

**EMPLOYEE JOB SATISFACTION ON
NEPAL TELECOMMUNICATION**

**A Dissertation Submitted to the Office of the Dean, Faculty of Management in
Partial Fulfillment of the Requirements for the Master of Business Studies (M.B.S.)**

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CERTIFICATE OF AUTHORSHIP

I hereby, corroborate that I have researched and submitted the final draft of dissertation entitled **Employee Job Satisfaction on Nepal Telecommunication**. The work of this dissertation has not been submitted previously for the purpose of conferral of any degrees nor it has been proposed and presented as part of requirements for any other academic purposes. The assistance and cooperation that I have received during this research work has been acknowledged. In addition, I declare that all information sources and literature used are cited in the reference section of the dissertation.

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REPORT OF RESEARCH COMMITTEE

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ABBREVIATIONS

AFS	-	Advance free phone service
AxDSL	-	Axis Digital Subscriber Line
BEP	-	Break Even Point
CDMA	-	Code Division Multiple Access
DSAT	-	District Satellite
GSM	-	Global system for Mobile Communication
ICT	-	International Communication Technology
ITU	-	International Telecommunication Union
MMS	-	Multimedia Messaging Services
NDCL	-	Nepal Doorsanchar Company Limited
NTC	-	Nepal Telecommunication Corporation
NVPL	-	Nepal Venture Private Limited
PPC	-	Profit Planning and Control
PCO	-	Public Communication Office
PSTN	-	Public Switched Telephone Network
RSAT	-	Regenerative Satellite Access Terminals
SMS	-	Short Message service
SP	-	Special Preference
SPNL	-	Spice Nepal Private Limited
STM	-	Synchronous Transfer Mode
T.U.	-	Tribhuwan University
VMS	-	VIPERSAT Management System
CDMA	-	Wideband Code Division Multiple Access
WLL	-	Wireless Local Loop

ABSTRACTS

This study investigates the impact of service quality, security/privacy, trust, and perceived value on employee satisfaction within Nepal Telecommunication (NTC), a key player in Nepal's telecommunications sector. Given the sector's significant contribution to the country's service industry and economic stability, understanding factors influencing employee satisfaction is crucial. The research employs convenience sampling, gathering 265 responses from NTC employees. Results highlight trust and perceived value as pivotal factors influencing job satisfaction, with employees reporting higher satisfaction when perceiving greater organizational trust and value from offerings. While service quality remains important, its direct impact on satisfaction appears moderate compared to trust and perceived value. Effective management of security and privacy concerns also positively correlates with job satisfaction. The study validates these findings through regression analysis, indicating a robust statistical fit for predicting job satisfaction based on the examined variables. Practical implications underscore the need for organizations to prioritize initiatives that enhance trust, deliver perceived value, and address security and privacy concerns to foster a supportive work environment and achieve organizational success.

Key Words: Employee Job Satisfaction, Service Quality, Security/Privacy, Trust, Perceived Value

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Job satisfaction as an experience-based evaluation made by the Jobs by comparing the actual level of service obtained with that of their expectations. It is not a universal phenomenon and they do not enjoy the same service experience by consuming a commodity, service or idea due to variations of their needs, objectives and past experiences that influence their expectations (Sharly & Wooju, 2017).

The unique combination of product features, services, and relationships of company should satisfy its Jobs needs better than the competitors (Anand & Maheth, 2017). Achieving and sustaining success by satisfying Jobs in today's hyper-competitive marketplace is an ultimate challenge for any company and business leader especially in-service industries like mobile telecommunication services. The mobile network market in Nepal is relatively new yet the growth is much faster in comparison to other industries. The operators are enthusiastic to promote quality of services for Job satisfaction at present and near the future. All of them compete to grab Job by providing wide range of services based on Job demand. Markets are becoming more international, dynamic and Job-driven. Job is demanding more variety, better quality and service, including both reliability and faster delivery. The companies should look for factors to attract, retain and satisfy their Job. In response to ongoing changes in the operating environment of cellular network industry, managers of telecom companies to stay in the competition and offering their services at acceptable levels, benefit from new techniques of management in their organizations (Upadhyay, 2020). Job satisfaction means higher product quality and higher willingness to purchase the product (share of wallet) and a satisfied Job positively affects the profitability of the company.

Job service proves to be one of the most important factors governing business. Today business organizations are more Job-focused than ever before since Job satisfaction is a competitive advantage which is sustainable over the long term (Schnaars, 1991). The business organizations to create healthy Job relationships should always focus on listening to Job expectations, requirements, complaints and needs. Making polite

suggestions, delivering promises and taking extra effort such as building an efficient Job service team are the right practices to retain them for a long period. Satisfied Jobs mean a long term profitable business since they stay loyal to the business (Gumesson, 2002).

Taking this scenario into account, the National Communication Policy 1992 envisaged the concept of encouraging the private sector participation for providing telecommunication services to the public and to assist to the extent possible as is deemed necessary in an easily available, simple and well planned manner for the development, expansion and operation of this sector inside the Country of Nepal as well as abroad (Upadhyay, 2020).

The monopoly of limited telecom industries, curious and capacity of Nepalese people towards telecom services and a new innovative topic in the field of marketing build keen interest upon the topic. The frequent discussion, team of research project coordinate bring closer for the development of interest. Recently Nepal has adopted the path of economic development through liberalization for the economic growth of nation. The overall development of a nation largely depends on its economic development. Thus, the primary goal of any nation, including Nepal, should be rapid economic development to promote welfare of the people and nation as well. Thus, for the overall development of the country, many private as well as public enterprises have been established and they all are performing on their own way to make better Nepal (Dahal, 2018).

Job satisfaction has important aspect; the business organization should always be sincere for its management. The success and failure of an organization mainly depends upon its marketing strategy. Therefore, the marketing personnel should analyze the strategy in a timely manner. It is concerned with analyzing the different marketing tools and action plans that are being applied for products and services of the enterprise. The real picture of marketing performance will be disclosed after thoroughly analyzing these tools and action plans.

Job satisfaction is a term we hear often, but do you know its exact definition, and how its absence could be bringing down your company's productivity? Read our definitive guide on job satisfaction, its drivers, and its benefits for 2020, and how your organization can benefit from increased satisfaction in the workplace. These are exciting times for

workplaces, with business demands growing steadily and employers working hard to keep their workforce satisfied. 2019 survey by The Conference Board (U.S. found that job satisfaction is now at its highest in 20 years. So, how does this impact your company? First, you need to know precisely what job satisfaction is and how you can measure it accurately for 2020 and beyond. There are 44 total public enterprises in Nepal among which 25 are profit-making, 17 are loss-making and two are closed.

1.2 Statement of the Problem

Employee job satisfaction within Nepal Telecommunication (NTC) faces significant challenges amid its operational landscape. Nepal's topography, dominated by high hills and snowcapped mountains covering 77 percent of the country, contrasts sharply with the flat terai land comprising only 23 percent (Upadhyay, 2020). These geographical features pose substantial infrastructure challenges, complicating the organization's core mission of providing essential telecommunication services affordably. Concurrently, there is a burgeoning demand for sophisticated urban-centric services in major cities such as Kathmandu, Biratnagar, Birgunj, and Pokhara, driven by rapid urbanization and economic activities (Dahal, 2021).

Employee job satisfaction at Nepal Telecommunication (NTC) faces significant challenges across multiple fronts. Firstly, the rugged terrain of Nepal, dominated by high hills and snowcapped mountains, poses formidable obstacles to infrastructure development and maintenance. This geographical complexity results in unreliable service delivery and operational hardships, which directly impact the morale of employees striving to meet service demands. Disparities in service provision between urban and rural areas compound dissatisfaction among the workforce. Urban centers benefit from greater attention and resources, leaving rural employees feeling marginalized and undervalued, despite their essential role in extending telecommunication services to remote regions. Moreover, rapid global advancements in communication technology underscore the stark technological disparities within NTC. Outdated systems and inadequate training opportunities contribute to frustration and a perceived stagnation among employees, hindering their ability to keep pace with evolving industry standards. Adding to these challenges are competitive pressures stemming from the introduction of

private sector-led services and intensified market competition. NTC employees face the dual challenge of adapting to new demands while navigating uncertainties about job security and career progression (Gothe, 2017).

Furthermore, internal management and leadership issues, including inconsistent leadership, unclear communication channels, and deficient decision-making processes, create an environment of instability and ambiguity. This lack of cohesive direction diminishes motivation and overall job satisfaction among employees. The demanding nature of telecommunications work, characterized by irregular shifts and high workload, disrupts employees' work-life balance. This imbalance contributes to stress, burnout, and diminished well-being among the workforce, further impacting job satisfaction and retention rates. Addressing these multifaceted issues is imperative for NTC to cultivate a more supportive work environment, enhance employee job satisfaction, and foster a motivated and resilient workforce capable of meeting the challenges of the telecommunications industry (Dahal, 2021).

In despite initiatives like the introduction of private sector-led Mobile Service, evaluating service quality remains elusive, leading to persistent uncertainty and dissatisfaction among employees. This study endeavors to delve into these complexities and uncover the genuine factors influencing employee job satisfaction within Nepal Telecommunication, offering insights into potential improvements and strategies moving forward (Joshi, 2021).

To know how much quality service is being rendered by Telecommunication is very difficult to draw conclusion. This has become a problem and matter of confusion till now. This study aims to know the reality of this questions and problem. Addressing the key issues, the present study tries to answer the following questions:

- i. How does service quality, security/privacy, trust, perceived value affected on employee satisfaction of Nepal Telecommunication (NTC) compare with employee satisfaction?
- ii. What is the relationship between service quality, security/privacy, trust, perceived value and employee satisfaction in Nepal Telecommunication?

- iii. What are the impacts of service quality, security/privacy, trust, perceived value with employee satisfaction in Nepal Telecommunication?

1.3 Objectives of the Study

The general objectives of this research will be to assess the expectations and areas of Job Satisfaction among Employee of Public Enterprises of Nepal. The specific objectives of this research are as follows:

- i. To assess the current situation of service quality, security/privacy, trust, perceived value affected on employee satisfaction of Nepal Telecommunication (NTC) compare with employee satisfaction.
- ii. To analyze the relationship between service quality, security/privacy, trust, perceived value and employee satisfaction in Nepal Telecommunication.
- iii. To examine the impact of service quality, security/privacy, trust, perceived value with employee satisfaction in Nepal Telecommunication.

1.4 Rationale of the Study

Since the subscribers or users of mobile telephone can take many facilities than the ordinary telephone subscribers, the importance of mobile phone is continuously increasing. The number of telecommunication users within this short time frame is increasing in large number. The increasing demand and popularity of mobile phone is attracting the attention of investors to invest in these areas.

Analysis of marketing position is a crucial part of decision-making process of a business enterprise. Poor management affects adversely on profitability of organization. Telecommunication is an enterprise of great national concern. Thus, this study is made to evaluate the marketing position of telecommunication. Telecommunication is service oriented business enterprise. So, it should provide better services as well as make profit for the sake of expansion of its services, adoption of new technologies, repair and maintenance to keep its services update/intact. Due to changing scenario of the economy and the current political situation, the private sector companies are encouraged to run an organization smoothly. Therefore at one side telecommunication is effectively operating its activities in distributing the new communication services to fulfill the growing demands of Jobs and on the other side, many services have been launched by other

parties. Therefore, it is sure that telecommunication will have to face cutthroat competition with outside competitors in coming future.

To get success in such situation, this study will provide valuable guidelines to telecommunication in making their new strategy in providing qualitative services. It will also provide valuable insights and references to the scholars and researchers who are interested in conducting further researches on the field of telecommunication service of Nepal.

1.6 Limitation of the Study

This research is the requirement for the partial fulfillment of master's degree in management. The researcher being a student and having a limited time and resources, this research work is not free from limitations. A research is a full blaze and vast investigation study for the settlement of the problems. It needs full time, adequate amount of money, and authentic information. Therefore, these factors are assumed the limitation of this study. Some other limitations that are considered while performing research are as follows:

1. Although Job holders of telecommunication service users are spread all over the country, but the Job opinion, market response and Job profiles are collected/made only from Kathmandu valley.
2. This study is only focused on job holders on Nepal telecommunication inside Kathmandu valley.
3. This study only focused on primary data through questionnaire survey.
4. The study's focus on primary data through questionnaire surveys may provide a snapshot that does not capture long-term trends or changes in job satisfaction among Nepal Telecommunication employees over time.
5. The study may not account for variations in language and cultural backgrounds among telecommunication employees outside of Kathmandu Valley, which could influence job satisfaction factors differently.

CHAPTER II

LITERATURE REVIEW

The main purpose of performing review of literature in this study is to improve telecommunication products and services in a timely basis for Job satisfaction in telecommunication industry. For this, the entire work of review of literature will be performed from at least three perspectives as:

1. Theoretical review
2. Empirical Review

2.1 Theoretical Review

Employee job satisfaction is a complex area studied extensively in organizational psychology and management. Several theories have been proposed to explain and understand the factors influencing job satisfaction. Here are some prominent theories:

A. Herzberg's Two-Factor Theory (Hygiene-Motivation Theory)

Proposed by Frederick Herzberg, this theory suggests that job satisfaction and dissatisfaction are influenced by different factors. Hygiene factors (such as salary, working conditions, company policies) prevent dissatisfaction when adequate but do not necessarily lead to satisfaction. Motivational factors (such as recognition, responsibility, growth opportunities) contribute to job satisfaction and motivate employees to perform at higher levels (Kinner & Bernhardt, 2018).

B. Maslow's Hierarchy of Needs

Abraham Maslow's theory suggests that human needs are hierarchical and must be satisfied in a particular order. The hierarchy includes physiological needs, safety needs, social needs, esteem needs, and self-actualization needs. Job satisfaction can be influenced by how well a job fulfills these needs (Kotler, 2007).

