

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 research objective is unclear. It would be good to clarify the research objectives.
2. The problem statement is missing.
3. What is the contribution of the current study? A research is meaningful when there is a clear contribution to the related parties, be they scholars or practitioners. I do not see any special contribution of the current study, nor what the difference or the innovation of the current study is compared to the existing studies available in the literature.
4. Very weak LR, result reporting, and discussion. It would be good to extend the literature and enhance both the writing on findings and the discussion.
5. It would be better to measure discriminant validity by using HTMT or the Fornell-Larcker criterion.
6. Where are the preliminary analysis, the description of the data collection process, and the data analysis should be mentioned? Any missing values? Or straight lining problems?
7. Conclusions can be further improved.
8. Overall, the paper needs major revision.