

1. Appropriateness of Title and Objectives

- Title clearly indicates focus on 7P service marketing mix and purchase decisions
- Title uses "Relationship of", Revise the Title to Align with Objectives. Since the study employs multiple regression analysis, which genuinely examines "impact,"

2. Comprehensiveness and Clarity of Abstract

Excellent coverage: methodology (mixed-methods, n=429), key findings (Physical Evidence $\beta=0.343$ strongest, followed by People, Promotion, Product), demographics, and recommendations. Clearly states non-significant factors (Price, Place, Process) Moreover, specific effect sizes provided enhance clarity.

3. Consistency of Problem Statement, Significance, and Objectives

Clear research gap: need to understand 7P influence on insurance purchase decisions. And well-justified case selection (Shandong Ping An Life as regional leader) However, could elaborate more on why Shandong province specifically.

4. Integration of Concepts, Theories, Related Research, and Conceptual Framework

Literature review somewhat brief, limited critical comparison of previous studies, framework diagram overly simple. Recommendation: Expand empirical literature review, include meta-analyses if available.

5. Credibility of Research Methodology and Procedures

Good

6. Accuracy and Reliability of Data Analysis and Presentation

Good

7. Use of Credible Supporting Data in Conclusions and Discussion

No limitations section explicitly labeled

8. Generation of New Knowledge and Practical Value

Good

9. Clarity and Appropriateness of Language Use

- Generally clear academic English
- Minor grammatical issues but overall understandable. Issues: "peoplenel" (should be "People"), "peopleal preferences" (should be "personal"), capitalization inconsistencies in title

10. Currency and Credibility of References

Check the APA writing style.