

**Editor's comment:**

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.

**Author's feedback**

First of I want to reflect on the comments you made and its improvement on V2 manuscripts. You have said that the "Author did not meticulously follow the suggestions for improvement provided earlier". From the very beginning the Editor was provided me the general comments in which sometimes not clear for me. Thus, it is better to provide comments specific so as to address it accordingly.

However, I made the following comments in the V3 manuscript;

1. Improved the framework of the study
2. I conducted multiple regression analysis
3. Correction made on Grammars and punctuation/proof reading
4. The Author supports the discussion with the previous study in the Area.