

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.

Review of the manuscript entitled 'The Influence of Service Quality and Customer Relationship Management (CRM) as Moderators on Customer Satisfaction for Private University Students'.

The manuscript has great potential to contribute to Bandar Lampung University and also to the body of knowledge. The following needs to be addressed before the article is considered for publication:

1. The topic is not well written. The conceptual framework and the analysis show that a mediating effect is being considered, not moderation. There is a need to rephrase it. I would suggest 'The Impact of Service Quality on Customer Satisfaction through Customer Relationship Management' or 'The Mediating Effect of Customer Relationship Management on the Relationship between Service Quality and Customer Satisfaction'.
2. The sample size would have been better rounded off to 94, not 93.
3. The literature review section has very few latest literature references. The author(s) should consider including 5 to 8 more recent literatures from 2019 to 2024.
4. Based on the nature of the study, analysis, and results, two best objectives would have been:
 - a. To determine the impact of Service Quality on Customer Satisfaction
 - b. To determine the mediating effect of Customer Relationship Management on the relationship between Service Quality and Customer Satisfaction

Thank you for the opportunity to review this manuscript.