

Review of: "The Influence of Service Quality and Customer Relationship Management (CRM) as Moderators on Customer Satisfaction for Private University Students"

Sehrish Naz¹

¹ COMSATS University Islamabad

Potential competing interests: No potential competing interests to declare.

First of all, I appreciate the efforts of the authors.

The introductory part is written very well. The gap in the study is clearly described. The authors just need to focus on the recent literature with updated information regarding the constructs and by the help of subheadings.

Findings of the study can be better elaborated with the help of hypotheses. Overall, this paper will add more insight into the topics of service quality and customer relationship management as moderators.