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▶  1851	ANANTA BUDHI DANURDARA MANUSCRIPT.docx	January 20, 2022	Article Text
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Notifications



[QAS] Editor Decision

2022-01-31 08:42 AM

Ananta Budhi Danurdara:

We have reached a decision regarding your submission to Quality - Access to Success, "Marketing Innovation and Customer Loyalty: The Role of Customer Satisfaction of SMEs in Hospitality Sector in Indonesia".

Our decision is: Revisions Required

Reviewer A:

The topic of the article is interesting and complies with journal topics.

The abstract should be revised. Some sentences can be combined as they repeat parts of the information. It is not enough to say "The method in this study uses a quantitative approach."

The questionnaire is conducted in a single hotel, but the title refers to the entire hospitality sector in Indonesia. The research is based on a small number of answers.

Although in the Introduction we have a brief presentation of the background of the hospitality sector in Indonesia and a list of objectives, the author does not include a description of the method used. The paragraph in which the content of each section is presented is missing.

The concepts used are explained by literature, but a connection between them is not addressed by the author (from the literature perspective). As well as the literature gap.

The methodology is not properly explained. The weaknesses of the methodology and the limitations of the study are not presented.

It is necessary to improve the style of presentation, writing and English language in general.

Recommendation: Revisions Required

Notifications



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Recommendation: Revisions Required

Notifications



[QAS] Editor Decision

2022-02-01 07:32 PM

Ananta Budhi Danurdara:

We have reached a decision regarding your submission to Quality - Access to Success, "Marketing Innovation and Customer Loyalty: The Role of Customer Satisfaction of SMEs in Hospitality Sector in Indonesia".

Our decision is to: Accept Submission

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Notifications



[QAS] Editor Decision

2022-02-03 05:23 PM

Ananta Budhi Danurdara:

The editing of your submission, " Marketing Innovation and Customer Loyalty: The Role of Customer Satisfaction of SMEs in Hospitality Sector in Indonesia," is complete. We are now sending it to production.

Submission URL:

<https://submission.calitatea.ro/index.php/QAS/authorDashboard/submission/401>

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Notifications



[QAS] Editor Decision

2022-02-03 05:23 PM

Ananta Budhi Danurdara:

The editing of your submission, " Marketing Innovation and Customer Loyalty: The Role of Customer Satisfaction of SMEs in Hospitality Sector in Indonesia," is complete. We are now sending it to production.

Submission URL:

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