

Journal Name:	<a href="#">Journal of Global Economics, Management and Business Research</a>
Manuscript Number:	<b>Ms_JGEMBR_12578</b>
Title of the Manuscript:	<b>Seller Reputation, Sales Promotion, Trust, and Repurchase Intentions among E-Marketplace Users in Denpasar City</b>
Type of the Article	

**General guidelines for the Peer Review process:**

This journal's peer review policy states that **NO** manuscript should be rejected only on the basis of '**lack of Novelty**', provided the manuscript is scientifically robust and technically sound.

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**PART 1: Comments**

	Reviewer's comment	<b>Author's Feedback</b> <i>(Please correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)</i>
<b>Please write a few sentences regarding the importance of this manuscript for the scientific community. A minimum of 3-4 sentences may be required for this part.</b>	This work is significant to the scholarly community because it gives unique insights into the dynamics of customer behaviour in e-marketplaces, particularly among MSMEs. It provides a detailed understanding of fundamental elements influencing customer loyalty and retention by investigating the interactions between seller reputation, sales promotion, trust, and repurchase intention.	
<b>Is the title of the article suitable? (If not please suggest an alternative title)</b>	The original title, while descriptive, could be made more concise and engaging to better reflect the key themes and appeal to a broader audience.	
<b>Is the abstract of the article comprehensive? Do you suggest the addition (or deletion) of some points in this section? Please write your suggestions here.</b>	The abstract is comprehensive and effectively summarizes the study's objectives, methodology, findings, and implications. However, to improve its clarity and relevance related to theoretical and practical applications.	
<b>Is the manuscript scientifically, correct? Please write here.</b>	the manuscript appears to be scientifically correct, as it follows a structured research methodology, includes a clear research population and sampling technique, and employs appropriate analytical tools like descriptive analysis. The findings are logically presented, aligned with the stated objectives, and supported by evidence, which lends credibility to the research. However, I recommend to add implications for MSMEs and grounded in the data, avoiding overgeneralization.	
<b>Are the references sufficient and recent? If you have suggestions of additional</b>	The references provided are comprehensive and cover a wide range of topics relevant to the study, including seller reputation, sales promotion, trust, and repurchase intention in e-marketplaces. They also draw from diverse geographical	

<b>references, please mention them in the review form.</b>	contexts, methodologies, and publication outlets, contributing to the robustness of the literature review. Many references are from the past 5-7 years, ensuring relevance to current trends in e-commerce. However, Including more studies from 2022 and 2023 would strengthen the timeliness of the references.	
<b>Is the language/English quality of the article suitable for scholarly communications?</b>	The language and English quality of the article provided are suitable for scholarly communication, with generally clear and concise phrasing.	
<b>Optional/General</b> comments	NIL	

**PART 2:**

	<b>Reviewer's comment</b>	<b>Author's comment</b> <i>(if agreed with reviewer, correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)</i>
<b>Are there ethical issues in this manuscript?</b>	<i>(If yes, Kindly please write down the ethical issues here in details)</i>	

**Reviewer Details:**

Name:	<b>Pratiksinh S. Vaghela</b>
Department, University & Country	<b>Sarvajanik University, India</b>