

# 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.

The article presents a comprehensive examination of the connection between service quality, customer relationship management (CRM), and customer satisfaction among students at the University of Bandar Lampung. Nevertheless, there are certain shortcomings in the paper that warrant attention in order to enhance its caliber and validity.

The paper's assertion regarding the application of the Slovin formula to determine the sample size is noted. However, the selection of only 93 respondents from the Faculty of Economics and Business may not entirely reflect the diverse customer base of Indomaret UBL. Consequently, this limitation could potentially undermine the external validity of the study's findings and cast doubt on the stability of the conclusions that have been drawn.

Data Collection Method: The research employed an online survey conducted via Google Forms for data collection. Despite the advantages of convenience, online surveys may engender biases including self-selection and response biases. Furthermore, the paper does not furnish information on response rates or endeavours to mitigate biases, which may impinge upon the validity of the findings.

This study employs a Likert scale to evaluate variables including service quality, CRM, and customer satisfaction. Nevertheless, it neglects to provide information on the dependability and validity of the scale utilized. The absence of a validated measurement instrument may jeopardize the precision and authenticity of the study's outcomes.

Analysis Technique: The study employs the Smart-PLS method for data processing and analysis. Smart-PLS is a widely accepted approach for structural equation modeling (SEM), and it is necessary to provide a rationale for selecting this technique over others and to discuss its benefits and limitations in relation to the present research. The chosen method should be justified in the context of previous research and theoretical considerations, and its applicability to the specific research question should be demonstrated. The analysis should be conducted in a rigorous and systematic manner, adhering to established analytical procedures and guidelines, and any assumptions or limitations of the method should be acknowledged and addressed.

The discussion of results would benefit from a more nuanced and contextualized approach. For instance, although the paper concludes that service quality has a significant and positive effect on customer satisfaction, it would be useful to explore the specific dimensions of service quality that have the greatest impact and to identify potential moderating

variables that may influence this relationship.

The recommendations presented towards the end of the document are rather generic and fail to demonstrate the required level of specificity. It would be advantageous to provide recommendations that are actionable and customized based on the research findings, with the aim of assisting Indomaret UBL in enhancing service quality, CRM practices, and customer satisfaction in a meaningful way.

The literature review section falls short in terms of depth and breadth. While some pertinent studies have been cited, there is insufficient engagement with theoretical frameworks and empirical research on service quality, CRM, and customer satisfaction. A more comprehensive review of the extant literature would provide a more robust theoretical foundation for the study.