

Review of: "The Influence of Service Quality and Customer Relationship Management (CRM) as Moderators on Customer Satisfaction for Private University Students"

Matthew Kalubanga¹

¹ Makerere University

Potential competing interests: No potential competing interests to declare.

The Influence of Service Quality and Customer Relationship Management (CRM) as Moderators on Customer Satisfaction for Private University Students

I am grateful to be presented with the opportunity to review the manuscript "The Influence of Service Quality and Customer Relationship Management (CRM) as Moderators on Customer Satisfaction for Private University Students". I have now completed the review, and below are my humble comments;

Title.

- Delete the acronym "CRM" from the title/topic.
- Consider reviewing and wording the title differently. Currently, it is not clear why you refer to Moderators!!! I have read your manuscript in its current form, and I failed to find a section where you pertinently address yourself to moderation or moderation effects.

Abstract

- I am not comfortable with the sentence "Data collection was carried out online using Google Forms". Rather, the authors should write "Data was collected online using Google Forms".
- The authors write "According to the study, Indomaret UBL employees should focus on improving customer satisfaction by paying closer attention to and showing more concern for consumers. The service quality of Indomaret UBL is expected to ensure product completeness." And the "It is recommended When consideringat Indomaret UBL," It is not clear how the authors refer to Indomaret UBL. What is the role of Indomaret UBL in this work? Is it the case study on which the research was conducted? If it is a case study, then you need to perform extra work!! Importantly, make it clear, and refer to Indomaret when and where it is called for.

Literature Review

- The structure is not okay and needs improvement. Currently, it is difficult to follow through the paper and figure out what the authors convey as the key message.
- Conceptual framework is precise but is inconsistent with the focus of the study (see study topic—the conceptual

framework fails at predicting the moderation effects).

- In view of the above, of all the three (3) hypotheses, none assesses the moderation effects. Maybe the authors should reconsider the wording of the title/topic, as it is currently misleading.
- Structure the literature review section to support the research literature-based predictions/hypotheses, etc...

Methodology

- Part (c), Analysis Data Technique. Rewrite the section header/title, and include a justification for the use of PLS-SEM (Partial Least Squares Structural Equation Modeling).
- What is the sample composition? Old students or current students?
- Table 1 is seemingly misplaced.
- The section on characteristics of respondents is still underdeveloped.
- Include analyses of moderation effects, if at all these were a focus of the study.

Results and Discussions

- The section is underdeveloped.
- Taking a closer look, it is not clear why the authors throughout the manuscript number the paragraphs as a, b, c, d, etc....

Overall, the paper is underdeveloped, and there is a lot for the authors to do in order to make the manuscript worth publication. Use a title/topic that aligns well with what the focus of the manuscript.

Best of luck in the revisions.