C. Job Characteristics Model

Developed by Hackman and Oldham, this model identifies five core job characteristics that impact job satisfaction: skill variety, task identity, task significance, autonomy, and

feedback. Jobs that are high in these characteristics are likely to lead to higher job satisfaction and motivation (Mowen, 1990).

D. Social Exchange Theory

This theory posits that individuals engage in social relationships and interactions based on the exchange of resources, such as rewards, recognition, and support. Job satisfaction can be influenced by the perceived fairness and reciprocity in these exchanges between employees and their organization (Simon et al, 2015).

E. Expectancy Theory

Victor Vroom's theory emphasizes the importance of individuals' beliefs about the likelihood of achieving desired outcomes through their efforts. It suggests that job satisfaction depends on the perceived relationship between effort and performance, performance and outcomes, and the attractiveness of those outcomes (Kinner & Bernhardt, 2018).

F. Equity Theory

Developed by J. Stacy Adams, equity theory focuses on the perception of fairness in social exchanges. Employees compare their input (effort, skills) and outcomes (salary, recognition) with those of others. Job satisfaction can be affected if employees perceive inequity (under-reward or over-reward) compared to their peers (Fida et al (2023).

G. Job Demand-Control Model (Karasek's Model)

This model suggests that job satisfaction is influenced by the interaction between job demands (workload, time pressure) and control (autonomy, decision authority) that employees have over their work. High job demands coupled with low control can lead to job dissatisfaction and stress (Dotulong et al, 2021).

This approach suggests that job satisfaction is partly influenced by individual personality traits. Some individuals may naturally have a predisposition towards higher or lower job satisfaction based on their personality characteristics.

These theories provide frameworks for understanding the various factors that contribute to employee job satisfaction, helping organizations to design jobs, policies, and practices that enhance satisfaction and motivation among their workforce.

2.2 Conceptual Review

Satisfaction is an important element in the evaluation stage. Satisfaction refers to the buyer's state of being adequately rewarded in buying situation for the sacrifice s/he has made. Adequacy of satisfaction is a result of matching actual past purchase and consumption experience with the expected reward from the brand in terms of its anticipated potential to satisfy the consumer's motives (Loudon & Bitta, 2022).

After consumers obtain and use a product or service, they will tend to develop feelings of satisfaction or dissatisfaction toward it. Consumer satisfaction has traditionally been defined as the evaluation rendered that the experience was at least as good as it was supposed to be (Loudon & Bitta, 2022).

This definition was developed around the predominant model used to explain post purchase satisfaction in the 1970s the expectation disconfirmation model. However, varieties of additional theoretical approaches have been used to explain the formation of consumer satisfaction. Because of accumulating evidence that consumer satisfaction is more than just, the disconfirmation of an expectation revised definition of the concept is proposed. Consumer satisfaction consists of general feelings that a consumer has developed about a product or service after its purchase. As such, satisfaction is a type of consumer attitude. Feelings of consumer satisfaction may result from expectancy disconfirmation as well as from other process, such as equity, attribution, performance evaluation and affect formation (Mowen, 1990).

2.2.1 Concept of JOB Satisfaction

Jobs are user of products and services. They purchase goods and services from the organization or seller. Job are the king of the market. Job are the critical success factors of an organization. Satisfaction refers to the buyer's state of being adequately rewarded by the purchase decision (Mowen, 1990). Thus, satisfaction is a type of Job attitude. Job have certain prior or pre-purchase expectations from a product or service. They compare

the product or service's performance to their prior expectations. If they find the performance higher than their expectations then they are satisfied and if they find the performance lower than their expectations then they are dissatisfied (Anand & Maheta, 2017). Advertising has the major role to play in forming the expectations. When they use or consume the products, they compare the actual performance to their expectations. The interaction between the expectation and the actual performance produce satisfaction or dissatisfaction. The confirmation process determines the level of satisfaction or dissatisfaction (Upadhyay, 2020).

Job satisfaction is a Job's feeling of pleasure or disappointment regarding the performance of the product s/he consumes. If the products fulfill his/her expectations, s/he is said to be satisfied; but if his/her expectations, are not fulfilled s/he is said to be dissatisfied or disappointed (Simon et al, 2015).

Kotler (2007) Job should be satisfied by the firm's offering: products and services. A Job is most important person in any business organization. No marketing can be done without Job. Job are the person who brings the firm their wants. It is the firm's job to fulfill those wants. Job are the life blood of every business. Therefore, the firm must try to satisfy them. Job satisfaction is the fulfillment of needs and wants of Job. Satisfaction is a person is feeling of pleasure or disappointment, resulting from comparison related to his/her expectations. Therefore, Job satisfaction is a function of the products perceived performance and the consumer's expectation.

Upadhyay (2020) satisfaction is often a subjective phenomenon and depends on the consumer's state of mind both at the time of purchase and more importantly at the time of consumption. It is important because some degree of post purchase dissonance is evident among consumers. The satisfied consumers have a significantly positive impact. Therefore, satisfied consumers are sound investment and some companies clearly understand their impact. Many companies are aiming at high satisfaction because consumers who are just satisfied find it easy to switch when a better offer comes along. Those who highly satisfied are much less ready to switch. In fact, emphasis has shifted from more satisfaction to delight of Job. High satisfaction or delights create an emotional affinity with the brand and the supplier, not just a rational preference. The result is high

Job loyalty. It is essential for companies to periodically assess Job satisfaction levels and take remedial action if needed. Continuous improvement in goods and services is the secret for minting Job satisfaction (Gothe, 2017).

A Job gets what s/he has expected from a product, s/he confirms that the product's performance is equal to his/her expectations. This leads to satisfaction. When a JOB does not get what s/he expected from the product it leads to a situation of disconfirmation that leads to dissatisfaction (Gothe, 2017).

A Job receives more than his/her expectations, it leads to positive confirmation. Positive confirmation is a state of emotional satisfaction or delight. Job receives less than his/her expectation; it leads to negative disconfirmation or dissatisfaction. The output of the Job net experience with a product works as a feed-back in the pre-purchase evaluation process. Several correlates of satisfaction and dissatisfaction have been noted down in various researches (Kotler, 2007).

2.2.2 Methods to Assess JOB Satisfaction

The study found that measures of CS/D were directly influenced by the affective feelings of the consumers. There is a relationship in which the purchase leads to affective reactions, which in turn lead to feelings of CS/D. Thus, in addition to the cognitive knowledge that expectancies were disconfirmed, the feelings that surround the post-acquisition process also appear to affect the satisfaction with a product (Mowen, 1990).

Some of the following methods can be applied to assess Job satisfaction.

A. Complaint and Suggestion System

To assess the Job satisfaction, company can use complaint and suggestion system. Restaurants and hotels provide forms on which Job can check off their likes, dislikes and suggestion (Simon et al, 2015). Many Companies set up Job hotlines with toll-free numbers to make it Job to inquire, suggest or complaint. Some Job-centered companies are P&G, General Electric, Whirlpool, etc. They establish hot lines with tool free numbers. Companies are also using website and emails for quick, two-way communication. They help the companies to generate good ideas for improved products and services (Simon et al, 2015).

B. JOB Satisfaction Surveys

The Companies can take direct measures of Job satisfaction by conducting regular surveys. They can send questionnaires or make telephone calls to Job to find out how they feel about company's products, services and performance. Studies show that although Jobs are dissatisfied with one out of every four purchases, less than 5 percent will complain (Simon et al, 2015). Most Job will buy less or switch suppliers. Responsive companies measure JOB satisfaction directly by conducting period surveys. While collecting Job satisfaction data, it is also useful to ask additional questions to measure repurchase intention and to measure the likelihood or willingness to recommend the company and brand to others (Kotler, 2007).

C. Ghost Shopping

It is also a way of assessing Job satisfaction. Under this, company can hire some people to pose as potential buyers to report on strong and weak points experience in buying the companies' and competitor's products. This mystery shopper can even test how the company's sales personal handle various situations. Managers themselves should leave their offices from time to time, enter company and competitor sales situations where they are unknown, and experience firsthand the treatment they receive. A variant of this is for managers to phone their own company with questions and complaints to see how the calls are handled (Kinner & Bernhardt, 2018).

D. Lost Job Analysis

Another useful way of assessing Job satisfaction is to contact Job who have stopped buying, or those who have deflected to a competitor, and learn why this happened. Company can recapture a substantial proportion of lost Job simply by contacting them, listening to their concerns, and making a sincere effort to correct the problem (Athanusopoulos et al, 2014).

2.2.3 Symptoms of a Satisfied Job

A satisfied Job may have the following symptoms becomes loyal towards company and its products for a longer period, buys more when the company introduces new products. Talks favorably about the company and its product, pays less attention to competitors'

advertisements and brands. There is less sensitive to competitors' price and other offers. Similarly, provides ideas to the marketer to improve the product and its offers and becomes less costly than the servicing of a new Job.

2.2.4 Total Job Satisfaction

Whether the buyer is satisfied after performance falls purchase depends on the offer's performance in relation to the buyer's expectations. In general, satisfaction is a person's feelings of pleasure or disappointment resulting from comparing a product's perceived performance (or outcome) in relation to his or her expectations (Simon, et al, 2015).

If the performance falls short of expectations' the Job is dissatisfied. If the performance matches the expectations, the Job is satisfied. If the performance exceeds expectations' the Job is highly satisfied or delighted (Mowen, 1990).

Although the Job-centered firm seeks to create high Job satisfaction, that is not its ultimate goal. If the company increases Job satisfaction by lower profits, the company might be able to increase its profitability by means other than increased satisfaction (for example, by improving manufacturing processes or investing more in R&D). Also, the company has many stakeholders, including employers, dealers, suppliers, and stockholders. Spending more to increase Job satisfaction might divert funds from increasing the satisfaction of other "partners". Ultimately, the company must operate on the philosophy that is trying to deliver a high level of Job satisfaction subject to delivering acceptable levels of satisfaction to the other stakeholders, given its total resources (Kinner & Bernhardt, 2018).

2.3 Empirical Review

Fida et al. (2023) studied on impact of service quality on Job loyalty and Job satisfaction in Islamic banks in the sultanate of Oman. This study attempts to examine the impact of service quality on Job loyalty and Job satisfaction using the Servqual model for four main Islamic banks in the Sultanate of Oman. This is a quantitative nature of a study, which involved a structured, self-administered questionnaire based on a convenience sampling method gathering data from 120 Job of Islamic banks in Oman. The study data were analyzed using SPSS, and the reliability coefficient (Cronbach's alpha) was established.

The correlation analysis examined the significant relationships among the study variables. The impacts of service quality dimensions on Job satisfaction were captured through regression analysis. The key findings of the study revealed that the respondents showed on average an “Agree” response in the five areas, namely, tangibles, responsiveness, reliability, assurance, and empathy. The correlation results depicted a significant relationship between the three variables: service quality, Job satisfaction, and Job loyalty. Similarly, regression results demonstrated that empathy and responsiveness dimensions have a significant positive impact on JOB satisfaction. It is, therefore, recommended that banks should focus more on empathy and responsiveness considering the significant relationship of these two variables on JOB satisfaction. However, banks should not neglect the importance of other variables such as reliability, assurance, and tangibles that are revealed as important by responses of the participants for the bank’s provisions.

Rukanyangira et al. (2023) analyzed on employee benefits and job satisfaction in faith based institutions in Uganda. This study investigates the impact of employee benefits on job satisfaction within Faith-Based Institutions in Uganda, focusing on the Church of Uganda Provincial Secretariat. Specifically, the study aims to assess the influence of health insurance, staff allowances, and retirement benefits on job satisfaction among employees. The research employs a mixed-methods approach combining cross-sectional, descriptive, and correlation research designs. Data collection methods include questionnaires and interviews. The study samples 92 participants from a total employee population of 130 at the Church of Uganda Provincial Secretariat. The findings indicate no significant relationship between health benefits and job satisfaction ($r = -0.001$, $\text{Sig} = p = 0.990 \geq 0.05$). However, there is a weak positive correlation between staff allowances and job satisfaction ($r = 0.253^{**}$, $\text{Sig} = 0.015 > 0.01$), with an adjusted R-square of 0.053. Similarly, a weak positive relationship exists between retirement benefits and job satisfaction ($r = 0.260^{**}$, $\text{Sig} = 0.012 > 0.05$), with an adjusted R-square of 0.057. Overall, the study highlights that while health benefits show no direct impact on job satisfaction, staff allowances and retirement benefits play a modest role. Based on these findings, the Church of Uganda Provincial Secretariat should consider implementing a structured health benefits system. Additionally, enhancing staff allowances and

retirement benefits could significantly contribute to improving job satisfaction among employees. These adjustments are crucial for aligning organizational policies with employee satisfaction, thereby fostering a more conducive work environment.

Alvin and Winston (2022) studied on the influence of e-service quality towards JOB satisfaction and Job loyalty on Go pay electronic wallet users. The purpose of this study was to investigate the influence of electronic service quality towards consumer satisfaction using Gopay electronic wallet on a daily transactions. In this study, the independent variables were application design, reliability, security/privacy, and Job service, while the dependent variables were Job satisfaction, and Job loyalty. The populations were Job who had used Gopay electronic wallets for transactions. The total of collected respondents was 204 respondents and the researchers had successfully analyzed 152 respondents as a sample. The data was collected through survey methods and questionnaires, the data then analyzed by using SEM analysis model with Smart PLS . The results prove that the quality of electronic services have a significant influence on Job satisfaction. This study also finds that Job satisfaction has a positive effect towards Job loyalty.

Dotulong et al. (2021) studied on the effect of price, service quality, Job satisfaction and image on Job loyalty on the lion air Indonesia. This study aims to determine and analyze the effects of price, service quality, Job satisfaction, and image on Job loyalty with the research object of Lion Air Indonesia. The type of research is basic research that uses 5 variables: price, service quality, Job satisfaction, image, and Job loyalty. This study uses primary data by distributing questionnaires online. The sample used in this study was 250 respondents. While the data processing method in this study uses the IBM SPSS and AMOS 22.0 software to perform model tests (measurement models and structural models) and hypothesis testing. The results of this study indicate that price and service quality have a positive and significant effect on Job satisfaction. Job satisfaction has a positive and significant effect on the image. Meanwhile, Job satisfaction and image have no effect on Job loyalty and service quality has a positive and significant effect on Job loyalty. Similarly, security and privacy, trust and perceived value have also significant impact on job satisfaction.

