

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.

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

Originality and Contribution:

The paper investigates the interplay between service quality, CRM, and customer satisfaction in private universities. While not entirely novel, this topic focuses on the university sector, which adds value to the existing literature in service management and CRM.

Methodology:

The methodology, involving a survey of students from the University of Bandar Lampung, appears well-structured. Using the Slovin formula for determining sample size and Smart-PLS for data analysis is appropriate. However, the sample size of 93 might limit the generalizability of findings.

Results and Analysis:

The results, indicating a positive effect of service quality and CRM on customer satisfaction, are presented and supported by data. Nonetheless, the discussion could be enriched with a deeper analysis of how these findings align with or diverge from existing studies.

Theoretical and Practical Implications:

The study contributes to understanding service quality and CRM in the academic sector. Practically, it suggests actionable strategies for universities to enhance student satisfaction. The implications, while relevant, could be expanded to suggest broader sector-wide or policy-level recommendations.

Clarity and Structure:

The paper is structured logically, with a clear flow from the introduction to the conclusion. The language is appropriate for an academic audience, though some sections could benefit from further clarification for enhanced readability.

Recommendations:

A minor revision is recommended to address the limited sample size and to expand the discussion on the broader implications of the findings. Additionally, enhancing the depth of literature comparison in the discussion section would

strengthen the paper's contribution to the field.