

From : editorsloap@sloap.org  
To : gustingurahsanjaya@pnb.ac.id  
Subject : [IJBEM-2009] - Decision on Manuscript

Dear,

I Gusti Ngurah Sanjaya, Luh Putu Inten Rumini, Ni Ketut Lasmini, I Made Sarjana,  
Lily Marheni

Manuscript ID IJBEM-2009 entitled "The effect of experiential marketing on consumer satisfaction and behavioral intentions" which you submitted to International Journal of Business, Economics and Management (IJBEM), ISSN 2632-9476 (Online) has been reviewed. The comments of the reviewer(s) are included at the bottom of this letter. A revised version of your manuscript that takes into account the comments of the reviewer(s) will be reconsidered for publication.

Please note that submitting a revision of your manuscript does not guarantee eventual acceptance and that your revision may be subject to re-review by the referee(s) before a decision is rendered. You can send or upload your revised manuscript to this email and/or submit it through your account login.

When submitting your revised manuscript, please respond to the individual comments made by the reviewer(s) in a separate document and document any changes you make to the original manuscript. In order to expedite the processing of the revised manuscript, please be as specific as possible in your response to each comment provided by the reviewer(s). Consider placing your response at the beginning of the manuscript document so that reviewers can easily access it.

**IMPORTANT:** We have your original files. When submitting (uploading) your revised manuscript, please delete the file(s) that you wish to replace and then upload the revised file(s).

Once again, thank you for submitting your manuscript to International Journal of Business, Economics and Management and I look forward to receiving your revision.

Sincerely,  
Chief Executive Editor  
Dr. Stanley E. Eguruze  
ijbem@sloap.org

## **Reviewers' Comments to Author**

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### **REVIEWER 1**

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#### **MANUSCRIPT FEATURES**

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Originality of the work: Acceptable  
Subject relevance: Acceptable  
Professional/industrial relevance: Marginal  
Completeness of the work: Acceptable  
Acknowledgement of the work of others by references: Acceptable  
Organisation of the manuscript: Good

### **REVIEWER 2**

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#### **MANUSCRIPT FEATURES**

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Originality of the work: Acceptable  
Subject relevance: Acceptable  
Professional/industrial relevance: Acceptable  
Completeness of the work: Good  
Acknowledgement of the work of others by references: Good  
Organisation of the manuscript: Acceptable  
Clarity in writing tables graphs and illustrations: Acceptable  
Likelihood of passing the test of time: Acceptable

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#### **ASSOCIATE EDITOR**

**RECOMMENDATION:** Acceptable for publication

Comments to the Author

Minor revision is needed for typesetting and formatting based on the template will be conducted by Copy Editor and a manuscript is considered to be published.

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Data sent: 14-Nov-2022