Dahal (2021) studied performance evaluation of Chaudhary group for JOB satisfaction in instant noodle has made remarkable efforts for evaluating Chaudhary Group on the Job satisfaction in instant noodles. To find out the produce according to test and want of Job, to find out the earn profit in competitive market. Job satisfaction specially noodles products produced by Chaudhary Group. Researcher focused on his report writing that Job is the king of market, product should be produced according to test and want of Job and then only company can earn profit in competitive market. Goods should be produced as per above provision and after sale service should be provided and lastly the Job feedback about the sold products should be responded. The company should focus on Job test and satisfaction rather than prizes and schemes, expand its new market area and expand its product line with the test and want of Job.

Joshi (2021) conducted on perceived service quality and Job satisfaction in Nepalese banking industry. The main purpose of this study was to examine the relationship between banking service quality dimensions and Job satisfaction in Nepalese banking industry. Three commercial banks operating in Kailali district (Rastriya Banijya Bank, Nabil Bank and Global IME bank) were taken as sample and 327 depositor Jobs of these banks were surveyed using structured five point Linker scale questionnaire. Data was collected via online and field survey by visiting the Job at related banks, business organizations and government and non-government offices of Kailali. SPSS version 20, Pearson's correlation and multiple regression analysis have been used to analyze the data. The findings of this study revealed that there is positive relationship between service quality and JOB satisfaction. All the service quality dimensions have statistically significant positive impact on JOB satisfaction except tangibility. It means higher service quality helps increase JOB satisfaction. The results of this study will help bank mangers to focus on their Job's satisfaction in order to compete favorably in banking Industry. Future researchers can conduct their study focusing on mediating effect of Job satisfaction in service quality and Job loyalty. Effect of demographic variables on satisfaction is also unanswered in this study so, further study can be done including moderating effect of demographic variables.

Maharsi and Njotoprajitno (2021) investigated on the effect of service quality and Job satisfaction on purchasing intention: a case study in Indonesia. This research intends to

examine and analyze the service quality effect on petrol buying intention through satisfaction when the Maranatha Christian University lecturers spend their money in the Pertamina-affiliated gas stations in Bandung. To attain this goal, we develop four relevant hypotheses to be tested. Furthermore, there was use simple random sampling to acquire samples by denoting a sample size set by the Slovin formula. To collect the responses, use the online survey and fruitfully yield a 53.54% rate with a total of 106 lecturers participating in completing the distributed questionnaire link. This number is near 100; hence, employ a structural equation model with a variance basis to analyze them. After examining the data and conferring the results, conclude three things. First, service quality does not affect purchasing intention, but Job satisfaction positively does. Second, service quality has a positive impact on Job satisfaction. Finally, consumer satisfaction successfully mediates the effect of service quality on the intention to buy. Based on these conclusions, this paper finds the superior service to the petrol buyers is the key driver for the gas stations under Pertamina control to effectively compete with their rivals in the marketplace, especially in Bandung.

Noranee et al. (2021) analyzed on the influence of after-sales service quality and product quality on Job satisfaction. The objective of this study is to identify the influence of after-sales service quality and product quality on Job satisfaction among Job who is using Proton cars in Subang Jaya. Throughout the years, both aggregates of production volume and aggregate industry volume in the Malaysia Automotive Industry have declined. Hence, JOB satisfaction level was not met by the automotive sector because of certain factors such as after-sales service quality and product quality. Therefore, the objectives of this study are firstly, to evaluate the relationship between after-sales service quality and Job satisfaction, and secondly to evaluate the relationship between product quality components and Job' satisfaction. Factor analysis, reliability analysis, and hierarchical regression were used to analyze and interpret the data. All data were generated by using SPSS. In this study, the sample size was 319 respondents by using convenient sampling technique. The results show that Job is focusing much more on product quality instead of after-sales service quality. This study would assist other researchers to gain ideas for new research and the national carmakers such as Proton, to give them an idea on how to improve their after-sales service quality and product quality in the future.

Saeed et al. (2021) analyzed on Measuring the Relationship between Service Quality and Job Satisfaction in the Hotel Industry. With the development of hotel sector, service quality and Job satisfaction have become the core tools for gaining a competitive advantage, since they are the prerequisites for Job loyalty and higher profitability. Therefore, this study is based on Servqual scale to measure the relationship between service quality and JOB satisfaction from the perception of hotel guests in Changsha city, Yuelu District. By using a convenience sampling method, the questionnaire was distributed to 200 respondents in 6 hotels. However, data was collected from 167 completed questionnaires. The data were analyzed by Statistical Package for Social Sciences (SPSS) version 25 and Smart PLS Reliability and validities of latent variables were confirmed. In this study, structural equation modeling (SEM) was used to investigate the relationship between five exogenous variables namely; tangibility, reliability, responsiveness, assurance, and empathy, and an endogenous variable that is Job satisfaction. The findings revealed that all five dimensions of service quality have a positive relationship with Job satisfaction. It also showed that assurance has the most significant factor by hotel Job. This was followed by empathy and then responsiveness while tangibility and reliability as two service quality dimensions have no significant impact on Job satisfaction. This study advances our understanding of the relationship between service quality and Job satisfaction in the hotel industry. Hotel managers can gain benefits by understanding how service quality can achieve a high degree of JOB satisfaction, and thus leads to hotel profitability.

Shava (2021) conducted on the relationship between service quality and Job satisfaction in the South African mobile network telecommunications industry. The mobile network telecommunications sector is rapidly growing in South Africa but research focusing on Job service and Job satisfaction lags behind. Job satisfaction is critical for brand protection, market share growth and Job loyalty. Research is needed to identify the key aspects which contribute to Job satisfaction. The study investigates whether service quality dimensions (tangibility, reliability, responsiveness, empathy, and assurance), predict Job satisfaction after controlling for Job characteristics namely, sex, age, and education level. A sample of 1451 mobile network users was used. To collect primary data, self-administered questionnaires were used. Hierarchical regression analysis was

performed and the results reveal that age and education level had no unique contribution but Job' sex had a statistically significant negative unique contribution to the model. Further, after controlling for sex, age and education level, service quality dimensions, that is, assurance, tangibility, reliability, and empathy had major unique contributions, while responsiveness had a unique minor contribution towards enhancing Job satisfaction experience. The findings are critical to market segmentation practices of mobile network operators as this research indicates that demographic factors play a significant role in ensuring that Job service efforts yield the intended results.

Shyju et al. (2021) conducted on service quality and Job satisfaction in hospitality, leisure, sport and tourism: an assessment of research in web of science. Service quality and JOB satisfaction (SQCS) have been one of the most-discussed themes in the last two decades in tourism and hospitality research. Several new dimensions have been added by the later researchers and the area have been expended to allied and peripheral areas of tourism and hospitality. The present study is an attempt to analyses emerging themes and trends scientifically in SQCS research in tourism and hospitality and explore future research directions. The study employs bibliometric analysis of literature using bibliometrix R package. The database for the current study has been prepared from Web of Science. The results reveal a steady growth in SQCS research during the study period, especially in the hospitality sector and that "Job satisfaction" and "satisfaction" as the two major themes of SQCS research. Thematic network analysis of the SQCS publications revealed destination loyalty, Job value, Job experience, and emotional labor as important themes covered in SQCS research in tourism and hospitality.

Supriyanto et al. (2021) studied on effects of service quality and Job satisfaction on loyalty of bank Job. Service quality and Job satisfaction are parts of factors that influence Job loyalty to bank services. Both are necessary to be fulfilled in order to gain Job loyalty, which in turn maintaining organization survival in the long term. This study aims to examine how service quality influenced Job loyalty; how Job' satisfaction influenced their loyalty to the bank; and examine simultaneous effects of service quality and JOB satisfaction on JOB loyalty. This study used a survey research design, and respondents were selected purposively from a population of Bank organization in Indonesia. Data were analyzed employing path analysis and One-Way Analysis of Variance. Results

indicate that service quality did not have significant effects on Job loyalty, but it provided significant effects on Job satisfaction followed by influencing Job loyalty. Service quality had indirect effects on Job loyalty through Job satisfaction. Further studies are expected to examine the model of relationships with other variables.

Suroso and Wahjudi (2021) studied into analysis of factors affecting satisfaction and loyalty of digital loan JOB at Pt. Bank XYZ. Digital loan is one of the data processing methods, be it processing loan documents and information online via the internet, wireless, and other telecommunication systems without credit Job having to come to bank branches to make the desired credit application. Pt Bank Xyz is a company engaged in banking in Indonesia. As a growing banking company with more than 400 branches throughout Indonesia and one of PT Bank XYZ's missions is to expand the office network for market penetration and financing in consumer centers, SME and corporate scale business sectors as well as increasing the level of competition among Indonesian banking companies, PT Bank XYZ developed digital loan technology in 2017 specifically for distribution of micro credit products. JOB satisfaction and loyalty are very important aspects for banks to win the competition in the digital market and retain existing Job in this technological era. The problem is not high enough to meet the criteria for the best digital loan services to provide satisfaction to Jobs who apply for loans through digital loan applications. The purpose of this study was to determine the influence of factors, namely perceived ease of use, perceived usefulness, perceived risk, perceived service quality, perceived functional quality, perceived Job experience, brand image and digital innovation on Job satisfaction and loyalty on digital loans. In this study, to analyze the factors that affect Job satisfaction and loyalty of digital loans at PT Bank XYZ, the researcher used a modified model of the Technology Acceptance Model (TAM). This type of research is quantitative research. 100 questionnaires were successfully collected from Jobs using the Digital Loan Application at PT Bank XYZ. The author analyzes the data collected using Partial Least Squares (PLS-SEM). The expected results of this research are factors, namely Perceived Ease of Use, Perceived Usefulness, Perceived Risk, Perceived Service Quality, Perceived Functional Quality, Perceived Job Experience, Brand Image and Digital Innovation whether it affects Job satisfaction and loyalty and how much influence to satisfaction towards JOB loyalty in

applying for digital loans at PT Bank XYZ. This research is expected to help PT Bank XYZ to improve and innovate services in the field of digital loans and make better service improvements so that Job satisfaction and loyalty can always increase.

Dhingra et al. (2020) studied on relationship among service quality of e-commerce websites, JOB satisfaction, and purchase intention. The purpose of this study is to analyze the impact of online service quality of e-commerce websites on Job satisfaction and purchase intention. The study identifies the dimensions of e-service quality on the basis of the literature review, which are website design, reliability, responsiveness, trust, and personalization. A survey of 278 avid users of three popular websites was taken to validate the model. The reliability and validity of the questionnaire were checked through the measurement model and the structural equation model was used to confirm the relationship among the dimensions. The result shows that trust is the only e-service quality dimension that significantly influences overall service quality. The relationship between overall e-service quality and JOB satisfaction as well as JOB satisfaction and purchase intention was found statistically significant.

Lin et al. (2020) conducted on analysis of Job return behavior after online shopping in chin using SEM. The purpose of this paper is to examine the potential impacts of various variables on product return activities after online shopping. Previous studies on Job behavior have been predominantly concerned with return on used products and other product-quality-related constructs in the model. This study aims to specially examine the logistics service-related and Job intention related variables for general products under the e-commerce circumstance. Structured questionnaire data for this study were collected in the two southeast cities of China (162 useable responses). Structural equation modeling was used to examine the latent variables. The results confirmed that product return intention has the greatest impact on online shopping return with a direct effect of 0.63, followed by the flexibility in return with a direct effect of 0.49. Such a model not only enriches the theoretical understanding of Job behavior studies but also offers online shopping stores and platforms a quantitative benchmark and new perspective on the design of online shopping supply chains by considering product returns so as to improve the Job satisfaction.

Mishra (2020) analyzed on impact of service quality dimensions on Job satisfaction in commercial bank. The ever-changing behavior of Job has indulged bank and financial institution have a sincere look at its service quality. Providing quality service ensures competitiveness and simultaneously optimizing the level of Job satisfaction. This paper examines the impact of Service Quality Dimensions on Job satisfaction. This paper examines the impact of tangibility, responsiveness, reliability, assurance and empathy on JOB satisfaction in banks of Biratnagar. A sample of 127 account holders was randomly selected and data was analyzed through SPSS 26.0. Descriptive statistics, Factor analysis and multiple regression analysis were used to evaluate the impact of Servqual model on satisfaction. The findings from the paper indicate that empathy and assurance have most significant influence in satisfaction followed by reliability and responsiveness whereas tangibility has negative and no significant relationship with satisfaction.

Sembiring (2020) conducted on exposing academic excellence and satisfaction. Academic excellence within an open distance learning (ODL) framework projected to persistence, loyalty and future career of graduates were explored in this study. It was aimed at assessing academic excellence as the origin of satisfaction influences and how, in what behaviors those associated factors were interrelated. They were investigating utilizing exploratory design. It was qualitatively recognized first that satisfaction in academic excellence perspectives included orientation, counseling, learning material, tutorial, evaluation, feedback and referral mechanisms. These seven foremost factors had straight effects on persistence, loyalty and future career. Quantitatively, academic excellence, seven factors and the latter were intervening, independent and dependent variables respectively. Respondents were randomly selected to accrue data through survey by distributing 550 questionnaires to Universities Terbuka graduates of Bogor Regional Office; 211 were finally completed. Importance-performance analysis (IPA) and Job-satisfaction index (CSI) were concomitantly utilized to measure satisfaction level and its importance degree. Ten hypotheses were assessed and structural-equation model (SEM) was used to capture the degree and interrelation power among factors engaged; with reference to qualitative upshots obtained earlier. Finally, six hypotheses were statistically validated by the analysis. It was also inferred that academic excellence

excluded counseling, learning material, feedback and referral schemes from the seven foremost factors.

