

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,

I have read your article and here are my suggestions for increasing its overall quality.

You still need to improve the English, especially in the abstract. There are missing prepositions as well as typos ("seeping stone" instead of "steppingstone").

You need to specify your sample properly. 310 of what? Exact description of the sample must be present at every occurrence in the text to avoid confusion.

I believe that performing the regression analysis alone does not qualify you to make predictions. For a statistical model to be applied for predictions, other relevant procedures and tests are required. Thus, you should avoid using the term "predict" in your text.

All the literature references acquired need to be interlinked with your original text and ideas to create a better overall flow of your manuscript. The elements you included need more than just one reference each.

The introduction section as well as the whole manuscript need adding more relevant references.

Your hypotheses need to be properly linked to the literature references, showing what previous knowledge they build upon and where they are pushing the current state of science in this field. Then they need to be explicitly addressed in the results section, making a final decision on their validity supported by the results.

Do not mix the terms "employee", "worker", and "staff" in connection with the studied element of commitment. Pick just one and use it consistently in the whole manuscript.

Your methodology is missing a description of the total population relevant for your research – the total number of employees in the African banks, or the selected group of them. Then, you need to make a statement pertaining to the representativeness of your sample. Should it not have been achieved, you need to add an explanation of the consequences of such state on the explanatory power and the possibility to generalize your results.

You should also explain how the specific types of employees' commitment were approached in the survey, via which questions. It also helps if the questions used in your survey follow other similar studies performed by fellow researchers

around the world (possibly studying the commitment in different environments, not the bank sector).

Your conclusions should be elaborated further, including specific and concrete recommendations for the banks' managers. How should they work with the findings you achieved in your study?

Additionally, the research limitations stemming from the selected approach and procedures need to be added.

Good luck with your future research projects.