

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 paper discovers the interplay between service quality, CRM, and customer satisfaction in private universities. The article is not entirely novel; this topic focuses on the university sector, which adds value to the existing literature in service management and CRM. The adopted methodology appears well-structured. Using the Slovin formula for determining sample size and Smart-PLS for data analysis is appropriate. However, the sample size of 93 might limit the generalizability of findings. Results indicating a positive effect of service quality and CRM on customer satisfaction are presented and supported by data. The discussion portion could be enriched with a rigorous and deeper analysis of how these findings align with or diverge from existing studies. The study contributes to understanding service quality and CRM in the academic sector; it suggests actionable strategies for universities to enhance student satisfaction. The implications could be expanded to suggest broader sector-wide or policy-level recommendations. The structure of the paper is good with a proper flow. The language is appropriate and clear. A major revision is recommended to address the limited sample size and to expand the discussion on the broader implications of the findings. Additionally, enhancing the depth of literature comparison in the discussion section would strengthen the paper's contribution to the field. Thanks.