Sengupta (2020) conducted on culture impact Job evaluation in online complaining: evidence from Germany and India. It is investigates how Job' cultural orientation impacts their service evaluations when complaining online on social media. Two separate scenario-based experimental studies were conducted using non-student samples from two culturally diverse countries (Germany and India). Study is using participants from Germany and India shows that when causal explanations for service failure are given, individualists have higher perceived justice. India shows that when cognitive control is given through regular updates during service recovery to high uncertainty avoidance seekers, they show higher perceived justice. The three independent justice dimensions positively influence recovery satisfaction, with informational justice showing the strongest impact, followed by procedural and distributive justice. This research thus contributes to the nascent literature in social media complaining. Managers of online service organizations can benefit from these findings when developing their complaint management strategies.

Bazher (2019) analyzed on e-service quality can perceived value internet banking. This study analyzes the effect of e-service quality and perceived value on internet banking on satisfaction which has an impact on loyalty. This research is quantitative. The data source of this research is primary data that comes from the sample, namely Job who use internet banking at BNI Syariah bank. The measurements of variables are using a Likert scale technique with a scale from 1 to 5. Hypothesis testing in this study uses path analysis. Meanwhile, for data processing there were using SPSS 25.0 program. The results of this study indicate that the e-service quality variable in internet banking has a significant effect on satisfaction, the perceived value variable in internet banking has a significant effect on satisfaction, the e-service quality variable in internet banking has a significant effect on loyalty, the perceived value variable in internet banking has a significant effect on loyalty, the satisfaction variable has a significant effect on loyalty, here is an indirect influence between e-service quality in internet banking on loyalty through satisfaction.

Karim (2019) analyzed on influence of service quality on Job satisfaction and Job loyalty in the private banking sector of Bangladesh: A PLS Approach. In this competitive business era, the key strategy for the success and survival of any business organization is the deliverance of quality services to Job because service quality has beneficial effect on the bottom line performance for the organization. As a financial organization, banks are continuously introducing their new products and services at regular intervals to satisfy and retain their Job and hence, achieving high levels of service is one of techniques to keep Jobs both satisfied and loyal. Thus, this study intends to determine the impact of Service Quality on Job Satisfaction and Job Loyalty in private banking sector of Bangladesh. Five dimensions of servqual model such as tangibility, reliability, responsiveness, empathy, and assurance are considered as the base for this study. A structured questionnaire with 5-point Likert scale has been used to gather the data for this study by conducting survey. The sample size is 100 and chosen on a convenient basis. Data has been analyzed by using PLS 3.0 software. SPSS software (version 20) package was also used to present the data demographically. Result shows that tangibility and empathy have significant effect on Job satisfaction; on the other hand, reliability, responsiveness and assurance don't have any significant effect on Job satisfaction. Moreover, Job satisfaction has direct significant effect on Job loyalty. Finally, this study proposed few recommendations for the managerial implication.

Gautam (2019) analyzed on Job satisfaction in Nepalese commercial Banks, to assess the commercial bank's performance in terms of Job satisfaction, to investigate the level of satisfaction and to analyze the reasons behind Job's satisfaction of dissatisfaction. The researcher found out that Job was more satisfied with the second-generation joint-venture banks. The more specific, Job was found satisfied with those banks were Job had to spend less time on waiting and the employees' behavior was good. Thus it is concluded that second-generation banks are more successful in their Job satisfaction performance than the first generation and non-joint venture banks.

Masturoh and Djumahir (2019) conducted on the effect between JOB satisfaction, switching cost, and Job experience of trust to Job loyalty, Job commitment as mediation. This research was focused on Job satisfaction, switching costs, and consumer confidence in increasing Job loyalty through Job commitment. The sample is Tokopedia Online Shop

consumers in Malang and consumers who have shopped at Tokopedia Online Shop twice or more. This included in the category of snowball sampling, where respondents who initially were a little longer over time became a lot. There are consisted by 30 people, but only 122 questionnaires could be processed. The analytical method used is descriptive analysis and Partial Least Square (PLS) using the smart PLS software application. The results are indicated that Job satisfaction has a significant effect on Job loyalty and Job commitment. Mediation variables are indicated that Job commitment provides a partial mediation role on the effect of Job satisfaction on Job loyalty. Meanwhile, switching costs do not have a significant effect on Job loyalty, but have a significant effect on Job commitment. The mediation testing shown that Job commitment provides the role of complete mediation on the effect between switching costs and Job loyalty. Meanwhile, Job experience of trust has a significant effect on Job loyalty and Job commitment. Thus, the results of mediation testing also indicated that Job commitment provides a partial mediation role on the effect between Job experience of trust and Job loyalty.

Rita et al. (2019) analyzed on the impact of e-service quality and Job satisfaction on Job behavior in online shopping. The purpose of this study is to develop new knowledge to better understand the most important dimensions of e-service quality that have impact on Job satisfaction, Job trust, and Job behavior, building on existing literature on e-service quality in online shopping. This study focuses on the four-dimensions of e-service quality model that better predict Job behavior. It not only tests the impact of Job satisfaction on Job behavior such as repurchase intention, word of mouth, and site revisit, but also the impact of Job trust. The result is expected to extend the knowledge about different country culture vis-a-vis different relevance of e-service quality attributes. Data from an online survey of 355 Indonesian online consumers was used to test the research model using structural equation modeling. The analytical results showed that three dimensions of e-service quality, namely website design; security/privacy and fulfillment affect overall e-service quality. Meanwhile, JOB service is not significantly related to overall e-service quality. Overall e-service quality is statistically significantly related to Job behavior. Future research should consider a variety of product segments and/or other industries to make sure that the measurement works equally well. In other industry

setting, the measurement may need to be adjusted. Future research could also use different methodologies such as focus group and interviews.

Vakulenko et al. (2019) conducted on online retail experience and Job satisfaction: the mediating role of last mile delivery. For various industries worldwide, recent years have been defined by the remarkable growth of e-commerce. Enabled by the Internet, retailers can reach more Jobs, S/Pead much further in the distribution chain, and optimize their resources. In the new market environment, Job experience has become a source of competitive advantage. This study investigates the role of last mile delivery in the Job e-retail experience. A quantitative methodology was used, which incorporated a survey that was conducted in Sweden and measured participants' most recent e-retail experience. The results indicate that the last mile delivery experience mediates the relationship between the JOB's perception of the online shopping experience and Job satisfaction. These conclusions provide ground for further thorough investigations of the role of last mile delivery in the e-retail context and support e-retailers in increasing their Job' satisfaction.

Manandhar (2018) analyzed on Job attitude towards Nepal Bangladesh Bank. The researcher has focused the research to examine the Job attitude towards the banking environment. Jobs have used the bank to deposit as well as to borrow the money to invest in the business. To examine the trend of deposits, loans and advances of bank, to examine the major performance indicator of bank and to analyze the expectations of existing general Jobs from bank. The image of NB bank among the public is not so good. The liquidity position of bank is more. Therefore, NB bank should search for the new area of investment to reduce in surplus cash balance. Based on analysis of total deposits and its component, she has concluded that saving and current deposit was satisfied than the fixed deposit account holder. She has concluded that the marketing strategies should be innovative that would attract and retain the JOB. NB should formulate a competitive strategy. It is needed that to know by NB what position they have in competitive environment. The bank should motivate to the staff. There should be effective communication among the staff. Bank's every staffs should know new technology and new schemes. The bank should be mainly focused the JOB's attitude and wants to facilitating services. Bank concentrates about the JOB's facility and to develop the other

technical equipment for providing services fruitfully. Bank can improve the level of communication for understanding the staffs and Job participation of banking activities.

Gothe (2017) conducted on Jobs satisfaction on services of NTC and has highlighted the following objective and findings of the study to analyze the services being provided by the NTC. The objectives of the study are to analyze the Job satisfaction from the services provided by the NTC, to evaluate the Job satisfaction from the behavior of the employees of NTC. Most of the respondents may switch to a competitor due to higher tariff rate. Employees of the NTC are helpful. Most of the respondents are satisfied with the statement of the call clarity on the NTC network. Total Job of NTC is rapidly increasing over the study period. Out of 300 employees in Kathmandu valley among them 265 employees are responses the questionnaire. The existence of higher demand and a relatively lower supply of service facility have resulted in the extensive bad condition in the market of telephone users. Both from the point of view of NTC maximization this trend is harmful. In case of NTC phone, there is inverse relationship between the increase in telephone tariff and deterioration in the grade of service. The grade of service reaches its lowest point when the phone tariff reaches its highest point, i.e. during the day. This shows that the system is nearing its potential capacity during certain hours of the day. At present the arrival of NTC provides expanded NTC facilities for both domestic and international usage.

Haemoun and Kim (2017) agreed on Job satisfaction, service quality, and Job value. This paper aims to review hospitality and tourism research on Job satisfaction (CS), service quality (SQ) and Job value (CV) published in several established hospitality and tourism journals over the past 15-16 years. A parallel review of research on the same topics published in several leading marketing journals is also conducted to show comparisons in research trends across the two different, but closely related, fields of study. By doing so, this paper aims to summarize lessons learned from previous research and provide suggestions for future research on the topics in the hospitality and tourism discipline. This study reviewed 242 articles appearing in six selected hospitality and tourism journals and 71 articles in four business journals that were published on CS, SQ and CV over the period of 2000-2015. A comprehensive coding scheme was developed to sort each study by more than 50 criteria. While research on these topics has grown constantly

during the period in the hospitality and tourism field, it has declined in the general business discipline over the same period. Hospitality and tourism research relied heavily on cross-sectional data through a survey approach, whereas business studies used experimental designs more frequently. Research on CS has sustained both interest and productivity, but research on SQ and CV has dwindled over time. Another notable finding is that most studies are not grounded in strong theories, although CS studies tended to be more theory-embedded. This study provides many useful insights into the research practice and trends of related research and suggestions for future research, especially for hospitality and tourism researchers. This study provides an unprecedented, comprehensive review of theories, methods, discussion points, implications, limitations and conclusions of studies on CS, SQ and CV published in selected hospitality and tourism journals over the past 15 years.

Alwie (2016) agreed on sales promotion dan e-service quality, e-Job satisfaction. The aim of this study is to analyze effect of sales promotion, e-service quality toward repurchase intention when e-JOB satisfaction becomes an intervening variable. Data collection method by submitting a questionnaire amounted 25 items terms to 100 respondents who have used Shopee Pay e-wallet through Shopee application. Data analysis technique using Path analysis with SPSS 26 software and significance level of 5%, the results obtained in this study are sales promotion has direct effect towards Job satisfaction, e-service quality has direct effect towards e-Job satisfaction sales promotion and e-service quality have influence simultaneously on e-Job satisfaction. Sales promotion has direct effect towards repurchase intentions, e-service quality has direct effect towards repurchase intentions, e-JOB satisfaction has direct effect towards repurchase intentions and sales promotion, e-service quality, and e-Job satisfaction have influence simultaneously on repurchase intentions.

Pradhan (2016) conducted on Job satisfaction: a general guide to Nepalese business and has highlighted the following objectives and findings of the study to identify the major in-depth know how of Job satisfaction and other related tools which works in conjunction with business mechanism. It is to assess and explore the pros and cons of Job satisfaction and its implementation and to identify the current perspective of Job satisfaction and its impact on Nepalese business. In this research the descriptive statistics are used such as

mean, frequencies, percentage, etc. Also inferential tests are used like null hypothesis for tenability or non-tenability. It also incorporates the use of chi-square test. The level of Job satisfaction in Nepal is not up to mark while comparing with international standards. There is a need of CRM in every business organization in Nepal. Job satisfaction must not only be taken as a tool to success but it should also be considered as a business strategy to cope with the changing environment. Thus, the possibility of differential tariff rates for peak and off-peak hours need to be examined.

Akroush et al. (2015) investigated on service quality, Job satisfaction and loyalty in the Yemeni mobile service market. The purpose of this research is to reveal the service quality dimensions from the Job perspectives, and to examine their effect on Job satisfaction and loyalty in Yemen's mobile service market. Using a structured questionnaire, 1400 questionnaires were delivered to Job from whom 999 were valid and useable for data analysis. Utilizing structural equation modeling, found that servqual is a four-dimensional construct consisting of reliability, empathy and assurance, tangibles and responsiveness in opposing to five as proposed by the original hypothesized model. Reliability, empathy and assurance, tangibles positively and significantly affected Job satisfaction. Also, Job satisfaction positively and significantly affected Job loyalty. The results provide managers and CEOs of the Yemeni mobile service operators with significant managerial implications regarding the service quality dimensions and the vital role they play to ensure Job satisfaction and loyalty alike.

Bajracharya (2015) investigated on Job relationship management in Nabil Bank Limited, issue and problem and concluded that CRM is the most prioritized tools and techniques to be followed in any organization. To study the background of the CRM in Nabil Bank Limited. There is to analyze the effectiveness and problems of CRM, to examine the contribution of CRM in the economic development of the bank. The scenario of Job relationship management trend is normally satisfactory. CRM is considered as one of the most vital management tool to be implemented in an organization. CRM leads to increased efficiency. During the decade about ten years the NABIL Bank users have increase along with the total expressed demand. But the exchange capacity has increased relatively at a lower rate than the total expressed demand.

