

REVIEWER'S REPORT

Manuscript No.: IJAR-57051

Title: CUSTOMER LOYALTY MODEL: THE MEDIATION ROLE OF SATISFACTION AND WORD OF MOUTH ON OPERATIONAL EXCELLENCE AND CUSTOMER EXPERIENCE.

Recommendation:

Accept as it is

Accept after minor revision.....

Accept after major revision

Do not accept (*Reasons below*).....

Rating	Excel.	Good	Fair	Poor
Originality		Yes		
Techn. Quality		Yes		
Clarity	Yes	Yes		
Significance				

Reviewer's Name –Dr. Himanshu Gaur

Detailed Reviewer's Report

This study provides a comprehensive examination of the relationship between Operational Excellence, Customer Experience, Customer Satisfaction, Word of Mouth, and Customer Loyalty within the fitness service industry, specifically focusing on House of Metamorfit members. The research is well-motivated, addressing the growing competitive pressures in service industries and the need for sustainable customer retention strategies. The use of a quantitative approach with a substantial sample size of 396 respondents and the application of Structural Equation Modeling (SEM) using SmartPLS enhances the methodological rigor and reliability of the findings. The results clearly demonstrate that while Operational Excellence and Customer Experience significantly influence Satisfaction and Word of Mouth, they do not directly impact Customer Loyalty, highlighting the critical mediating role of Satisfaction and Word of Mouth. The study effectively establishes that customer loyalty is indirectly built through positive experiences and customer-driven communication. However, the research could be further strengthened by including comparative analysis across different service sectors and considering additional moderating variables such as demographic or behavioral factors. Overall, the study makes a valuable contribution to understanding customer loyalty formation and offers practical implications for managers to focus on enhancing customer experience and fostering positive word of mouth to achieve long-term loyalty.