

Review of: "Relationship Marketing for Obtaining and Retaining Customers in Clothing Stores in Bento Gonçalves"

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Potential competing interests: No potential competing interests to declare.

1. Inconsistent research:

a. The introduction talks about Business, Relationships, Marketing, Loyalty, but the Theoretical Framework discusses digital marketing and CRM.

a. Inconsistent in the Sample Characterization satisfaction, namely loyalty, service, and trust of each respondent in relationship, there the variables are different from the introduction and theory.

2. There are no hypotheses in the article.

3. In the Results Presentation, it explains that the choice is 5, but in the content of the article, there is no explanation of choosing 1-7?!