Sembiring (2015) analyzed on validating student satisfaction related to persistence, academic performance, retention, and career advancement in ODL perspectives. Student satisfaction associated with persistence, academic performance, retention and its relations to career advancement were examined in this inquiry. It was aimed at measuring service quality as a foundation of satisfaction delivered by Universities Terbuka Indonesia perceived by students. It was also of interests to exhibit on how and in what compartments all variables engaged interrelated within service quality context. The study was conducted under Mixed Methods (Explanatory Design; quantitative first, followed by qualitative). Data was collected proportionally and purposively by survey using questionnaire, followed by congregating them over again through unified in-depth interviews and focus group discussions. Population was 1,814 students domiciled overseas; 350 questionnaires were dispersed and 169 were completed (9.21%). Satisfaction was assessed by examining dimensions of service quality (reliability, assurance, tangible, empathy and responsiveness). Both importance performance analysis (IPA) and JOB satisfaction index (CSI) were applied simultaneously to measure satisfaction and the level of its importance. Structural equation model (SEM) was then employed to validate influencing traits of variables engaged. Nine hypotheses developed were all significantly validated by the analysis. It was understood that aspects on responsiveness, assurance, tangible, reliability, and empathy were sequentially in harmony to satisfaction. Career advancement, retention, academic performance, and persistence were positively influenced by satisfaction respectively. Likewise, qualitative inquiry implemented afterwards was basically coherent with the previous findings accomplished quantitatively with slight and minor disparities.

Table 1

Summary of Empirical Review

Year	Topic	object	Methodology	Findings
Rukanya ngira et al (2023)	Employee Benefits and job satisfaction in faith based institutions in Uganda.	To established the influence of health insurances to examine the effect staff allowances and to establish the relationship between	Descriptive and correlation research design with questionnaire and interviews and data collection methods.	The study found no significant relationship between health benefits and job satisfaction ($r = -$ 0.001 , $p = 0.990 \geq 0.05$). However, there is a weak positive relationship between staff allowances and job satisfaction ($r =$

		retirement benefits and job satisfaction.		0.253, $p = 0.015 > 0.01$), with an adjusted R-squared value of 0.053. Similarly, retirement benefits show a weak positive relationship with job satisfaction ($r = 0.260$, $p = 0.012 > 0.05$), and an adjusted R-squared value of 0.057. These results indicate that while health benefits do not impact job satisfaction significantly, staff allowances and retirement benefits have modest effects on employees' satisfaction levels at the Church of Uganda Provincial Secretariat.
Fida et al. (2022)	The influence of e-service quality towards Job satisfaction and Job loyalty on Go pay electronic wallet users Oman.	To examine the impact of service quality on Job loyalty and Job satisfaction using the Servqual model for four main Islamic banks in the Sultanate of	Research design This is a quantitative nature of a study, which involved a structured, self-administered Nature and Sources of Data Collection To collect primary data, self-administered questionnaires were used.	The correlation results depicted a significant relationship between the three variables: service quality, Job satisfaction, and Job loyalty
Alvin and Winston (2021)	The influence of e-service quality towards JOB satisfaction and JOB loyalty on Go pay electronic wallet users	To investigate the influence of electronic service quality towards consumer satisfaction using GOPAY electronic wallet on a daily transactions	Research design Nature and Sources of Data Collection The total of collected respondents was 204 respondents and the researchers had successfully analyzed 152 respondents as a sample.	The results prove that the quality of electronic services have a significant influence on Job satisfaction. This study also finds that Job satisfaction has a positive effect towards JOB loyalty
Dotulong et al. (2021)	The effect of price, service quality, JOB satisfaction and image on JOB loyalty on the lion air Indonesia	To determine and analyze the effects of price, service quality.	Research design This study uses primary data by distributing questionnaires online. The sample used in this study was 250 respondents.	The results of this study indicate that price and service quality have a positive and significant effect on Job satisfaction. Similarly, the variables security and privacy, trust and perceived value are positively correlated and significant impact on

Dahal (2021)	Performance evaluation of Chaudhary group for JOB satisfaction in instant noodle has made remarkable efforts for evaluating Chaudhary Group on the JOB satisfaction in instant noodles.	To find out the produce according to test and want of Job, to find out the earn profit in competitive market.	Research design The descriptive and analytical research design was used.	employee job satisfaction. In this study found that Job is the king of market, product is produced according to test and want of Job.
Joshi (2021)	Perceived service quality and JOB satisfaction in Nepalese banking industry.	To examine the relationship between banking service quality dimensions and Job satisfaction in Nepalese banking industry.	Research design Three commercial banks operating in Kailali district (Rastriya Nature and Sources of Data Collection Data was collected via online and field survey by Questionnaire. SPSS version 20, Pearson	This study revealed that there is positive relationship between service quality and Job satisfaction. It means higher service quality helps increase Job satisfaction. The results of this study will help bank managers to focus on their Jobs satisfaction in order to compete favorably in banking Industry
Maharsi and Njotopraj itno (2021)	The effect of service quality and JOB satisfaction on purchasing intention: a case study in Indonesia	To examine and analyze the service quality effect on petrol buying intention through satisfaction	Research design Furthermore, there was use simple random sampling to acquire samples by denoting a sample size set by the Slovin formula.	Service quality does not affect purchasing intention, but JOB satisfaction positively does. Consumer satisfaction successfully mediates the effect of service quality on the intention to buy.
Noranee et al. (2021)	The influence of after-sales service quality and product quality on JOB satisfaction.	To identify the influence of after-sales service quality and product quality on Job satisfaction among Jobs who are using Proton cars in Subang Jaya	Research design Factor analysis, reliability analysis, and hierarchical regression were used to analyze and interpret the data. All data were generated by using SPSS. The data were analyzed by Statistical Package for Social Sciences (SPSS) version 25 and Smart PLS 3. In this study, structural equation modeling (SEM) was used.	The results show that Jobs are focusing much more on product quality instead of after-sales service quality. This study would assist other researchers to gain ideas for new research and the national carmakers such as Proton, to give.
Saeed et al. (2021)	Measuring the Relationship between Service Quality and JOB Satisfaction in the Hotel	To examine the Relationship between Service Quality and JOB	Research design This study is based on SERVQUAL s	The findings revealed that all five dimensions of service quality have a positive relationship with

	Industry	Satisfaction in the		Job satisfaction.
Suroso and Wahjudi (2021)	Analysis of factors affecting satisfaction and loyalty of digital loan JOB at Pt. Bank XYZ.	Hotel Industry To determine the influence of factors, namely Perceived Job Experience, Brand Image and Digital Innovation on Job satisfaction and loyalty	Research design The researcher used a modified model of the Technology Acceptance Model (TAM). Data Collection Questionnaire Data Analysis Tool descriptive analysis, correlation analysis, regression Analysis	The expected results of this research are in the field of digital loans and make better service improvements so that Job satisfaction
Supriyanto et al. (2021)		To examine how service quality influenced Job loyalty; how Job' satisfaction influenced their loyalty to the bank; and examine simultaneous effects of service quality and Job satisfaction on Job loyalty.	Research design The author analyzes the data collected using Partial Least Squares (PLS-SEM). PLS was chosen as the methodology for this study.	The expected results of this research are factors, namely Perceived Ease of Use, Perceived Usefulness, Perceived Risk, Perceived Service Quality, Perceived Functional Quality, Perceived Job Experience,
Shyju et al. (2021)	Service quality and JOB satisfaction in hospitality, leisure, sport and tourism: an assessment of research in web of science	To analyses emerging themes and trends scientifically in SQCS research in tourism and hospitality and explore future research directions	Research design This study used a survey research design, and respondents were selected Nature and Sources of Data Collection	The results reveal a steady growth in SQCS research during the study period, especially in the hospitality sector and that "Job
Shava (2021)s	The relationship between service quality and JOB satisfaction in the South African mobile network telecommunications industry	To identify the key aspects that contributes to Job satisfaction.	Research design Satisfaction" as the two major themes of SQCS research. Nature and Sources of Data Collection Dependent variables is Job satisfaction where as Tangibility, reliability, responsiveness, empathy, and assurance are	The findings are critical to market segmentation practices of mobile network operators as this research.

Dhingra et al. (2020)	Relationship among service quality of e-commerce websites, JOB satisfaction, and purchase intention	To analyze the impact of online service quality of e-commerce websites on Job satisfaction and purchase intention.	independent variables. Data Collection Research design And the structural equation model was used to confirm the relationship among the dimensions. Descriptive statistics, Factor analysis and multiple regression Analysis Population and sample	The result shows that trust is the only e-service quality dimension that significantly influences overall service quality.
Mishra (2020)	Impact of service quality dimensions on JOB satisfaction in commercial bank.	To examines the impact of Service Quality Dimensions on Job satisfaction.	Research design Two separate scenario-based experimental studies were conducted using non-student samples from two culturally diverse A sample of 127 account holders was randomly selected and date was analyzed through SPSS 26.0. Nature and Sources of Data Collection Nature and Sources of Data Collection Satisfaction. Job satisfaction is the dependent variables whereas service quality, empathy and belief are independent variables	The findings from the paper indicate that empathy and assurance have most significant influence in satisfaction followed by reliability and responsiveness.
Sembiring (2020)	Exposing academic excellence and satisfaction. Academic excellence within an open distance learning (ODL) framework	To examine the academic excellence as the origin of satisfaction influences and how, in what behaviors those associated factors were interrelated	Research design Respondents were randomly selected to accrue data through survey by distributing 550. Nature and Sources of Data Collection Job' perspectives, and to examine Quantitatively, academic	Importance-performance analysis (IPA) and Job-satisfaction index (CSI) were concomitantly utilized to measure and

				excellence, seven factors and the latter were intervening, independent and dependent variables respectively.	
Sengupta (2020)	Culture impact JOB evaluation in online complaining: evidence from Germany and India.	To examine the impact Job evaluation in online complaining	Research design Two separate scenario-based experimental studies were conducted using non-student samples .Nature and Sources of Data Collection their effect on Job satisfaction and loyalty in Yemen’s mobile service	This research thus contributes to the nascent literature in social media complaining.	
Bazher (2019)	E-service quality can perceived value internet banking.	To analyzes the effect of e-service quality and perceived value on internet banking on satisfaction which has an impact on loyalty.	Research design This research is quantitative. The data source of this research is primary data that comes from the sample, Nature and Sources of Data Collection The data source of this research is primary data that comes and Secondary Data collection	The results of this study indicate that the e-service quality variable in internet banking has a significant effect on satisfaction, the perceived value.	
Karim (2019)	Influence of service quality on Job satisfaction and Job loyalty in the private banking sector of Bangladesh	To determine the impact of Service Quality on Job Satisfaction and Job Loyalty in private banking sector of Bangladesh.	Research design Job satisfaction is dependent variables whereas. Population and sample Data Collection Methods Data has been analyzed by using PLS 3.0 software.	Result shows that tangibility and empathy have significant effect on Job satisfaction; on the other hand, reliability.	
Gautam (2019)	JOB satisfaction in Nepalese commercial Banks, to assess the commercial bank’s performance in terms of JOB	To assess the commercial bank’s performance in terms of Job satisfaction, to investigate the level of	Research design A quantitative methodology was used, which incorporated a survey. Nature and Sources of Data Collection.	The researcher found out that Jobs were more satisfied with the second-generation joint-venture banks.	

Masturoh and Djumahir (2019)	The effect between Job satisfaction, switching cost, and Job experience of trust to Job loyalty,	satisfaction and to analyze the reasons behind Job satisfaction of dissatisfaction. To examine the Job satisfaction, switching cost, and Job experience of trust to Job loyalty, Job commitment as mediation.	Research design This research was focused on Job satisfaction, switching costs, and consumer confidence in increasing Job loyalty through Job. The sample is Tokopedia Online Shop consumers in Malang and consumers who have shopped at Tokopedia Online Shop twice or more. Population and sample There are consisted by 30 people, but only 122.	The results are indicated that Job satisfaction has a significant effect on Job loyalty and Job commitment. Mediation variables are indicated that JOB commitment provides a partial mediation role on the effect of Job satisfaction on Job loyalty. Meanwhile, switching costs do not have a significant effect on Job loyalty, but have a significant effect on Job commitment.
Rita et al. (2019)	Impact of e-service quality and Job satisfaction on Job behavior in online shopping.	To examine the important dimensions of e-service quality that have impact on Job satisfaction, Job trust, and Job behavior, building on existing literature on e-service quality in online shopping	Research design In this research the descriptive statistics are used such as mean, frequencies, percentage, etc Population and sample Job attitude is dependent variable and service quality sample 380. Data Collection Data from an online survey of 355 The analytical results showed that three dimensions of e-service quality, namely website design	The result is expected to extend the knowledge about different country culture vis-a-vis different relevance of e-service quality attributes. Data from an online survey of 355 Indonesian online consumers was used to test the research model using structural equation modeling.
Vakulenko et al. (2019)	Online retail experience and JOB satisfaction: the mediating role of last mile delivery	To investigate the role of last mile delivery in the Job e-retail experience.	Research design A quantitative methodology was used, which incorporated a	The results indicate that the last mile delivery experience mediates the relationship between the Job perception of the

				survey that was conducted in Sweden and measured participants' most recent e-retail experience. Data from an online survey of 355 Indonesian online consumers was used to test the research model using structural equation modeling	online shopping experience and Job satisfaction.
Manandhar (2018)	Job attitude towards Nepal Bangladesh Bank	To examine the JOB's attitude towards the banking environment.		Research design She has concluded that the marketing strategies should be innovative that would attract and retain the Job. NB should formulate a competitive strategy. It is needed that to know by NB what position they have in competitive	The image of NB bank among the public is not so good. The liquidity position of bank is more.
Gothel (2017)	JOB satisfaction on services of NTC	To analyze the JOB satisfaction from the services provided by the NTC, to evaluate the Job satisfaction from the behavior of the employees of NTC.		Research design Descriptive and casual research design has been applied. Out of 300 employees in Kathmandu valley among them 265 employees are responses the questionnaire.	In case of NTC phone, there is inverse relationship between the increase in telephone tariff and deterioration in the grade of service.
Haemoon and Kim (2017)	Job satisfaction, service quality, and JOB value	To analyze the JOB satisfaction (CS), service quality (SQ) and Job value (CV		Research design Hospitality and tourism research relied heavily on cross-sectional data through a survey approach, whereas business studies used	Another notable finding is that most studies are not grounded in strong theories, although CS studies tended to be more theory-embedded.
Pradhan (2016)	Job satisfaction: a general guide to Nepalese business	To identify the major in-depth know how of Job satisfaction, To assess and explore the pros and cons of Job satisfaction		Research design In this research the descriptive statistics are used such as mean, frequencies, percentage, etc.	Job satisfaction must not only be taken as a tool to success but it should also be considered as a business strategy to cope with the changing environment.

