

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

Ahsan Zubair¹

¹ Government College University Faisalabad

Potential competing interests: No potential competing interests to declare.

Thank you so much for giving me the option to review the article. This article is interesting but needs changes. First, the title should realign and restructure according to the format: first independent, then dependent, then moderator. Secondly, the abstract should restructure according to the format. Purpose detail is missing, and industry introduction is missing. Restructure accordingly. In the main text, the introduction must include the industry introduction, then the problem statement, and then the scope or significance of the study. These aspects are missing in the introduction. Table 1 is placed at the wrong place; consider placing it in the methodology section. Limitations and future directions are missing. Regards.