

# 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.

In the context of the digitization of banking financial institutions, the authors of the paper "Effect of Employees' Commitment on Customer Satisfaction of Banks in Africa" propose a relevant topic, namely "investigating the influence of employee commitment on customer satisfaction in African banks" and we could say that it creates an effect of multiplication at the level of banking institutions located in similar areas. Moreover, concepts, bibliographic sources and quotations are adequately mentioned within the paper. At the same time, the figures and tables are presented both graphically and descriptively in accordance with academic standards.

The research methodology is adequately presented, especially since the research tools are classical, namely the questionnaire applied to the sample of 310 interviewees selected from the 11 commercial banks. The research method is based on the regression model.

The results are presented by the authors of the paper on the relationship between customer satisfaction and the commitment of the staff of the banking institutions analysed by the authors. However, we suggest authors to state as clearly and prominently as possible what their personal scientific contributions are to the specialized scientific literature.

The conclusions are mentioned by the authors of the paper, with "additional research to further explore these relationships" being presented, but we suggest that the clear limitations of the study should also be highlighted.

We congratulate the research team for the work presented and suggest with the above-mentioned elements to revise the work so that the multiplier effect is as clear as possible through the mentioned personal contributions.