

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

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**Potential competing interests:** No potential competing interests to declare.

**Abstract:** The research examines how service quality and customer relationship management impact customer satisfaction at the University of Bandar Lampung. The use of the Smart-PLS technique and a sample of 93 students provides a quantitative basis for the findings.

**Introduction:** The introduction effectively sets up the context of retail and consumer behavior in Indonesia, linking it to customer satisfaction and the study's focus on service quality and CRM at a university setting. However, it could more directly outline the significance and objectives of the study.

**Methodology:** The methodology section is well-detailed, explaining the quantitative approach, sample selection via the Slovin formula, and data collection via Google Forms. The use of PLS for data processing is appropriate for the study's design, though more justification of the choice of techniques could enhance clarity.

**Results:** Results indicate significant positive effects of service quality on customer satisfaction and CRM. It's also shown that CRM positively affects customer satisfaction. These findings are presented clearly, with supporting statistical evidence. However, more discussion on the implications of these results would be beneficial.