

Editor's Comment:

I have gone through the paper and found that the paper still does not meet the quality standard. Below are justifications for my decision:

1. The author did not meticulously follow the suggestions for improvement provided earlier. This is clearly seen from the way the in-text citations were done. They are incorrectly done. The framework for the study was still not improved. The existing framework is not correct. It does not clearly show the factors involved in the study and their relationships. The discussion is merely based on the opinion of the author without support from previous study.
2. As mentioned in the previous comment, having descriptive analysis is not enough to answer the research objectives - to identify factors affecting service quality. Further analysis is required; i.e. multiple regression analysis.
3. The format of the references is not consistent.

Please ensure that these comments are considered in improving the paper before it can be accepted.

Editor's Details:

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