

Review of: "Effect of Employees' Commitment on Customer Satisfaction of Banks in Africa"

Hamid Mehmood

Potential competing interests: No potential competing interests to declare.

RESPONSE FROM REVIEWER

I look forward to receiving your revised manuscript.

Reviewer's Responses

1. TOPIC: Revise the topic. Your current topic is "Effect of Employees' Commitment on Customer Satisfaction of Banks in Africa" and if you amend it as "Impact of employee commitment on customer satisfaction in banking sector of Africa" quite reasonable.

2. ABSTRACT: Rewrite some sentences of abstract due to structural ambiguity.

i. This article was set out investigate influence of employees' commitment on customer satisfaction in African banks. Researchers mixed research method.

ii. The analysis of regression model was showed that affective employees' commitment, continuance employees' commitment, and normative employees' commitment has a positive influence on customer satisfaction.

iii. Originality is missing and it is mandatory to predict your contribution.

3. INTRODUCTION: You can cite only three articles in your introduction section. Add at least 7 to 8 latest years like 2022 and 2023 references.

This article is extracted from thesis, you need to properly add research objectives and questions that depicts the research issues.

Referring to the start of third paragraph, you use "To end" justify it.

Reference style like "(Mwesigwa, Tusiime, & Ssekiziyivu, 2020) was not up to the mark (APA 6). See third para of introduction.

In your introduction section, all the statements are general and already practiced globally then why you discuss it. More importantly, problem statement is missing that justify your work and highlight your research novelty and your contribution.

You can add your hypotheses in introduction section. Why? Take all toward Literature section.

4. LITERATURE REVIEW: Refer to “2.2. Concept of Customer satisfaction” you can mention the word “company” again and again and not a single time discuss banking customer, WHY?

Refer to the sentence “Recent research conducted by the International Journal of Bank Marketing has found that employees’ commitment to customer satisfaction can have a significant effect on commercial banks’ performance” Where is the reference of recent research?

In 2.3 Empirical Review, third para where you use the reference, the reference style is not up to the mark, you must change this as a running citation i.e., Mak and Wong (2016)

Upgrade the references and also see the guidelines of APA 6

Your 2.5 Literature Gap is not up to the mark, please add some noteworthy issues that enhance the generalizability of your work.

Referring your hypotheses, sometimes you use the word effect and somewhere you use influence, justify?

5. METHODOLOGY: Must change the methodology structure because such structure you can use is not practiced in research articles’

Sampling technique is missing.

In Methodology section, not a single citation is placed, WHY?

You can mention in ABSTRACT that you can use Google Forms but in METHODOLOGY section, you cannot justify. See 3.4 DATA COLLECTION METHOD

6. RESULTS: See Table 2 description, you can write the source (Survey Data), but above you mention Google Forms. Justify it.

See the APA style for Tables presentations.

You cannot write about the demographics of respondents and also mentioned in Results section. Please justify.

7. DISCUSSION: See the last sentence of first paragraph, why you give future direction even you wrote a complete para about it in the last section of this chapter.

Where is the theoretical contributions and practical implications?

Need more data in this section for exploration.

