

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.

Abstract

Provide more details about the specific objectives of the study and the methodology employed to enhance clarity.

Include statistical information or effect sizes to strengthen the discussion of the results and their implications.

Strengthen the recommendations by offering more specific and actionable suggestions based on the study findings.

Introduction

Clearly state the research questions or hypotheses to focus the reader's understanding of the study.

Integrate more citations and discuss key theories or findings related to service quality, CRM, and customer satisfaction.

Provide a clearer overview of the research design, sampling procedure, data collection methods, and analysis techniques to enhance transparency.

Literature Review

Provide a more in-depth discussion of relevant theories and models related to service quality, CRM, and customer satisfaction.

Include more recent research findings published within the last five years to reflect the current state of knowledge.

Improve the organization for better coherence and flow by grouping related concepts together and providing clear transitions.

Methodology

Clarify the process for selecting participants and ensure sample representativeness.

Provide more detail on the questionnaire design, steps taken to ensure data quality, and procedures for handling missing data.

Elaborate on the specific steps involved in the analysis process, including tests for construct validity, reliability, and model

fit.

Results and Discussion

Improve organization and clarity by breaking down the section into subsections corresponding to each aspect of the analysis.

Provide more interpretation and discussion of the implications of the findings in relation to the research hypotheses and theoretical framework.

Incorporate visual aids such as tables and figures to summarize key findings and relationships and enhance presentation.

Conclusion

Briefly restate the main findings to reinforce their significance.

Expand on the practical implications for businesses and provide specific, actionable recommendations.

Provide suggestions for future research based on identified gaps or limitations and ensure they are clear, specific, and actionable.