

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.

QEIOS

Manuscript title – **Effect of Employees' Commitment on Customer Satisfaction of Banks in Africa**

1] The paper needs assistance in revising and proofreading the content for clarity and coherence, which would greatly enhance the quality of the paper. The proofreading expertise ensures the final version of the paper is free from grammatical errors, typos, and formatting inconsistencies.

2] Abstract: Kindly revise the abstract of your research paper. The current abstract lacks clarity on the research gap and research problem concerning customer satisfaction in African banks. While the study aims to investigate the influence of three dimensions—Affective commitment, Continuance commitment, and Normative commitment—on customer satisfaction, the abstract fails to highlight the contribution of the findings. The author needs to articulate the novelty of the research in comparison to existing studies on employee commitment and customer satisfaction.

3] Introduction: Need to enhance the introduction section. It requires a more thorough discussion of the challenges related to customer satisfaction within African banks. Also, should justify the significance of the research and underscore its importance.

4] Explanation of Commitment Dimensions: the author needs to elaborate on the definitions of the three commitment dimensions employed in the study. It will provide reviewers and readers with a deeper understanding of these dimensions and their relevance to the research issue.

5] Methodology: the author is advised to precisely explain the unit of analysis in the study. Additionally, the rationale behind the selection of 330 employees as samples needs further clarification. Also, need to include and justify the choice of employee categories (for example, lower, middle, upper, etc) included in the sample.

6] Reliability and Validity: need to separately present the reliability and validity of the measurements for each of the constructs under investigation.

7] Clarification of Confusing Statement: The author needs to address a confusing statement on page 9, paragraph 1, lines 8 and 9 (the statement "The mean of the size of the interaction with the environment was 3.9297 which falls within 3.1 - 4.49 which tells us the response value on the variable is neutral") which is unrelated to the study. Your input in rectifying

this issue would greatly improve the clarity of the paper.

8] Discussion of Findings: the author needs to comprehensively discuss the research findings, providing justifications and plausible explanations for the observed results, and offering appropriate recommendations.

9] Conclusion: need to rewrite the conclusion section to make it more comprehensive in terms of insights and contributions. Additionally, the discussion also should emphasize the strongest or most influential commitment dimension affecting customer satisfaction, providing actionable recommendations to African bank management.

10] Inclusion of Recent Studies: The author is advised to incorporate previous studies published in the last five years (2019-2023) to ensure the paper reflects the most current research landscape.

Thank you. 14.8.2023