS

- Writing for publication can be a challenging yet satisfying endeavor.
- The ability to examine, relate, and interlink evidence, as well as to provide a peer-reviewed, disseminated product of your research labors can be rewarding.
- A few suggestions have been offered in this commentary that may assist the novice or the developing writer to attempt, polish, and perfect their approach to scholarly writing.
- This is for interpretation of the key results and to highlight the novelty and significance of the work. The conclusions should not summarise information already present in the article or abstract. You can also include any plans for relevant future work here.

References

- Use APA style
- Use recent at least 5 years later references
- Use 20 references minimum

Regards,

Editorial Team

- Forwarded message -----

Dari: USCM Editor <uscm.editorial@gmail.com>

Date: Sel, 22 Nov 2022 pukul 13.11

Subject: [USCM] Submission ID 2166

To: <mochammadjasin.fp@gmail.com>, <moch.jasin@uinjkt.ac.id>

Thank you for your submission to USCM. Below is a copy of the information submitted for your records.

Submission ID: 2166

Title: The Relationship of Customer Satisfaction, Perceived Service Quality, Perceived Value, and Brand Image on SMEs Customer Loyalty

Author 1:

First Name: Moch
Last Name: Jasin
Organization: Universitas Islam Negeri Jakarta, Indonesia
Country: Indonesia
Email: mochammadjasin.fp@gmail.com

Author 2:

First Name: Moch
Last Name: Jasin
Organization: Universitas Islam Negeri (UIN) Syarif Hidayatullah Jakarta
Country:
Email: moch.jasin@uinjkt.ac.id

Contact Author: Author 1

Alternate Contact: agozpor@gmail.com

Topic(s): Total Quality Management

Keywords: Perceived Service Quality, Perceived Value, Satisfaction, Brand Image, Customer Loyalty, SMEs

Abstract: The purpose of this study is to analyze the relationship of satisfaction on consumer loyalty, service quality on consumer loyalty, perceived value on consumer loyalty, brand image on consumer loyalty. This research method is a quantitative method. This research was conducted in schools in Indonesia. The sample of respondents in this study were 308 SMEs owners. The sampling method used is simple random sampling. Data collection techniques using online questionnaires through social media. The measurement scale in this study is a Likert scale with a range of 1-7. Data analysis using structural equation modeling (SEM) with data processing software SmartPLS software. The independent variables in this study are customer satisfaction, perceived service quality, perceived value, and brand image, while the dependent variable is customer loyalty. Based on the results of the study, it was found that satisfaction has a positive and significant effect on consumer loyalty, perceived service quality has no significant effect on consumer loyalty, perceived value has no significant effect on consumer loyalty, brand image has no significant effect on consumer loyalty.

Comments:

USCM Editor <uscm.editorial@gmail.com>
Kepada: moch.jasin@uinjkt.ac.id

4 Januari 2023 pukul 05.22

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4 Januari 2023 pukul 15.41

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Dear Moch Jasin

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Thank you

EDITOR

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Dear USCM Editor

Thank you for accepting my paper, with regards to the payment, I'll follows once of the options you offers. I hope my paper could be published immediatly. Thank you

Best regards,

Mochammad Jasin

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8 Januari 2023 pukul 10.52

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Could you send me the final revised paper and payment receipt by tomorrow

thank you

editor

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9 Januari 2023 pukul 11.01

Kepada: Moch Jasin <moch.jasin@uinjkt.ac.id>

Dear Moch Jasin

Thank you for your email of final revised paper, please see attached file of similiariry report by Turnitin of your paper (13%- ACCEPTED)

thank you and best regards

Editor

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9 Januari 2023 pukul 21.29

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Dear Mochammad

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download your paper, read it very carefully and let me know if there is any problem. Attached, please find the acceptance letter. Also, please sign the attached copyright form and email it back to me.

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12 Januari 2023 pukul 13.21

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13 Januari 2023 pukul 10.54

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