

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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The article exhibits commendable writing; however, the introduction lacks the necessary motivation to justify the research objectives and questions. Furthermore, the theoretical aspect requires strengthening to provide a more robust foundation for the study. Additionally, the sample size appears insufficient, potentially compromising the study's validity. Lastly, the discussion should be more focused on addressing the research questions and integrating recent literature to enhance its relevance and coherence.