

Dr. Netty Merdiaty <netty.merdiaty@dsn.ubharajaya.ac.id>

Frontiers: Acceptance of manuscript you reviewed - 952719

1 pesan

Frontiers Psychology <psychology.editorial.office@frontiersin.org> Balas Ke: Frontiers Psychology <psychology.editorial.office@frontiersin.org> Kepada: netty.merdiaty@dsn.ubharajaya.ac.id 18 Juli 2022 pukul 21.49

Dear Dr Merdiaty,

Frontiers Psychology has sent you a message. Please click 'Reply' to send a direct response

The manuscript you reviewed was accepted for publication:

Manuscript title: An Empirical Analysis of Double Reduction Education Policy Based on Public Psychology Journal: Frontiers in Psychology, section Positive Psychology Article type: Original Research Authors: Xin Zhang, Weibin Zhao, Kai Zhou Edited by: Lisete Mónico

Here's the link to the article: http://www.frontiersin.org/Review/EnterReviewForum.aspx?activationno=e2edd348-e0ee-432a-b279-71f852641276

Best Regards,

Your Frontiers in Psychology team

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Dr. Netty Merdiaty <netty.merdiaty@dsn.ubharajaya.ac.id>

New author comments in the Review Forum - 864841

1 pesan

Frontiers in Psychology <psychology.editorial.office@frontiersin.org> Balas Ke: Frontiers in Psychology <psychology.editorial.office@frontiersin.org> Kepada: Netty Merdiaty <netty.merdiaty@dsn.ubharajaya.ac.id> 25 Maret 2022 pukul 01.15

Dear Dr Merdiaty,

New comments were just posted by author Alejandro Vega-Muñoz, for the manuscript "The impact of Customer Experience and Customer Engagement on Behavioral Intentions: Does Competitive Choices matters?". Please visit the discussion forum to review these comments within the next few days: https://review.frontiersin.org/review/bootstrap/8473ca90-0f03-4788-9bf6-7697d3a3dd62

You should then take one of the following actions:

1. Endorse publication: the authors satisfactorily addressed your comments, and you agree to be listed as a reviewer on the manuscript, if published.

2. Post comments: you have further concerns you would like the authors to address. Use the comment boxes under each review question to communicate these, and "Submit all Comments" at the end.

3. Recommend rejection: the authors are unable or unwilling to address your comments, or you have found the manuscript to contain objective errors or ethical issues that cannot be resolved. Your recommendation will be sent to the handling editor while you will remain anonymous to the authors and will not be asked to participate any further in the review process. Your report will remain available in the review forum.

When reviewing the authors' responses, bear in mind that your mandate is to evaluate the accuracy and validity of the manuscript, not its potential impact.

Many thanks for your time participating in the collaborative review process of this manuscript. You can contact us should you have any questions.

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Manuscrint title: The i

Manuscript title: The impact of Customer Experience and Customer Engagement on Behavioral Intentions: Does Competitive Choices matters? Manuscript ID: 864841 Authors: Bilal Ahmed, Shagufta Zada, Liang Zhang, Shehla Najib Sidiki, Nicolás Contreras-Barraza, Alejandro Vega-Muñoz and Guido Salazar-Sepúlveda

Journal: Frontiers in Psychology, section Organizational Psychology Article type: Original Research

