

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

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Potential competing interests: No potential competing interests to declare.

This research paper investigates the connection between the commitment of employees and the satisfaction of customers in African banks. The study employs a quantitative approach and an explanatory research design, utilizing data from questionnaires collected from 330 employees in the 11 largest commercial banks in Africa. The research examines three dimensions of employee commitment: affective, continuance, and normative, and their influence on customer satisfaction. To conduct the analysis, an ordered logit model is utilized in the paper's regression analysis.

The paper aims to study a crucial aspect of organizational behavior and its influence on customer satisfaction in the banking industry. Nevertheless, there are a few areas where the paper can be enhanced:

Research Design and Sampling: The research paper lacks proper reasoning for selecting the 11 largest commercial banks in Africa as the sample. Without a clear explanation, the results may not accurately represent the entire African banking sector. Furthermore, the sampling technique used is purposive, which may lead to bias and limit the representation of other banks and regions in Africa. A more comprehensive explanation is necessary to ensure the generalizability of the study's findings.

Methodology: The paper could benefit from a more comprehensive explanation of the development and validation process for the questionnaire. To ensure the accuracy and reliability of the data collected, it is crucial to include additional information regarding the content validity and construct validity of the instrument. Additionally, providing a brief overview of the questions and how they measure the variables of interest would enhance the methodology section.

Data Analysis: The paper uses SPSS for regression analysis, but it doesn't thoroughly discuss the assumptions and limitations of the model. It's important to confirm that the ordered logit model meets its assumptions and to address potential issues like multicollinearity or heteroscedasticity. Additionally, including a detailed explanation of the model's goodness-of-fit, such as the Cox and Snell and Nagelkerke pseudo R-squared values, would enhance the analysis.

Results Interpretation: In the paper, the regression coefficients and their statistical significance are presented, but there is a need for a more detailed explanation of the findings. The authors should discuss the practical implications of the results and how the three dimensions of staff commitment affect customer satisfaction in the African banking context. Furthermore, the model explains 86.2% of the variance, which seems high, but it is important to acknowledge and address the remaining 13.8% unexplained variance and its possible consequences.

Literature Review: Although the paper has a literature review, it does not analyze or combine the existing research critically. To enhance the review, it should include more current and relevant sources. Additionally, the paper needs to compare and contrast the previous studies' findings to better understand the present research.

The paper addresses an important topic but could be strengthened through improvements in research design, methodology, data analysis, results interpretation, literature review, and future research directions. By addressing these areas, the paper would contribute more effectively to the existing literature on employee commitment and customer satisfaction in African banks.