



SDI Review Form 1.6

Journal Name:	British Journal of Economics, Management & Trade
Manuscript Number:	Ms_BJEMT_26494
Title of the Manuscript:	Examining Customer Satisfaction and Switch Intentions in the Banking Industry, Ghana: A critical study of the Ghana Commercial Bank Experience
Type of the Article	Original Research Article

General guideline for Peer Review process:

This journal's peer review policy states that **NO** manuscript should be rejected only on the basis of '**lack of Novelty**', provided the manuscript is scientifically robust and technically sound.

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PART 1: Review Comments

	Reviewer's comment	Author's comment (if agreed with reviewer, correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)
<u>Compulsory</u> REVISION comments	This paper empirically examines the extent of satisfaction experienced by customers and their switch intentions within the Ghanaian banking industry, with special focus on Ghana Commercial bank. There is limited study done to comprehensively look at customer satisfaction in general with services of banks in Ghana with special focus on Ghana Commercial Bank. This paper therefore sought to fill this gap. However, the research methodology design does not reach an acceptable academic level in marketing management field. As the research target written in this paper shows, casual relationship model and research methodology should be introduced. However, only the Spearman's correlation analysis is adopted for this paper. Besides, the research hypothesis developed is arranged in research questions subsection before the literature review section. It is not good. The authors should read other high level papers and try to imitate the better arrangement and development of research hypothesis in a paper.	Pls agreed. Pls. See regression analysis model showing effect of overall satisfaction on switch intentions (Table 9). Pls. Agreed. Hypothesis has been placed after literature review in revised version.
<u>Minor</u> REVISION comments		
<u>Optional/General</u> comments		