Submitted on: 28 Jan 2022 Edited by: Ana Jiménez-Zarco

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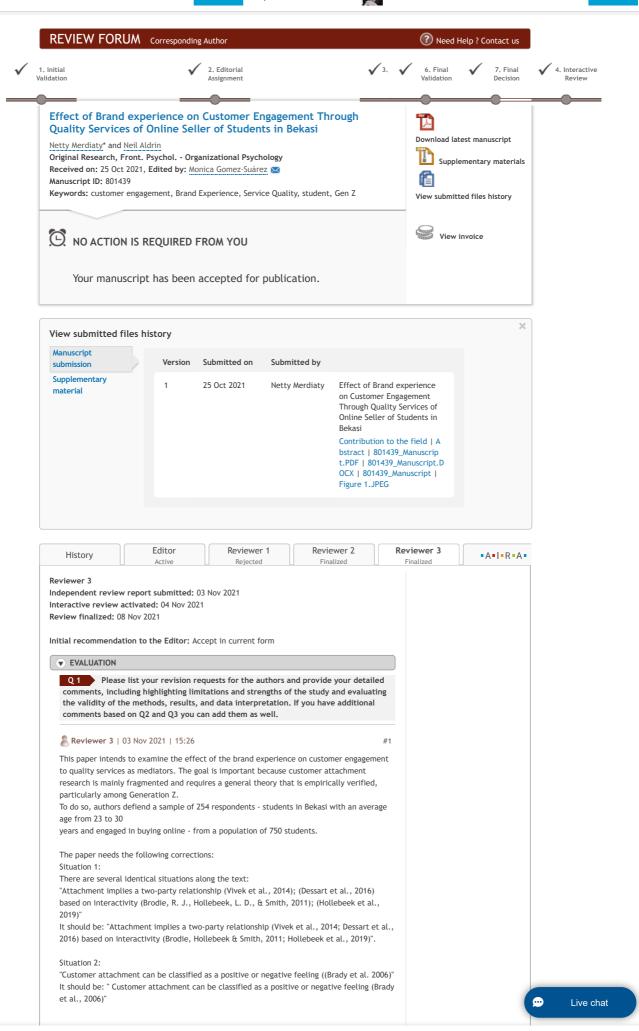
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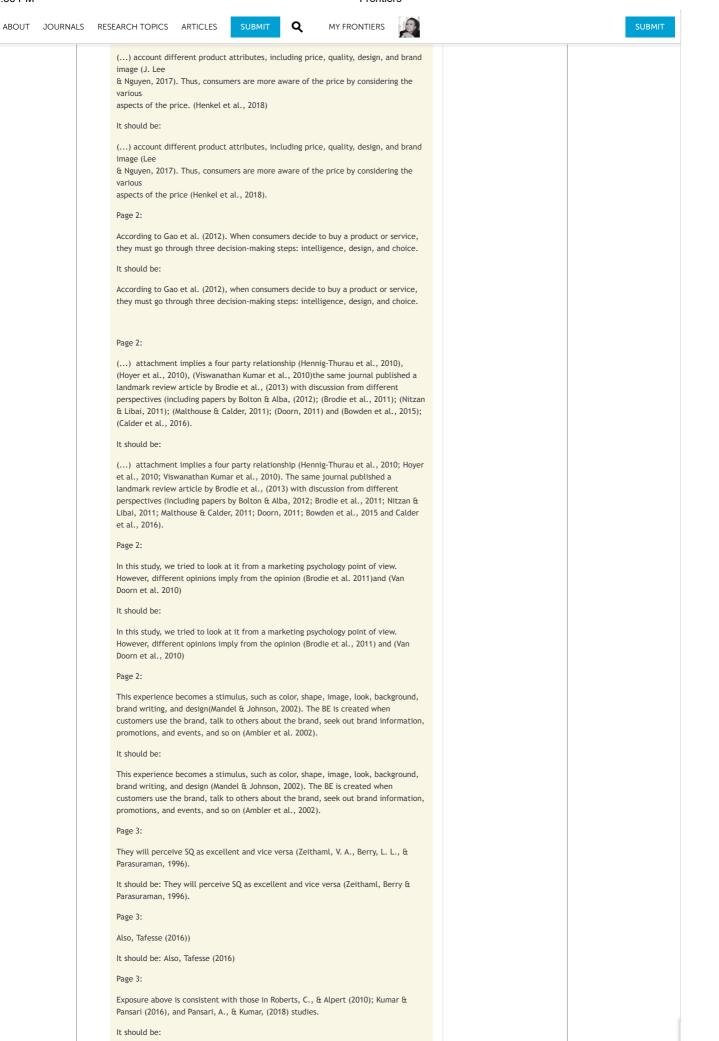


