# Review Report

1. How do you rate the **significance** of the research (in a scale of 1 to 5 with 5 being the most significant)? 3

2. How do you rate the **originality** (in a scale of 1 to 5 with 5 being the highest)? 4

3. How do you rate the experimental **design** and quality of **data** (in a scale of 1 to 5 with 5 being the highest)? 4

4. Is the **organization** of the article appropriate? 4

5. Did you find any **language** problem? No

6. Your **decision** for this manuscript: ~~accept~~, **minor**, ~~major or reject~~

7. **Comments** to the **Editor** (Confidential):

   Dear Editor. This research topic is quite interesting and has been well written and structured. I recommend improvements to be made according to the notes I provided. Thank you

8. **Comments** to the **Author**:

   The topic of the paper is quite interesting and the paper is well presented. However, I recommend some improvements to the presentation of the paper as follows:

   a. The research contribution expressed in the paper is lacking. We found only in the abstract section stating that the innovative contribution is to link synaesthesia with customer behavior through strong mediation effects. The description of the contribution can be presented in the introduction section so that it can be described in detail and completely.

   b. Recent references are still lacking. It is necessary to add references with appropriate topics and published within the last 3 years.

   c. The literature review has not shown the novelty of the research conducted. It is better to present an explanation of the summary of previous publications so that the novelty of the research becomes very clear. Presentation of a summary of the literature review in a table will greatly assist the reader in understanding the novelty of the research conducted.