		and its implementation.	Also inferential tests are used like null hypothesis for tenability or non-tenability. It also incorporates the use of chi-square test	
Alwie (2016)	Sales promotion dan e-service quality, e-Job satisfaction.	To analyze effect of sales promotion, e-service quality toward repurchase intention when e-JOB satisfaction becomes an intervening variable.	Research design The Data, Gathering Methods, The Instrument Will Be Administered, How The Information Will Be Organized and Analyzed.	Sales promotion has direct effect towards repurchase intentions, e-service quality has direct effect towards repurchase intentions, e-Job satisfaction has direct effect towards repurchase intentions and sales promotion, e-service.
Sembiring (2015)	Validating student satisfaction related to persistence, academic performance, retention, and career advancement in ODL perspectives	To measure the service quality as a foundation of satisfaction delivered by Universities Terbuka Indonesia perceived by students. To exhibit on how and in what compartments all variables engaged interrelated within service quality context.	Research design: The study was conducted under Mixed Methods (Explanatory Design; quantitative first, followed by qualitative). Nature and Sources of Questionnaires were dispersed and 169 were completed (9.21%).	Nine hypotheses developed were all significantly validated by the analysis. It was understood that aspects on responsiveness, assurance, tangible
Bajracharya (2015)	Investigated on Job relationship management in Nabil Bank Limited, issue and problem and concluded	To analyze the effectiveness and problems of CRM, to examine the contribution of CRM in the economic development of the bank.	Research design: Dependent variable is relationship management and independent variables are reliability, assurance, tangible, economic development.	CRM is considered as one of the most vital management tool to be implemented in an organization. CRM leads to increased efficiency. During the decade about ten years the NABIL Bank users have increase along with the total expressed demand. But the exchange capacity has increased relatively.
Akroush et al. (2015)	Investigated on service quality, Job satisfaction and loyalty in the Yemeni mobile service market	To reveal the service quality dimensions from the Job perspectives, and to examine their effect on Job satisfaction and loyalty.	Research design: Population and sample Utilizing structural equation	Reliability, empathy and assurance, tangibles positively and significantly affected Job satisfaction. Also, Job satisfaction positively and significantly affected Job loyalty.

2.4 Research Gap

In such a circumstance, an attempt has been made in this research to study the areas of Job satisfaction on mobile telephone service by connecting it with Job response. There is gap between the present research and previous researches in terms of some objectives, tools used for analysis, period of data collection and so on. This topic is also considered as the difference between the previous researches and the current research. The main objective here is to draw a genuine conclusion about the level of Job satisfaction regarding the service of Nepalese telecommunication, considering the previous studies. In this context, the previous studies can't be ignored because they provide the foundation to present study. This topic is also considered as the difference between the previous researches and the current research. The main objective here is to draw a genuine conclusion about the level of Job satisfaction regarding the service of Telecommunication, considering the previous studies. In this context, the previous studies can't be ignored because they provide the foundation to present study. Thus, to complete this research work, many books, journals, articles and various published and unpublished dissertations are followed as guideline to make the research effective and smooth through these reference materials. Understanding the market response as well as consumer behavior it has become much more complex because it requires continuous investigation. Neither any scholars nor Telecommunication itself has conducted such research by giving focus on Job reaction on mobile telephone service. Haemoon and Kim (2017) studied on Job satisfaction, service quality, and Job value. This paper aims to review hospitality and tourism research on Job satisfaction (CS), service quality (SQ) and Job value (CV) published in several established hospitality and tourism journals over the past 15-16 years. Vakulenko et al. (2019) studied on online retail experience and JOB satisfaction: the mediating role of last mile delivery. For various industries worldwide, recent years have been defined by the remarkable growth of e-commerce. Enabled by the Internet, retailers can reach more Jobs, S/Pead much further in the distribution chain, and optimize their resources. Sembiring (2015) analyzed on validating student satisfaction related to persistence, academic performance, retention, and career advancement in ODL perspectives. Student satisfaction associated with persistence, academic performance, retention and its relations to career advancement were examined in this inquiry. Neither

any scholars nor Nepalese Telecommunication itself has conducted such research by giving focus on Job reaction on mobile telephone service. In such a circumstance, an attempt has been made in this research to study the areas of Job satisfaction on mobile telephone service by connecting it with Job response. The underlying objectives of the study are to assess the expectations and area of satisfaction of mobile phone users, to assessment the Job satisfaction with regard to tariff rate, network performance and services. To look into Job satisfaction regarding the security/privacy of the Nepalese telecommunication. This study tries to analyze the Job satisfaction by level of trust provided by Nepalese telecommunication, to study the perceived value with Job satisfaction in Nepalese telecommunication. There is a gap between the present research and previous researches in terms of some objectives, tools used for analysis, period of data collection.

CHAPTER-III

RESEARCH METHODOLOGY

3.1 Research Design

The study is based on descriptive as well as causal research design. To generate primary data, a survey research design has been applied in the study. The analysis of this research is based on certain research design keeping in mind the objective of the study. Descriptive research design gathering data on particular topics on the basis fact information, analyzing the data, so that it could be explain in a systematic way.

Generally, research design means definite procedure and technique, which guideline studying profound ways for researcher's ability. The main objective of this study is to find out the level of Job satisfaction towards the mobile telephone services of Telecommunication. For this purpose, the research design of the study has been used for casual as well as descriptive methods of collected data. This study has been given some valuable suggestions to strengthen the marketing policy of Telecommunication as far as possible.

Causal research, also known as explanatory research is conducted in order to identify the extent and nature of cause-and-effect relationships. Causal research can be conducted in order to assess impacts of specific changes on existing norms, various processes etc. Causal studies focus on an analysis of a situation or a specific problem to explain the patterns of relationships between variables. Experiments are the most popular primary data collection methods in studies with causal research design. The presence of cause cause-and-effect relationships can be confirmed only if specific causal evidence exists.

3.2 Population and Sample, and Sampling Design

The population of the study is six public enterprises company in Nepal among them only one Nepal telecommunication is sample of the study. Among Nepal telecommunication's Kathmandu valley's staffs are selected for population among them only 300 staffs are sample of this study. The researcher distributes the questionnaire for 300 but only 265 staffs (respondents) were replied the questions. The convenience sampling method is used for sample selection. Convenient sampling is chosen for practical reasons, as it

allows researchers to easily access respondents who are readily available and willing to participate. This method is suitable when the focus is on collecting data efficiently without strict randomization. The researcher employed convenience sampling for sample selection. This method was chosen for its practicality, enabling easy access to willing participants without the complexity of randomization (Gothe, 2017).

3.3 Nature and Sources of Data, and the Instrument of Data Collection

The study was based on primary sources of data, concerned companies staffs were interviewed for the clarification of data. Primary sources of data were collected through the staffs of NTC. The primary method employed for data collection was conducting structured interviews with staff members of Nepal Telecommunication Corporation. Staff interviews were instrumental in elucidating and validating the data gathered through other means. They provided contextual understanding and deeper insights into the factors influencing employee job satisfaction among employees. In addition to formal interviews, the study might have involved direct interactions and observations within the workplace environment. This method could include informal conversations, participant observation, or gathering anecdotal evidence that complemented the structured interview data. The utilization of primary sources, particularly through staff interviews, aimed to validate the reliability and accuracy of the data collected. This rigorous approach enhanced the credibility of findings and conclusions drawn from the study.

3.4 Method of Analysis

For collecting primary data, the above mention population will be interviewed by self-visiting to the Job with the prepared questionnaire and interviews. In addition, few copies of questionnaire will be distributed to them. Sample of questionnaire will be presented in appendix. Similarly, the secondary data and information will be collected through research review, publications of telecommunication and other reports, other magazines and journals. The collected data will be thoroughly checked, compiled and presented in appropriate table to facilitate analysis and interpretation. Analysis will be done descriptively as well as statistically.

3.4.1 Statistical Tools

To derive meaningful conclusion from collected data, it is very essential to select appropriate statistical tool which help researcher to analyze the data and come up with meaningful interpretation, findings, and conclusions. Judicious use of statistical tools is necessary for analyzing the data and reaching at meaningful conclusion.

Mean

Mean or arithmetic average of a series is the figure obtained by dividing the total values of the various items by their number. In general if X_1, X_2, \dots, X_n are the given 'N'

observation then their mean, usually denoted by \bar{X} is given by:

$$\bar{X} = \frac{\sum X}{N}$$

b. Standard deviation

Dispersion is the degree of the variation of the individual items about a central value. The standard deviation measures the absolute dispersion. The small standard deviations mean a high degree of uniformity of the observation as well as homogeneity of a series and vice-versa. In this study, standard deviation calculated for earning per share, dividend per share, dividend payout ratio, retained earnings, market value per share, dividend yield ratio and price earnings ratio.

$$\text{Standard Deviation} = \sqrt{\frac{\sum (X - \bar{X})^2}{n}}$$

A. Correlation Analysis

Correlation analysis is a method of statistical evaluation used to study the strength of a relationship between two, numerically measured, continuous variables. This particular type of analysis is useful when a researcher wants to establish if there are possible connections between variables. It is often misunderstood that correlation analysis determines cause and effect; however, this is not the case because other variables that are not present in the research may have impacted on the results. If correlation is found between two variables it means that when there is a systematic change in one variable, there is also a systematic change in the other; the variables alter together over a certain

period of time. If there is correlation found, depending upon the numerical values measured, this can be either positive or negative and it range became -1 to +1.

B. Regression analysis

Financial performance was the dependent variable while asset liability management components were the independent variables of the research study.

The researcher used a two tailed t-test since the sample size was greater than 30 with a 5% statistic test of significance. The researcher computed correlation coefficient (r), coefficient of determination (r^2) and analysis of variance (ANOVA) using the regression model below. The study try to analyze the hypothesis that asset liability management has a positive relationship to financial performance of banks.

The study aims to analyze the relationship between service quality, security/privacy, trust, perceived value and Job satisfaction by using a simultaneous equation model. Service quality, security/privacy, trust and perceived value are independent variables whereas Job satisfaction is taken as dependent variable.

Multiple regression models are used in this study to analyze the relationship between service quality, security/ privacy, trust, perceived value and Job satisfaction. The multiple regression model used in this study is as follow:

$$EJS = \beta_0 + \beta_1 SQ + \beta_2 S/P + \beta_3 T + \beta_4 PV + e \dots\dots\dots (i)$$

Where,

EJS= JOB Satisfaction

S/P = Security/Privacy

T = Trust

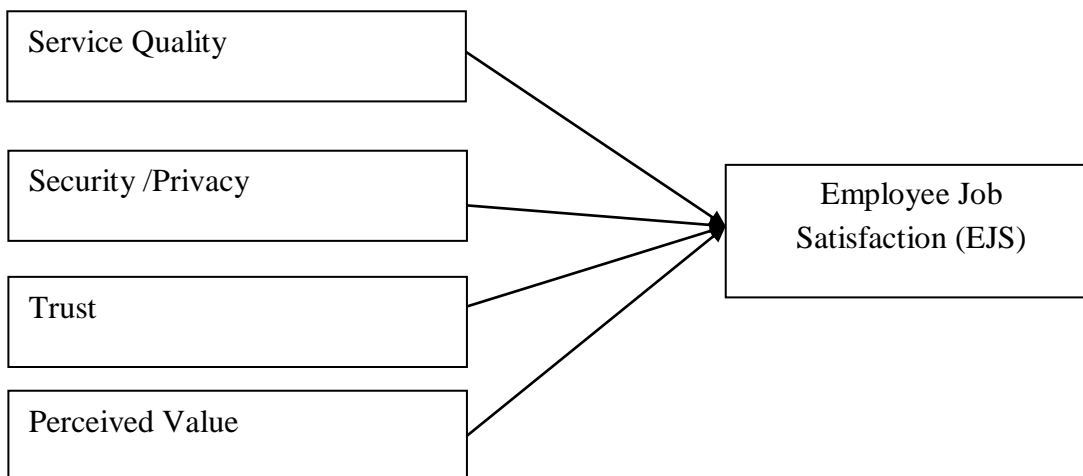
PV = Perceived Value

a = Intercept of the dependent variable e=error term and β_1 , β_2 , β_3 and β_4 are the beta coefficients of the explanatory variables to be estimated

3.5 Research Framework and Definition of the Variables

Independent Variables

Dependent Variables



(Source: Rukanyangira et al. (2023), Joshi, (2021), Dotulong et al. (2021)).

Figure 1: Research Framework

A. Employee Job Satisfaction

Employee job satisfaction refers to how content employees feel with their work, role, and overall experience in an organization. It's influenced by the work environment, relationships with colleagues and supervisors, compensation, career opportunities, work-life balance, recognition, and job security. Measured through surveys, interviews, and observations, high job satisfaction correlates with increased productivity, lower turnover, and better organizational performance. Joshi, (2021) likely explores these aspects through empirical research, offering insights and recommendations for improving job satisfaction in specific contexts.

B. Service Quality

Service quality is contemporary conceptualization, which is a comparison of perceived expectation (E) of a service with perceived performance (P), giving rise to the equation $SQ = P - E$. This conceptualist of service quality has its origins in the expectancy disconfirmation paradigm (Rukanyangira et al., 2023).

C. Security / Privacy

Security or Privacy, means regarding collecting, accessing, using, disclosing, electronically transmitting, securing, sharing, transferring and storing personally identifiable data, including federal state or foreign laws or regulations regarding data privacy and information security, data breach notification as applicable and or trespass, computer crime and other laws governing unauthorized access to or use of electronic data (Dotulong et al. 2021).

