

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.

1. The paper does not do enough to justify its existence.
2. In the abstract, Smart PLS is listed as a data analysis technique, when it is actually a software package.
3. The findings presented in the abstract do not make sense relative to the stated objective.
4. The introduction needs significant improvement in terms of the logical flow of the discussion. It also fails to establish a clear problem statement which justifies the need for this study.
5. The literature review is exceedingly shallow and is unacceptable for publication purposes.