

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 gap and novelty of the study have not been clearly explained. The proposed relationship needs to be supported with the relevant underpinning theories. The literature review needs to be expanded to support the hypotheses in the study.
2. Operationalization of variables: No detail of the source(s) of each measurement used in the study.
3. Discriminant validity: The HTMT value/Fornell-Larcker criterion should be included in the analysis.
4. Inconsistencies: The analysis includes the testing of indirect effects; however, this has not been adequately supported in the literature review and hypothesis development.
5. Implications: The manuscript should include the theoretical implications of the study. The practical implications need to be enhanced further.
6. The paper should include limitations and recommendations for future study.