

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

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The purpose of this paper was to examine the connection between staff dedication and customer satisfaction in African financial institutions. The researchers used a variety of approaches. A total of 310 representatives were chosen from the eleven major commercial banks in Africa. Google Forms were used to administer a structured questionnaire, which provided the bulk of the study's core data. The influence of independent factors on the dependent variable, customer satisfaction, was predicted using an ordered logistic regression model. Employee commitment in all three dimensions— affective, continual, and normative—was shown to positively impact customers using regression model research. African financial institutions should take a direct approach to boosting client satisfaction, using employee dedication as a stepping stone.