

Review of: "Relationship Marketing for Obtaining and Retaining Customers in Clothing Stores in Bento Gonçalves"

Yenni Angraini¹

¹ Bogor Agricultural University

Potential competing interests: No potential competing interests to declare.

The research conducted is quite interesting and applicable; it's just a shame that the analysis conducted is very simple. Conclusions are drawn based only on the results of descriptive statistics per question or indicator for each latent variable measured.

Perhaps further analysis can be done with different statistical approaches, one of which is the structural equation model, so that the results and discussions can be further strengthened.