

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

Demoz Arefayne¹

¹ Aksum University

Potential competing interests: No potential competing interests to declare.

more discussion beyond customer satisfaction, is not advisable

Customer satisfaction is highly correlated with employee commitment

correlation is not needed, which it contradicts the study itself

Research has shown that customer satisfaction can lead to increased levels of normative commitment. Customer Satisfaction was also found to increase the commitment of employees to their organization and to their leaders-how it can be reciprocal relationship?

sample design needs further clarification and supporting articles because the nature of the study implies multistage sample procedure

inclusion of out of task concepts like Transformational Leadership Implementation at a 1% level of significance since the p-value (sig) of $0.000 < 0.01$. and Transformational leaders (again in the result section)

, a strong commitment to customer satisfaction increases employee engagement and motivation, which leads to improved customer service, higher customer satisfaction, and increased profitability for the bank.no intermediate variable but seems like

the reference lacks uniformity, for example and, &, bracket), no full stop, space

words are misplaced, omitted example the ,

in general , the last two paragraphs of introduction section and the first two paragraphs of empirical review section needs highly revision

Thanks

