

REVIEWER'S REPORT

Manuscript No.: IJAR-58374

Title: A Study of Trinity: Service Quality, Customer satisfaction and trust in context of Jammu & Kashmir.

Recommendation:

Accept as it is

Accept after minor revision.....

Accept after major revision

Do not accept (*Reasons below*)

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

Reviewer's ID: JPR-130

Detailed Reviewer's Report

Overall Evaluation

The manuscript examines the relationship between service quality, customer satisfaction, and customer trust in the hotel industry of Jammu & Kashmir. The study focuses on guests of a luxury hotel and attempts to identify the correlations among the SERVQUAL dimensions, customer satisfaction, and trust using correlation analysis. The topic is relevant to the hospitality sector because service quality and customer satisfaction are important factors in retaining customers. The paper has a clear objective, uses primary data collected from hotel guests, and applies appropriate statistical analysis. However, the manuscript requires substantial improvement in language, research methodology, presentation of results, interpretation, and discussion. The novelty of the study is limited because similar studies have already been conducted in the hospitality sector. The manuscript can become suitable for publication after major revisions.

Strengths of the Manuscript

Relevant Research Topic

The study focuses on an important issue in hospitality management by examining how service quality influences customer satisfaction and trust.

Clear Research Objective

The research objective and hypothesis are clearly stated, making the purpose of the study easy to understand.

Use of Primary Data

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The study is based on primary data collected from hotel guests, which increases the practical value of the research.

Reliability Analysis

Cronbach's Alpha values are reported for all constructs, indicating acceptable internal consistency of the questionnaire.

Appropriate Statistical Tool

The use of Pearson's correlation analysis is suitable for examining relationships among the study variables.

Practical Implications

The study provides useful suggestions for hotel managers to improve customer satisfaction through better service quality.

Areas for Improvement

Abstract

The abstract should be improved by including:

- Research gap
- Objectives
- Research methodology
- Sample details
- Major findings
- Practical implications

Currently, the abstract mainly reports correlation results and is difficult to follow.

Introduction

The introduction is lengthy and contains unnecessary descriptions.

It should clearly explain:

- Background of the study
- Research gap
- Importance of the study
- Objectives
- Contribution of the research

The literature review should be better organized instead of mixing previous studies within the introduction.

Literature Review

The review lacks critical analysis.

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The authors should:

- Compare previous findings.
- Identify research gaps.
- Explain how the present study differs from earlier studies.
- Include more recent studies (2023–2026).

Research Methodology

The methodology section needs more details.

The authors should clearly mention:

- Sampling technique
- Population size
- Sample size justification
- Questionnaire scale
- Measurement items
- Data collection period
- Ethical considerations

Although reliability is reported, validity analysis such as factor analysis (EFA/CFA) is not provided.

Statistical Analysis

Only correlation analysis has been used.

The study could be strengthened by including:

- Multiple Regression Analysis
- Structural Equation Modeling (SEM)
- Path Analysis
- Mediation analysis between service quality and trust through customer satisfaction

These analyses would provide stronger evidence.

Results and Discussion

The discussion mainly repeats the statistical findings.

The authors should:

- Compare findings with previous studies.
- Explain why certain relationships are strong or weak.
- Discuss managerial implications.
- Explain the insignificant relationship between empathy and reliability in greater detail.

Tables

The tables need improvement.

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Suggestions:

- Improve formatting.
- Include significance levels clearly.
- Mention sample size below each table.
- Add interpretation after every table.

Language and Grammar

The manuscript contains many:

- grammatical errors,
- awkward sentence structures,
- spacing problems,
- punctuation errors,
- inconsistent capitalization.

The paper requires professional English language editing.