



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

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PART 1: Review Comments

	Reviewer's comment	Author's comment <i>(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)</i>
<u>Compulsory</u> REVISION comments	97:- Is there any question asked for measuring overall customer satisfaction? 313:- Table No-2. "SERVICE QUALITY (variable no-6)" must not include as a variable to check customer satisfaction with the service quality of GCB. SERVQUAL model includes only 5 variables with including 18-25 sub variables. It is advisable to write "overall satisfaction" or "overall perception" instead of variable "service quality". 336:- Table No-4. "BRAND IMAGE (variable no-4)" must not include as a variable to check customer satisfaction with the brand image of GCB.	Yes pls. Pls well noted. Variable no. 6 taken out; and a Separate table created for overall satisfaction with "SERVICE QUALITY" "PRICE PERCEPTION" and "BRAND IMAGE". See table 6 Pls. Well noted. Sent to table 6
<u>Minor</u> REVISION comments	297:- Table no-1. Variable- GENDER- MALE respondents are likely to be 114 instead of 144 respondents. 303:- MALE respondents are likely to be 114 instead of 144 respondents.	Pls agreed. Male 144 was typo error. Male =114 Pls. Agreed. It was typo error. Corrected to 114 now.



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<u>Optional/General</u> comments	273:- Please mention on which bases researcher select 5 branches of GCB? Is there any other branches? 282:- Why researcher analyzed only 18 items to ensure reliability? Only SERVQUAL model consists 18-25 items, and here researcher also included items for price perception and brand image.	Pls based on the researchers personal observation of the frustrations customers go through at these five branches in the Kumasi metropolis due to their strategic locations. Pls we did not include items on respondents' characteristics. Yes, SERVQUAL has 18-25 sub items but only 5 were used. 5 items on PX, 3 items on Brand Image, 3 items on overall sat. with SQ, PP & BIM, and 2 items on overall satis. with GCB services and switch intentions =18 items, Alpha = 0.704
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