

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

Eleonora Enciso-Forero<sup>1</sup>

<sup>1</sup> Universidad de Almería

Potential competing interests: No potential competing interests to declare.

## REVIEWER RESPONSE: Eleonora Enciso Forero PhD

### 1. Title

It is coherent with the content and in accordance with the research topic.

### 2. Author information

The pertinent information is related: name, position, affiliation and email.

### 3. Abstract

Presents the structure of an abstract: context or introduction, objective, method, main results and conclusion. But its wording can be optimized.

### 4. Keywords

Words are presented according to the international classification.

### 5. Introduction

It clearly and coherently presents the context of the research and the problem to be addressed, background, theoretical references, objective of the article.

### 6. Definition of key concepts:

It is necessary to describe the concepts of staff commitment and customer satisfaction because when announcing only related aspects are presented, but not the concept as such.

### 7. Methodological Framework

It explicitly presents the research design, the research steps, but does not describe the population or the sample selection criteria and method, although it describes that it was intentional.

### 8. Results

[Ability to process data and convert it into useful information; application of valid criteria for data analysis; consistency with the methodological design: sequence, amount of data and representativeness of the same.

## **9. Discussion**

Relates, interprets, argues and proposes from the information obtained and its association with the objectives and with the theoretical references and the results of other similar investigations presented in the article.

## **10. Impacts**

The results can support the work that Banks in Africa must do to achieve greater commitment of workers and benefit the service to clients.

## **11. Conclusions**

Presents results logically; that confirm the hypotheses raised in relation to the problem.

## **12. Limitations:**

It is necessary to specify more specifically the limitations of the research.

## **13. Recommendations and continuity of the project**

The objective of the research is fulfilled, but it is necessary to expand lines, topics and opportunities for future research.

## **14. Legibility of documents**

The requirements for the form of the documents, coherence between the different parts, are met, although it is worth reviewing the wording and optimizing it. There are ideas that are repeated over and over again in the same way.

## **15. References**

More articles need to be reviewed. Given the type of article, 70% of the references must correspond to recent scientific articles (maximum 5 years). Both in the theoretical part and in the methodological part, the references should be reviewed. In the methodological part, no citations were placed.

## **16. Consistency of the article**

There is coherence between the research proposed and the results achieved.

## **17. Rigor of the investigation**

The research methodology was applied to obtain information and knowledge appropriately.

## **18. Application of APA Standards 7th. Ed**

It takes a lot of rigor in applying the APA Standards for written assignments 7th. Ed . (must modify citations, references,

and table naming).

### **19. Relevance of the investigation**

The research findings are useful for the African banking sector.

### **20. Originality of the project**

The subject has already been investigated worldwide, but its contribution lies in the site that is carried out since this type of study had apparently not been carried out in Africa in the banking sector.