D. Trust

Commitment is an essential ingredient for successful long term relationships. Developing a Job commitment in business relationships does pay off in increased profits, Job retention, willingness to refer and recommend. Relationship marketing literature suggests Job satisfaction and trust as major determinants of commitment. Recently, practitioners and scholars have identified Job values as a pivotal issue in the management of business relationship (Dotulong et al. 2021).

E. Perceived Value

Perceived value is how a Job sees the benefits and value of a product. This value could be anything, like money saved, better health or higher social standing. Businesses use many ways to show Job that their product is better than the competition. It is usually done to make the product stand out from similar ones. It is also called Job perceived value and is important for business to consider when marketing their products. People buy things based on how valuable they think they are like (Dotulong et al. 2021).

CHAPTER-IV

RESULTS AND DISCUSSION

4.1 Demographic Analysis of the Study

This section includes the results of the investigation and analysis performed. Based on the responses collected during the survey, three main statistical analyzes were performed. The primary analysis included the general demographic profile of the respondents and a descriptive analysis of the variables. Respondent profiles summarize basic information such as respondents' gender, age, and occupation. In descriptive analysis, the standard deviations of the respective items of the research variables are analyzed to understand leadership style to jobsatisfaction.

Demographic Profile of the Respondents

Table: 2

Age of the Respondents

Category	Frequency	Percent	Valid Percent	Cumulative Percent
Below 25Years	79	29.8	29.8	29.8
25-40 Years	153	57.7	57.7	87.5
Above 40Years	33	12.5	12.5	100
Total	265	100	100	

Sources: Field survey, 2024

According to collected survey data, the highest proportion of participants is in the age group from 25 to 40 (57.7 percent), followed by under 25 years old (29.8 percent) and over 40 years old (12.5 percent).

Gender of the Respondents

Table: 3

Gender of the Respondents

Category	Frequency	Percent	Valid Percent	Cumulative Percent
Male	128	48.3	48.3	48.3
Female	137	51.7	51.7	100
Total	265	100	100	

Source: Field survey, 2024

According to Table 3, the research sample includes 265 samples, of which the largest number of research participants is female (51.7 percent) and male (48.3 percent), this shows that female employees are the most likely target group. The largest number of research participants.

Academic Qualification of the Respondents

Table: 4

Academic Qualification of the Respondents

Category	Frequency	Percent	Valid Percent	Cumulative Percent
SLC	46	17.4	17.4	17.4
Intermediate	124	46.8	46.8	64.2
Bachelors	35	13.2	13.2	77.4
Masters and above	60	22.6	22.6	100
Total	265	100	100	

Source: Field Survey, 2024

Table 4 shows that mid-level respondents have the highest intermediate (46.8 percent), followed by master's degree or higher (22.6%), SLC (17.4%), and bachelor's degree (13.2 %).

Employment of current Position of the Respondents

Table: 5

Position of the Respondents of the Respondents

Category	Frequency	Percent	Valid Percent	Cumulative Percent
Junior	75	28.3	28.3	28.3
Officer	129	48.7	48.7	77
Managerial	28	10.6	10.6	87.5
Executive	33	12.5	12.5	100
Total	265	100	100	

Source: Field survey, 2024

The majority of respondents (48.7 percent) are officials, followed by junior level (28.3 percent), executive level (12.5%), and managerial level (10.60 percent), meaning the maximum number of employees surveyed belong to the group of currently working employees. level. in telecommunication sectors of Nepal.

Year of the service of the Respondents

Table: 6

Year of the service of the Respondents

Category	Frequency	Percent	Valid Percent	CumulativePercent
Below 5 years	40	15.1	15.1	15.1
5-10 years	53	20	20	35.1
11-25 years	68	25.7	25.7	60.8
Above 25years	104	39.2	39.2	100
Total	265	100	100	

Source: Field Survey, 2024

The majority of respondents with more than 25 years of experience are the highest (39.2 percent), followed by 11 to 25 years (25.70 percent), 5 to 10 years (20 percent) and less than 5

years (15.10 percent), this indicates that the maximum Many employees have extensive experience in Telecommunication sector in Nepal.

4.2 Reliability analysis

Cronbach alpha (α) was calculated to assess the internal consistency reliability of the variables.

Table 7

Reliability Statistics

Instruments	Cronbach's Alpha	N of Items
Self-Efficacy	0.954	16
Security/Privacy	0.951	9
Trust	0.900	4
Perceived Value	0.908	5
Job Satisfaction	0.898	3

Source: Online Survey, 2024

Table 7 presents the mean of the entire variable which range in between 3.71 to 4.01. Self-efficacy, which measures individuals' confidence in their ability to perform tasks and achieve goals, shows high internal consistency with a Cronbach's Alpha of 0.954 across 16 items. This indicates strong reliability in measuring self-efficacy. This scale, assessing perceptions of security/privacy, demonstrates strong internal consistency with a Cronbach's Alpha of 0.951 over 9 items. It reliably captures respondents' views on these critical issues. Trust, measuring confidence in others' reliability and integrity, exhibits good internal consistency with a Cronbach's Alpha of 0.900 across 4 items. This indicates reliable measurement of trust perceptions. Perceived value, evaluating individuals' perceptions of the benefits from products or services, shows strong internal consistency with a Cronbach's Alpha of 0.908 across 5 items. It effectively captures respondents' views on value received. Employee Job satisfaction, assessing overall contentment with one's job, demonstrates good internal consistency with a Cronbach's Alpha of 0.898 over 3 items. This reliably measures different

aspects of job satisfaction. It indicates the internal consistency reliability of the instruments, with higher values suggesting stronger reliability.

4.3 Descriptive Analysis of the Study

Descriptive statistics are used to explore data collected from respondents, summarizing and describing the data collected (Coakes, Steed, and Price 2008). It is useful because it allows researchers to get an overview of population statistics. Frequency distribution was applied to present the demographic data of the respondents. The purpose of the frequency distribution is to show the number of responses associated with each variable value. The mean and standard deviation were used to present a detailed overview of respondents' level of agreement with each variable. They are presented in the following table.

Table 8

Descriptive Analysis

Category	N	Minimum	Maximum	Mean	Std. Deviation
Job Satisfaction	265	4.2	20	13.8347	4.38596
Service Quality	265	4.2	21	13.9509	4.15096
Security/Privacy	265	3.25	16.25	10.7142	3.41428
Trust	265	11.1	44.5	29.706	5.71928
Perceived value	265	3.25	16.25	10.2906	3.03741
Valid N (listwise)	265				

Predictors: (Constant), Employee Job Satisfaction, Service Quality, Security/privacy, Trust and Perceived Value

The table 8 presents descriptive statistics for five distinct variables, each based on a dataset comprising 265 observations. These variables offer insights into various aspects of a particular study or dataset. Job Satisfaction shows that the average job satisfaction score is 13.8347,

with scores ranging from 4.2 to 20. The standard deviation of 4.38596 indicates a moderate amount of variability in job satisfaction scores among employees. Similarly, Service Quality on average, employees rated service quality slightly higher (mean = 13.9509) compared to job satisfaction. The scores range from 4.2 to 21, with a standard deviation of 4.15096, suggesting variability in perceptions of service quality across respondents. The variable Security/privacy shows that the mean score for security/privacy, perception is 10.7142, with scores ranging from 3.25 to 16.25. The standard deviation of 3.41428 indicates variability in how employees perceive security/privacy within the organization. In the same way, the variable trust shows that the employees reported a mean trust score of 29.706, with scores ranging from 11.1 to 44.5. The higher mean and standard deviation (5.71928) suggest varying levels of trust among employees, reflecting perceptions of organizational reliability and integrity. At last the variable Perceived Value shows that the perceived value mean score is 10.2906, with scores ranging from 3.25 to 16.25. The standard deviation of 3.03741 indicates variability in how employees assess the value derived from products, services, or experiences offered by the organization.

The descriptive analysis provides a snapshot of employee perceptions across key variables. Job satisfaction and service quality show moderate variability, whereas perceptions of security/privacy, trust, and perceived value exhibit varying degrees of dispersion among employees. Understanding these descriptive statistics helps organizations identify areas of strength and potential improvement. For instance, enhancing trust and perceived value could potentially boost overall job satisfaction, while managing security/privacy effectively remains crucial for maintaining employee confidence and satisfaction.

4.4 Correlation Analysis of the Study

The correlation analysis is carried out to examine the direction and magnitude of the leadership styles on job satisfaction with reference to Nepalese telecommunication sectors. The correlation measures the strength of the linear relationship between variables. The Pearson correlation coefficient among and between of different dependent and independent variables has shown in table 9.

Table: 9

Pearson's Correlation Matrix

Variables		EJS	SQ	S/P	T	PV
EJS	Pearson Correlation	1				
	Sig. (2-tailed)					
SQ	Pearson Correlation	.780**	1			
	Sig. (2-tailed)	0				
S/P	Pearson Correlation	.646**	.724**	1		
	Sig. (2-tailed)	0	0			
T	Pearson Correlation	.501**	.592**	.659**	1	
	Sig. (2-tailed)	0	0	0		
PV	Pearson Correlation	.476**	.569**	.674**	.633**	1
	Sig. (2-tailed)	0	0	0	0	

** . Correlation is significant at the 0.01 level (2-tailed).

Table 9 shows that the Pearson's correlation matrix reveals significant relationships among key variables related to employee job satisfaction (EJS) within the organization. Firstly, EJS shows a strong positive correlation with service quality (SQ) ($r = 0.780$, $p < 0.01$), indicating that employees who perceive higher service quality tend to report greater job satisfaction. Additionally, EJS exhibits moderate positive correlations with security/privacy, (S/P) ($r = 0.646$, $p < 0.01$), trust (T) ($r = 0.501$, $p < 0.01$), and perceived value (PV) ($r = 0.476$, $p < 0.01$). This suggests that higher levels of perceived security/privacy, trust in the organization, and perceived value from products and services are associated with increased employee job satisfaction. Furthermore, service quality (SQ) demonstrates strong positive correlations with S/P ($r = 0.724$, $p < 0.01$) and moderate positive correlations with both trust (T) ($r = 0.592$, $p < 0.01$) and perceived value (PV) ($r = 0.569$, $p < 0.01$). These findings highlight the interconnectedness where better service quality correlates with lower perceived security risks, higher organizational trust, and greater perceived value. Moreover, S/P shows strong positive correlations with trust (T) ($r = 0.659$, $p < 0.01$) and perceived value (PV) ($r = 0.674$, $p < 0.01$), indicating that higher perceptions of security/privacy are associated with increased trust in the organization and perceived value derived from its offerings. Lastly, trust (T)

exhibits a moderate positive correlation with perceived value (PV) ($r = 0.633$, $p < 0.01$), suggesting that higher levels of organizational trust are linked with greater perceived value from products and services. Overall, these correlations underscore the importance of service quality, trust, perceived value, and effective management of security and privacy concerns in fostering employee job satisfaction and enhancing organizational performance.

4.5 Regression Analysis

Regression analysis is a statistical tool for investigating relationship between the variables by the establishment of an approximate functional relationship between them. It is considered a useful tool for determining the strength of relationship between two or more variables.

The Multiple Regression of Job Satisfaction

In this study, hypotheses were identified to verify the impact of the variables. For the purpose of the study service quality, security or privacy, trust, and perceived value were considered independent variables and Job satisfaction was the dependent variable. In the next section, each hypothesis is tested using regression analysis. Before running the regression analysis, the prerequisites for running the regression equation must be checked. The equation of this regression module is as follows:

Job satisfaction = f (service quality, security/privacy, trust, perceived value) (i)

$$EJS = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + e \dots \dots \dots (i)$$

Table: 10

Model Summary on Job satisfaction

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.722 ^a	0.521	0.512	3.99611

Predictors: (Constant), Employee JOB Satisfaction, Service Quality, Security/Privacy, Trust and Perceived Value

The table 10 shows that model summary of regression analysis. The correlation coefficient (R) of 0.722 indicates a strong positive relationship among the predictors (Employee Job

Satisfaction, Service Quality, Security/privacy, Trust, Perceived Value) and job satisfaction. This suggests that higher levels of these predictors are associated with increased job satisfaction. The R square value of 0.521 means that approximately 52.1% of the variance in job satisfaction can be explained by the combined influence of the predictors. This indicates that the model provides a reasonably good fit for explaining job satisfaction based on the selected variables.

The adjusted R square of 0.512 takes into account the number of predictors in the model, showing that about 51.2% of the variance in job satisfaction is explained. This adjustment considers the model's complexity and the number of variables involved. The standard error of the estimate is 3.99611 units, which represents the average distance that actual job satisfaction scores deviate from those predicted by the model. A lower value indicates better accuracy in predicting job satisfaction based on the included predictors.

This model summary highlights the significant impact of employee job satisfaction, service quality, security/privacy management, trust in the organization, and perceived value of products and services on overall job satisfaction within the organization. The strong correlation coefficient (R) underscores a robust positive relationship between these predictors and job satisfaction.

The R square and adjusted R square values demonstrate that a substantial portion of job satisfaction variability is explained by these factors, indicating the model's effectiveness. Moreover, the standard error of the estimate provides insight into the model's predictive accuracy. In conclusion, understanding and effectively managing these factors are crucial for enhancing employee job satisfaction and ultimately improving organizational performance.

Table 11

ANOVA Table

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	4499.547	5	899.909	56.354	.000 ^b
Residual	4135.943	259	15.969		
Total	8635.49	264			

a. Dependent Variable: Employee Job Satisfaction

Predictors: (Constant), Service Quality, Security/privacy, Trust, and Perceived Value

The table 11 shows that the value of F is 0.000 at 5% level of significance, the value is less than 0.05 which indicates that the overall model is reasonably fit and there is a statistically significant association between Job Satisfaction and independent variables (Service Quality, Security/privacy, Trust, and Perceived Value).

