

# 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.

The paper effectively investigates the interplay between service quality, CRM, and customer satisfaction in a university context. The methodology is rigorous; however, the discussion could benefit from deeper analysis comparing findings with broader retail or educational environments. Consider expanding future research directions.