Original Manuscript ID: sustainability-1744789

Original Article Title: "Customer Perception and Its influence on the Financial Performance in the Ecuadorian Banking Environment".

To: Editorial Office – MDPI – Sustainability

Re: Response to reviewers

Dear Editor,

Thank you for allowing a resubmission of our manuscript, with an opportunity to address the reviewers' comments.

We are uploading (a) our point-by-point response to the comments (below) (response to reviewers) and (b) an updated manuscript with highlighting indicating changes.

Best regards,

The authors

Reviewer#1, Concern #1: The article investigates the correlation between consumers 'perception of the Ecuadorian banking system and its financial performance, using the analysis of a series of factors considered by the authors to determine consumers' perception of the Ecuadorian banking system: Tangibility, Trust and service guarantee, Empathy, Customer satisfaction, Customer loyalty. Fig. 1 of Par. 3 attempts to explain the correlation between the aforementioned factors and the customers' perception, therefore between the customers' perception and financial performance, but it is believed that from a representative point of view, the figure should be revised in relation to the relationship between the aforementioned factors and consumers' perception. In fact, the aforementioned factors that shape the perception of the consumer, therefore, the direction of the relationship between the factors and the customers' perception is opposite to that represented in the figure.

=> Thank you very much for your suggestion. We made a typo in the arrow. Figure 1 is modified (see lines 222-223).

Reviewer#1, Concern #2: Considering the research model adopted and the results obtained, an extension of the model could be suggested, in order to investigate other variables that cross with the factors considered in the construction of the customers' perception, which could be able to influence the financial performance of the Ecuadorian banking system and, therefore, measure the level of influence.

=> Thank you very much for your suggestion. We included recommendation for future studies (see lines 430-431).

Reviewer#2, Concern #1: The manuscript titled "Customer Perception and Its influence on the Financial Performance in the Ecuadorian Banking Environment" aims to investigate the relationship between customer perception and financial corporate performances in the Ecuadorian banking environment. The study is interesting and already in high quality. Therefore, the study can be accepted in its current form.

=> Thank you very much for your valuable comments.

Reviewer#3, Concern #1: It is suggested to highlight more on the contribution of the paper in both the introduction and conclusion.

=> Thank you very much for your suggestion. We included the contribution of the study in both the introduction (see lines 70-79, 84-85) and conclusion (see lines 4212-425).

Reviewer#3, Concern #2: The policy implication of the research is narrowly discussed, hence discussion of the wider policy implication of the research is required.

=> Thank you very much for your suggestion. We included a policy analysis in section 5 (see lines 379-384).

Reviewer#3, Concern #3: Generally financial performance is measured by the profitability ratios. But the researcher has used the financial efficiency to measure the financial performance. Some additional justification for the selection of efficiency ratio over profitability ratios is required.

=> Thank you very much for your suggestion. We included aditional justification of financial efficiency and liquidity ratios in section 3 (see lines 235-243).