

# 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.

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

**General Comments:** The article aims to investigate the impact of employees' commitment on customer satisfaction in African banks using a mixed research method and ordered logistic regression analysis. While the study addresses a significant topic, there are areas that require attention to improve its potential for publication in a high-ranking journal.

### Strengths:

**Relevance and Significance:** The research topic holds substantial importance for organizational success and customer service enhancement, making it pertinent to both academia and industry.

**Inclusion of Empirical Studies:** The integration of recent empirical studies bolsters the authors' arguments and underpins their claims with evidence from existing research.

**Clear Research Hypotheses:** The research hypotheses are well-defined, providing a clear roadmap for the investigation of the relationships between employees' commitment dimensions and customer satisfaction.

### Constructive Criticisms:

**Clarity and Coherence:** The article exhibits instances of convoluted sentence structures, which may obscure the intended meaning and hinder comprehension. Simplifying sentence structure will aid in conveying ideas more clearly.

**Conceptual Model Presentation:** Although mentioned, the conceptual model itself is missing from the review section. It is crucial to visually represent the model, as it would help readers grasp the interrelationships between variables.

**Literature Gap Explanation:** While the authors identify a literature gap, they need to articulate more explicitly how their research addresses this gap and contributes to the existing knowledge.

**Methodology Elaboration:** The methodology discussion lacks detail regarding data collection, variable operationalization, and the rationale for choosing the ordered logistic regression model. Providing this information is essential for readers to understand the study's foundation.

**Grammar and Spelling:** Several grammatical errors and typos are present throughout the article. A thorough proofreading process is essential to enhance the overall writing quality.

**Citation and Reference Consistency:** Some references cited in the review section are missing from the reference list, indicating a need for meticulous cross-checking to maintain academic integrity.

**Suggestions for Improvement:**

**Language Clarity and Structure:** Prioritize clarity and simplicity in sentence construction. Avoid overly complex sentences, as they hinder comprehension.

**Incorporate Conceptual Model:** Include the conceptual model diagram to visually illustrate the relationships between variables, facilitating readers' understanding.

**Elaborate on Literature Gap:** Clearly elucidate the identified literature gap and precisely describe how the research bridges this gap with its contributions.

**Enhance Methodology Discussion:** Provide a comprehensive overview of the methodology, including data collection procedures, variable definitions, and rationale for the chosen analysis methods.

**Proofreading and Editing:** Conduct a meticulous proofreading and editing process to eliminate grammatical errors, typos, and inconsistencies in language usage.

**Review Citations and References:** Ensure all cited references are accurately listed in the reference section and conform to the required citation style.

**Overall Potential and Recommendations:** While the article explores a relevant and important topic, its potential for publication in a high-ranking journal hinges on substantial improvements. Streamlining language clarity, presenting the conceptual model, explicating the literature gap, providing a detailed methodology, and ensuring impeccable grammar and referencing are prerequisites for enhancing the article's scholarly quality. Addressing these areas will significantly bolster the article's potential for acceptance in a reputable journal.