

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

Bibekananda Mishra<sup>1</sup>

<sup>1</sup> Indian Institute of Technology, Kharagpur

Potential competing interests: No potential competing interests to declare.

1. The research is lacking a proper introduction to the problem. The introduction section needs to be improved properly.
2. This research is lacking a proper literature review analysis and gaps obtained from the literature analysis.
3. The research failed to provide the motivation behind the research and the background of the research.
4. There is no base for the development of the hypothesis.
5. Implications from the research are not properly addressed.
6. Limitations and future directions have not been properly explained.
7. What type of constructs used in this study is not mentioned.
8. Table 1 suggests that above 75% of people say that customer satisfaction is achieved, but the authors claim that satisfaction is not achieved. How did the authors come to such a conclusion?