

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

Brika Said Khalfa Mokhtar<sup>1</sup>

<sup>1</sup> University of Bisha

Potential competing interests: No potential competing interests to declare.

- The study's Slovin formula sample size of 93 respondents limits its application to the student population at Bandar Lampung University or other universities. A future study should use a larger, more diverse sample to improve its applicability.
- The study classifies service quality and customer relationship management (CRM), but it does not examine the CRM components or techniques that improve customer satisfaction the most. In-depth research of CRM tactics, including tailored communication, client feedback, and loyalty programs, can provide useful insights for colleges and retail franchises like Indomaret.
- The cross-sectional study shows the relationship between service quality, CRM, and customer happiness at a specific time. These relationships can be illuminated by longitudinal research, especially on service quality and CRM techniques.