

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

Andhi Sukma<sup>1</sup>

<sup>1</sup> Universitas Widyatama

Potential competing interests: No potential competing interests to declare.

## Abstract

The abstract clearly explains the article's objective, methodology, and results. However, the article's practical implications can be summarized in a single statement.

## Introduction

The introduction section fails to state the purpose of the study and the gap it addresses. It is important to clearly state the study's goal, as well as its contribution and difference from previous research.

## Theoretical part

The theoretical framework is well organized and is based on a series of national and some recent international scientific studies on the subject, identifying a series of important variables for the analysis of the phenomenon. Information on the structural organization of paragraphs is provided in the appendix with in-text explanations.

## The aim, Methodology, and Data

The aim of the article is presented in the methodology section. The sample type, questionnaire, and analysis technique are all described.

## Results

The outcomes of hypothesis testing need to be explained within a scientific context. It creates a picture that is overly descriptive in a way that is far from scientific.

## Discussion

The research results were not compared with international studies in the discussion section.

## Conclusion

Although suggestions for future research were provided, the study's limitations were not presented.

## References

The researchers must make more citations from international studies that are published in WOS and Scopus.