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			Corresponding Au	uthor: Netty /	Merdiaty 07 Nov	v 2021 09:	18	#2		
			for all input, already	answered in	the revision journ	nal.				
			i hope all answer wil	l fit with the	question					
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			Reviewer 3 08	Nov 2021 08	8:04			#3		
			The text is much bet	ter.						
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			Page 2:							
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			As I told un my last c	comments this	is wrong and all 1	the text sho	ould be correct	ed.		
			Page 8: This finding s () which found tha (2019); Ahn & Back,	it service qual	lity may lead to cu		gagement; Lee	et al.,		
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			It should be () (Pre	entice & Loure	eiro, 2018).					
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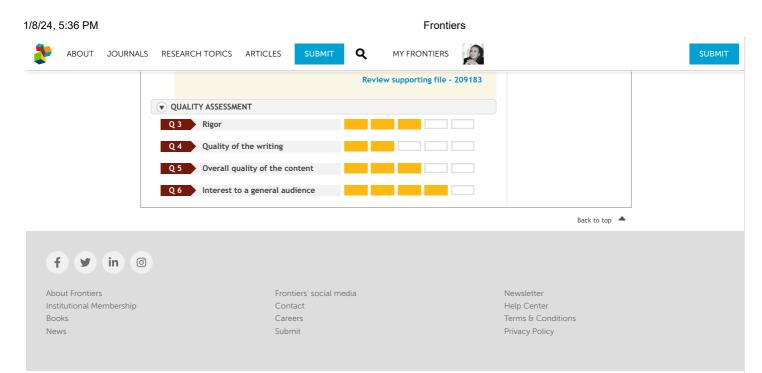
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ABOUT JOURNALS	RESEARCH TOPICS ARTICLES SUBMIT Q MY FRONTIERS	
	Page 4:	
	Quality of service is widely recognized as an antecedent of customer satisfaction and	
	behavioral intent that in turn leads to organizational profitability (Alexandris et al.	
	2002);(Kim	
	et al. 2016); (Wirtz, J. et al. 2013); (Shi et al. 2014); (Zeithaml et al. 1996). Its	
	researchers argue that customers' perceptions of service performance over each service	
	experience	
	determine the quality of a company's services. (Cronin et al. 2000).	
	Unlike the quality of service can be judged on a single meeting experience, another case	
	in the brand experience was not limited to just one experience in one touchpoint	
	only. However,	
	experience involves different touchpoints, different phases of the pre-consumption journey.	
	For example, consumers consume the experience, alternative valuations, and	
	anticipated	
	experiences in brand organizations, including perceived sensations and memories of postconsumption experiences (Carù, A., & Cova, 2003); (Laming, C., & Mason, 2014).	
	The brand	
	experience results from a series of interactions between brands and consumers	
	during service meetings (Jiang et al. 2018).	
	It should be:	
	Quality of service is widely recognized as an antecedent of customer satisfaction and	
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	during service	
	meetings (Jiang et al., 2018).	
	Page 4:	
	Quality of service will significantly influence customer engagement behavior	
	(Verleye,	
	K., Gemmel, P., & Rangarajan. 2014). On the other hand, Ahn, J., & Back (2018)	
	state that the customer brand experience is a positive and significant antecedent of CE. On the	
	other hand,	
	the BE is related to the perceived quality of service. In CE, SQ plays a minor role in moderated	
	moderated mediation and post hoc testing or direct effects (Prentice et al. 2019). The results	
	provide	
	empirical evidence of the gap between SQ and CE, providing insight into the following SQ	
	following SQ research.	
	The results of previous research consistent with a view on the proposed hypothesis	
	are Hypothesis?: It is support that there is a positive influence of SO on CE	
	Hypothesis3: It is suspect that there is a positive influence of SQ on CE Effect Brand experience to Engagement Customer with Service Quality as a mediator	
	Brand experience included cognitive and affective states (Bhat, S., & Reddy, 1998);	
	(Mollen & Wilson, 2010), (Bridges, E., & Florsheim, 2008). Further evidenced by	
	Gambetti, R. C., & Graffigna (2010) and Brodie et al. (2011) that brands are the most	
	distinctive objects	
	of engagement in business literature.	
	Perceived quality of service is defined as a global assessment or attitude relating to service superiority (Bitner, M. J., Zeithaml, V. A., & Gremler, 2010). Prentice, C., &	
	Loureiro	
	(2018) researched customers' perspectives and examined customers' psychological	
	desires.	
	It should be:	
	Quality of service will significantly influence customer engagement behavior	
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	Page 4:	
	Marketing shows that consumers no longer buy products and services but rather buy experiences around what is sold (Morrison, S., & Crane, 2007).	
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	experiences around what is sold (Morrison & Crane, 2007).	
	Page 8:	
	This topic is particularly intriguing because the relationship between experience and engagement is controversial (Hollebeek et al., 2014); (Calder et al., 2009). Given the intense focus on experience in modern marketing (e.g., (Pine & Gilmore, 1998);	
	(Brakus et al., 2009), This can be considered surprising. However, other types of experiences may be better able to predict consumer behavior. According to (N. Aldrin & Merdiaty, 2019), today's	
	brand experience is no longer in demand, especially for young people or students (Gen Z). It must be:	
	This topic is particularly intriguing because the relationship between experience and engagement is controversial (Hollebeek et al., 2014; Calder et al., 2009). Given	
	the intense focus on experience in modern marketing (e.g., Pine & Gilmore, 1998; Brakus et al., 2009), this can be considered surprising. However, other types of experiences may be	
	better able to predict consumer behavior. According to Aldrin and Merdiaty (2019), today's brand experience is no longer in demand, especially for young people or students (Gen Z).	
Q	2 Check List	
	Reviewer 3 03 Nov 2021 15:26 #1 ; the quality of the figures and tables satisfactory?	
	oes the reference list cover the relevant literature adequately and in an unbiased ner?	
c. A - Ye	re the statistical methods valid and correctly applied? (e.g. sample size, choice of test) s	
d. A - Yes	re the methods sufficiently documented to allow replication studies? s	
	Corresponding Author: Netty Merdiaty 08 Nov 2021 16:01 #2	



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