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Add: 1120 Finch Avenue West, Suite 701-309, Toronto, ON., M3J 3H7, Canada

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Nurdin Hidayah <nurdin@stp-bandung.ac.id>
to ananta_budhi ▾

Sat, Jul 29, 2017, 5:53 PM ☆ ↶ ⋮

Result of Review

Title: How Strong Experiential Marketing Affect to the Customer Value (A Survey of Customer Star Hotels of 3, 4, and 5 in West Java, Indonesia)

Authors: Ananta Budhi Danurdara, Nurdin Hidayah & Anwari Masatip

Decision of Paper Selection

- () A. Accept submission, no revisions required.
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- () C. Decline submission; you may revise and resubmit for review.
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- ✓ Revise the paper according to the comments (if applicable).
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- ✓ Vol. 9, No. 4, August 2017, if you meet above requirements within 2 weeks.
- ✓ e-Version First: the online version may be published soon after the final draft is completed.
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Evaluation	Grade
	Please give a grade of 5, 4, 3, 2, 1(high to low)
Overall evaluation of the paper	2
Contribution to existing knowledge	3
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Comments and Suggestions	
<p>(*) Revise the paper according to <i>Paper Submission Guide</i>: www.ccsenet.org/submission</p> <p>() Picture(s)/figure(s) are not clear; 300 dpi is required.</p> <p>() Move the footnotes to endnotes.</p> <p>() Resize the table(s)/figure(s), to fit A4 paper size, and make all the pages be vertical.</p> <p>() Revise table(s) into three-line table(s).</p> <p>() Insert table(s) and figure(s) into the text, not after references.</p> <p>() Similarity index (checked by iThenticate) is high; please find the iThenticate report attached, revise to keep the Similarity Index $\leq 30\%$ and single source matches are not $>6\%$.</p> <p>(*) Add DOI persistent links to those references that have DOIs; please see <i>Paper Submission Guide</i>.</p> <p>() Others:</p>	

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5=Excellent 4=Good 3=Average 2=Below Average 1=Poor	
Items	Grade
Contribution to existing knowledge	3
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Adequacy of literature review	2
❖ Strengths	
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❖ Weaknesses	
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❖ Suggestions to Author/s	
Improve literature review, readability and conclusions. Clarify data collection.	

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