

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 basis for the phenomena presented in the Introduction is not yet clear; whether there really is a problem with the research object related to the three variables analyzed. It would be better if the problems that arise in the research object are discussed regarding each variable being analyzed based on the results of the researcher's initial observations.
2. The initial respondents were 40 people; were they also included as respondents when the actual data was collected using a questionnaire?
3. In my opinion, determining the sample using the Slovin method with an error rate of 10% resulted in a fairly small number of respondents, only 93 people compared to the total population of 1,420 people. It would be better if an error rate of 5 percent was used so that the number of respondents could be closer to the total population, and it could better represent actual field conditions.
4. The Discussion section should appear after the Analysis Results because it is a medium for confirmation or confrontation between the results of this research and previous research.
5. It is recommended that in the Conclusion section, a sub-discussion about the limitations or weaknesses that this research still has serves as a reference for future researchers.