

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.

Hello authors,

First of all, I would like to express my appreciation of your research. Employee commitment is a concept in the field of human resources which is important for the continuity of the organization. Employees who have a high commitment to their work will give the best performance. In the case of the banking business, customer satisfaction is necessary for business continuity. Thus, it's reasonable to develop a framework to make connection between employee commitment on customer satisfaction. However, a little suggestion from me, is that your article will be more useful if you also strengthen the managerial implications that you can propose. The result verified that all commitment variables have positive effect on customer satisfaction. Then, you can direct it to a practical perspective, so you can provide input on what the banks can do to strengthen employee commitment. For example, increasing rewards, apply punishment, strengthen leadership, etc. You can pay attention on your questionnaire. I think this input will make this article more useful and contribute to the banking sector.

Thank you