

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. It is recommended that samples be taken not only from one group entity but more heterogeneously, for example from students from other faculties even in the same university.
2. In the introduction it is stated that: Indonesia is a nation where consumers have a high level of demand for retail goods (www.okezone.com)
It is hoped that it will not be based on literacy sources from business entities but from the results of similar previous research.
3. This approach is founded on the idea that customers who are not satisfied with the products or services they receive will look for alternative vendors offering similar products or services (Puspita, 2012)
should be added with others referens who came from the other research, especially from abroad country.
4. Literary citations such as Dewi, Barusman and Mokhtar, should include literacy from findings or opinions quoted from other countries, as well as for others.
5. Indomaret customers consist of various strata and education levels, it would be better if the respondents were not too homogeneous or only have one strata group in society. As is the literacy statement quoted here.
6. The statistical data processing is good and the explanations are good
7. When writing a hypothesis without stating a positive or negative direction, in the explanation there is no need to state the correlation coefficient or direction of the statistical output results carried out.
8. This statement can actually illustrate the shortcomings that occur in the governance of the research sample. If you look at the results, it will appear that the logic is not in line with the hypothesis being built. It is best to remove statements that weaken the sample situation.
9. Strengthening quotations for similar findings should also be taken from similar findings that occurred in other countries, sourced from reputable international journals or international journals.