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Reminder	ismailhakkimirici 2022-01-20 02:44 PM	ananta 2022-01- 20 02:46 PM	1	<input type="checkbox"/>

Reminder



Participants

Ismail Hakki Mirici, (ismailhakkimirici)

Ananta Budhi Danurdara (ananta)

Messages

Note	From
<p>Dear Author,</p> <p>Research Trentz, which is now the owner company of Quality - Access to Success, requires language and content editing of all the submissions before publishing the accepted articles. This service, which costs \$400, is definitely essential to complete the process of publication. This does not mean that Quality - Access to Success is a paid journal, which accepts all submissions for \$400. It is just opposite. Most submissions are rejected in the pre-editorial stage if they do not meet the academic quality criteria of Research Trentz.</p> <p>Please, let us know if you may wish to continue your submission process.</p> <p>Your prompt response is highly appreciated.</p> <p>Best regards.</p> <p>Editor in Chief</p>	<p>ismailhakkimirici 2022-01-20 02:44 PM</p>
<p>▶ Yes, I agree. Please proceed</p>	<p>ananta 2022-01-20 02:46 PM</p>

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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

Reviewer B:

Review paper ID 401: **Marketing Innovation and Customer Loyalty: The Role of Customer Satisfaction of SMEs in Hospitality Sector in Indonesia**

1. Relevance - complies the article with journal topics?

Issues related to marketing innovation, customer loyalty and satisfaction from the paper are in line with journal topic articles

1. Originality - the article is sufficiently new and interesting to warrant publication?

By including the factor of marketing innovation, it makes this paper interesting to publish, with notes highlighting the disclosure of marketing innovation in the introduction, literature review, and discussion of research results by referring to the latest and relevant research publications.

1. The scientific level - meet the article journal standards?

To be able to meet the standards of a good journal, several things need to be improved:

1. State the position of this research in terms of state of the art and research gaps.
2. Hypothesis writing is preceded by theoretical and empirical explanations, and does not use the word "significant"
3. The research method is included with the research model to be estimated along with the stages and testing techniques
4. Discussion of research results no longer needs to use the results of statistical analysis, focusing on the relation of research findings to theory and empirical. Therefore, it needs to be strengthened with the addition of the latest and relevant references, the following papers can be considered:

- Indrasari, A., Nadimie, N & Endri, E. (2022). Determinants of satisfaction and loyalty

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Round 1

Round 1 Status

Submission accepted.

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2022-02-01 07:52 PM

[\[QAS\] Editor Decision](#)

2022-02-03 05:23 PM

Reviewer's Attachments

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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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