



Date: 11th of March 2020

Dear **Zulki Zulkifli Noor**

Universitas Jayabaya. Jakarta. Indonesia

REVIEW REPORT

**Title of
paper:**

**The Model of Experimental Marketing, Service Quality, and Customer
Loyalty**

For sections A & B, please tick a number from 0 to 5, where 0 = strongly disagree and 5 = strongly agree.

A. Technical aspects

- | | | | | | | |
|--|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|---------------------------------------|
| 1. The paper is within the scope of the Journal. | <input type="checkbox"/> 0 | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input checked="" type="checkbox"/> 5 |
| 2. The paper is original. | <input type="checkbox"/> 0 | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input checked="" type="checkbox"/> 5 |
| 3. The paper is free of technical errors. | <input type="checkbox"/> 0 | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input checked="" type="checkbox"/> 5 |

B. Communications aspects

- | | | | | | | |
|--|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|---------------------------------------|
| 1. The paper is clearly readable. | <input type="checkbox"/> 0 | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input checked="" type="checkbox"/> 5 |
| 2. The figures are clear & do clearly convey the intended message. | <input type="checkbox"/> 0 | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| 3. The length of the paper is appropriate. | <input type="checkbox"/> 0 | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input checked="" type="checkbox"/> 5 |

C. Comments to the authors (You may use another sheet of paper.)

The three aspects are outlined here below:

First, the introduction includes some definitions and previous works.

I suggest introducing the motivation of the work and the framework in which it has been carried out (without going into excessive details) in this section, and include the objectives of the work clearly. I would create another section to focus on explaining other similar experiences and related studies that will allow the authors to contrast the results. Theoretical framework could be grouped in a section.

Secondly, a Methodology section should be included. Population under study, context, instruments and analysis strategy should be specified.

Finally, in "Conclusions" section, authors should mention the achievement or not of the objectives, link the findings and contrast with previous works as well as pose pros and cons of the methodology used. In addition, future lines of research could be included.

It is a marketing technique to create customer experiences that relate to the physical body, patterns of behavior, and long-term lifestyle and experiences that occur from interactions with others. Where the lifestyle itself is an individual behavioral pattern in life which is reflected in the actions, interests, and opinions. Experience Act in the form of lifestyle can be applied by using the ongoing trend or encourage the creation of new cultural trends. Experience The purpose of the Act is to give the impression of patterns of behavior and lifestyle, as well as enriching social interaction through strategies undertaken.

D. Recommendation (Tick one)

1. Accepted without modifications.
2. Accepted with minor corrections.
3. Accepted with major modification.
4. Rejected.

We look forward to receiving your revised paper.

Yours Sincerely,

A handwritten signature in blue ink, appearing to read 'J. Shi', with a stylized flourish at the end.

Jiannong Shi,

Editorial Office

Talent Development and Excellence Journal