Table 12

Coefficient Table

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	14.153	0.994		14.235	0
	Service Quality	-0.006	0.092	-0.005	-0.069	0.945
	Security/privacy	0.242	0.108	0.176	2.242	0.026
	Trust	0.453	0.125	0.271	3.635	0
	Perceived Value	0.455	0.141	0.242	3.224	0.001

a. Dependent Variable: Employee Job Satisfaction

Table 12 shows that the coefficient results of the regression analysis. The analysis focuses on predicting Employee Job Satisfaction using several key predictors. The constant value, intercept, set at 14.153, represents the baseline prediction for Employee Job Satisfaction when all predictors (Service Quality, Security/privacy, Trust, and Perceived Value) are zero. The variables Service Quality shows that the Service Quality shows a minimal impact on

Employee Job Satisfaction, with a coefficient of -0.006 and a non-significant t-value ($t = -0.069$, $p = 0.945$). This suggests that variations in Service Quality do not significantly influence overall job satisfaction levels. Similarly, it shows that Security/privacy shows that the coefficient of 0.242, with a significant t-value of 2.242 ($p = 0.026$), indicates that higher perceptions of Security/privacy are associated with increased Employee Job Satisfaction. This suggests that managing security concerns effectively can positively impact job satisfaction. However, the variables trust shows that a coefficient of 0.453 and a substantial t-value of 3.635 ($p < 0.001$), Trust emerges as a strong predictor of Employee Job Satisfaction. Higher levels of organizational trust significantly enhance job satisfaction levels, highlighting its critical role in employee well-being and engagement. At last the variables Perceived Value shows that the coefficient of 0.455 with a significant t-value of 3.224 ($p = 0.001$) demonstrates that higher perceived value derived from products, services, or experiences positively influences Employee Job Satisfaction. This underscores the importance of providing valuable offerings to enhance employee satisfaction.

It was concluded the coefficient table illustrates that Trust and Perceived Value are robust predictors positively impacting Employee Job Satisfaction. Conversely, Service Quality shows negligible influence on job satisfaction levels. Organizations aiming to improve job satisfaction should prioritize building trust among employees and enhancing the perceived value of their offerings. Moreover, addressing security and privacy concerns effectively can also contribute positively to overall job satisfaction. These findings provide valuable insights for organizations seeking to create a supportive work environment that fosters employee satisfaction and enhances organizational performance.

4.6 Discussion

The descriptive analysis reveals key insights into employee perceptions across various variables. Job satisfaction and service quality demonstrate moderate variability among employees, while perceptions of security/privacy, trust, and perceived value exhibit differing levels of dispersion. Understanding these statistics helps identify areas for improvement, such as enhancing trust and perceived value to potentially boost overall job satisfaction, while effectively managing security and privacy concerns remains crucial.

The Pearson's correlation matrix underscores significant relationships among variables related to employee job satisfaction. Higher service quality correlates strongly with lower perceived security risks, higher organizational trust, and greater perceived value. Meanwhile, security/privacy, perception positively associates with increased trust and perceived value, highlighting the interconnectedness of these factors in shaping job satisfaction.

In regression analysis, a strong positive relationship ($R = 0.722$) among predictors (employee job satisfaction, service quality, security/privacy, trust, perceived value) indicates their collective impact on job satisfaction. Approximately 52.1% of job satisfaction variance is explained by these predictors, supported by an adjusted R square of 0.512. The model's predictive accuracy, indicated by a low standard error of the estimate (3.99611), further confirms its reliability in forecasting job satisfaction.

The coefficient table underscores trust and perceived value as robust predictor's positively influencing job satisfaction. Conversely, service quality exerts minimal influence. Organizations aiming to enhance job satisfaction should prioritize building trust and delivering perceived value through their offerings. Effective management of security and privacy concerns can also positively impact employee satisfaction, contributing to overall organizational performance.

In comparing the findings of the current study with previous research conducted by Rukanyangri et al. (2023), Dotulond et al. (2021), Alvin and Winston (2022), Shava (2021), and Shyju et al. (2021), distinct insights and differences emerge concerning the factors influencing employee job satisfaction. The current study underscores trust and perceived value as pivotal drivers positively impacting job satisfaction among employees. These factors are identified as significant contributors to fostering contentment and engagement within the organizational context. In contrast, the study finds that service quality exerts a minimal influence on overall job satisfaction levels, suggesting variability in how service quality impacts employee perceptions across different studies.

The interrelationships among variables, as revealed by the Pearson's correlation matrix in the current study, highlight robust associations between service quality, trust, perceived value, and job satisfaction. This interconnectedness underscores the complex dynamics at play in shaping employee satisfaction, where higher service quality aligns with greater trust and

perceived value, influencing overall job satisfaction positively. Moreover, perceptions of security/privacy are shown to also influence trust and perceived value, further emphasizing the integrated nature of these variables in determining employee satisfaction levels.

In regression analysis, the study demonstrates a strong positive relationship ($R = 0.722$) among predictors such as employee job satisfaction, service quality, security/privacy, trust, and perceived value. This finding indicates the collective impact of these factors in explaining approximately 52.1% of the variance in job satisfaction. The high adjusted R square (0.512) underscores the consistency of the model in explaining job satisfaction variations, supported by a low standard error of the estimate (3.99611), which enhances the reliability of predicting job satisfaction outcomes.

Contrasting with previous studies, which may have found varying degrees of impact or significance for service quality and other variables, the current study's emphasis on trust and perceived value provides a nuanced perspective. It aligns with findings from Alvin and Winston (2022), which also highlighted these factors as crucial for enhancing job satisfaction. This synthesis of findings emphasizes the importance of organizations focusing on building trust, delivering perceived value, and managing security and privacy concerns effectively to bolster employee satisfaction and overall organizational performance.

CHAPTER V

SUMMARY AND CONCLUSION

5.1 Summary

This study aims to examine the impact of service quality, security/privacy, trust, perceived value with employee satisfaction in Nepal Telecommunication. The telecommunication sector is important to the Nepali economy as it contributes significantly to the service industry. Despite the global financial crisis and unfavorable economic conditions, the telecommunication sectors industry has proven stable. Therefore, this study focuses on the telecommunication sectors of Nepal. To assess the current situation of service quality, security/privacy, trust, perceived value affected on employee satisfaction of Nepal Telecommunication (NTC) compare with employee satisfaction. To analyze the relationship between service quality, security/privacy, trust, perceived value and employee satisfaction in Nepal Telecommunication. To examine the impact of service quality, security/privacy, trust, perceived value with employee satisfaction in Nepal Telecommunication. For the purpose of this study, all employees working in Nepalese telecommunication sectors are considered as one population and out of 6 public enterprises only one Nepal telecommunication is a sample based on convenience sampling method. A total of 265 questionnaires were distributed to employees of Nepal telecommunication i.e. 265 usable responses were obtained.

In the first chapter included introduction part where background of the study, research problems, objectives of the study, rationale of the study and limitation of the study. Similarly in the second chapter dealt with theoretical review with conceptual review, empirical review and research gap. However, in chapter third research methodology part were included where research design, population, sample and sampling design, nature and sources of data, instruments of data collection, data presentation methods, research framework and definition of the variables were included. Similarly, in the fourth chapter presents the results and discussion. At last chapter five presents the summary, conclusion and implications.

Based on the comprehensive analysis of the data, this study emphasizes that trust and perceived value are pivotal in influencing employee job satisfaction within organizations. The regression analysis underscores that employees who perceive higher levels of organizational trust and derive greater value from the products, services, or experiences

offered tend to report higher job satisfaction. While service quality remains essential, its direct impact on job satisfaction appears moderate compared to trust and perceived value. Moreover, effective management of security and privacy concerns is crucial, as it positively correlates with job satisfaction levels. The robust statistical fit of the regression model validates its reliability in predicting job satisfaction based on service quality, security/privacy, trust, and perceived value. Practical implications suggest that organizations should prioritize initiatives that enhance trust, deliver perceived value, and address security and privacy concerns to foster a supportive work environment conducive to sustained employee satisfaction and organizational success.

5.2 Conclusion

Based on the comprehensive analysis of the data and results presented in this study, several key conclusions emerge regarding the factors influencing employee job satisfaction within the organization. Firstly, the regression analysis highlights trust and perceived value as significant predictors strongly associated with higher levels of employee job satisfaction. Employees who perceive greater organizational trust and derive more value from the products, services, or experiences offered tend to report higher job satisfaction. This underscores the critical importance of fostering trustworthiness and ensuring that organizational offerings align with employees' perceived value.

In contrast, while service quality remains crucial for organizational operations, its direct impact on overall job satisfaction appears moderate compared to trust and perceived value. This suggests that while maintaining high service quality standards is necessary, other factors like trust and perceived value may play a more pivotal role in shaping employee satisfaction levels.

Moreover, the analysis reveals a positive relationship between perceptions of security/privacy and employee job satisfaction. Effective management of these concerns can enhance job satisfaction levels, indicating that organizational efforts to ensure security and privacy can positively influence employee confidence and satisfaction.

Statistically, the regression model demonstrates a robust fit in explaining job satisfaction variability based on the examined predictors. This validates the model's reliability in

predicting job satisfaction outcomes within the organizational context, emphasizing the collective influence of service quality, security/privacy, trust, and perceived value.

Practically, organizations seeking to enhance job satisfaction should prioritize strategies that build trust among employees and enhance perceived value from organizational offerings. Addressing security and privacy concerns effectively further supports positive employee perceptions and overall organizational performance. These findings underscore the importance of holistic approaches that consider multiple facets of organizational dynamics to foster a supportive work environment conducive to employee satisfaction and long-term organizational success.

5.3 Implications

The following implications are drawn as follows:

- Based on the conclusions drawn from the study on factors influencing employee job satisfaction, several practical implications emerge for organizational practice that can benefit further researchers, companies, and policymakers alike:
- Organizations should prioritize initiatives aimed at building and maintaining trust among employees. Transparent communication, fair treatment, and consistent demonstration of organizational integrity are critical. Leaders and managers play a pivotal role in fostering a trusting environment by ensuring alignment between organizational values and actions. Further research could explore specific communication strategies and leadership behaviors that enhance trust in diverse organizational contexts.
- To enhance employee job satisfaction, organizations should focus on aligning products, services, and workplace experiences with employee needs and expectations. Continuous feedback mechanisms such as employee engagement surveys can provide valuable insights into areas where perceived value can be improved. Future research might investigate innovative approaches to measuring and enhancing perceived value in different industries and organizational settings.
- While service quality's direct impact on job satisfaction may be moderate compared to trust and perceived value, maintaining high standards remains crucial. Investments in training, quality assurance measures, and customer feedback systems are essential to consistently deliver high-quality services that meet employee expectations. Researchers

could explore how emerging technologies and service delivery models impact perceived service quality and employee satisfaction.

- The positive relationship between perceptions of security/privacy and job satisfaction underscores the importance of robust security measures and privacy policies. Organizations should prioritize data protection, confidentiality, and physical security to mitigate employee concerns and enhance their sense of security. Policymakers could advocate for industry standards and regulations that support organizations in effectively managing security/privacy while balancing employee trust and operational efficiency.
- Human resource policies should align with enhancing trust, perceived value, and addressing security concerns. This may involve revising recruitment practices, enhancing employee benefits, and implementing clear policies on security and privacy. Further research could explore the impact of specific HR policies on employee perceptions and organizational outcomes, offering insights for policymakers and HR professionals alike.
- Organizations should adopt a proactive approach to monitor employee perceptions and satisfaction levels regularly. Conducting surveys, focus groups, and one-on-one discussions can provide real-time feedback on trust, perceived value, service quality, and security concerns. Continuous improvement initiatives based on employee feedback can sustain positive experiences and enhance organizational resilience. Researchers could explore longitudinal studies to track the effectiveness of improvement initiatives over time.
- In conclusion, by prioritizing trust-building, enhancing perceived value, managing service quality effectively, addressing security and privacy concerns, and aligning HR policies strategically, organizations can create a supportive work environment that enhances employee job satisfaction. These efforts contribute not only to employee well-being but also to organizational success and resilience in competitive markets. Further research can expand these implications, providing deeper insights into effective strategies and policies for fostering employee satisfaction and organizational performance.

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APPENDIX

QUESTIONNAIRE

Dear Respondents,

I am a MBS student of Shanker Dev Campus affiliated to Tribhuvan University. As the part of fulfillment of my study, I have been assigned to conduct a research on **“Job Satisfaction among Employee of Public Enterprises of Nepal** I would like to request you to go through the questionnaire below and answer them all. There are no wrong or right answers. Answers of your experiences will be useful to me. Your personal information will be kept confidential and used only for research purpose in aggregation. This questionnaire includes only the people who use the service provided by Nepal Telecom.

Sunita G.C. Shanker Dev Campus

Demographical factors

1. Name of the Employee (Optional):
2. Age
3. Gender: Male [] Female []
4. Educational Qualification
SLC Intermediate Bachelors Masters
5. Marital Status
Single Married
6. Current Position:
7. Monthly Salary
Below 10000 10,001-20,000 20,001-30000 30,001+
8. How many years have you been working at Telecom?
Below 5 years [] 6 to 10 years [] 11 to 25 years [] above 25 years []
9. My Opinion about working condition
Very good [] Good [] Average [] Poor []

Customer Satisfaction segments

Kindly put tick (✓) mark in only answer from various alternatives given below.

10. Rate your answers

1=Strongly Agree; 2= Agree; 3= Somewhat Agree 4= Undecided 5= Somewhat Disagree

6 = Disagree 7= Strongly Disagree

	Interpersonal relations	Strongly Agree	Agree	Somewhat Agree	Undecided	Somewhat Disagree	Disagree	Strongly Disagree
SQ1	Service Quality							
	Nepalese Telecommunications have provided excellent salary.							
SQ2	Nepalese Telecommunications provides excellent bonus.							
SQ3	Service quality can deliver a good measurement means to promotions.							
SQ4	Nepalese telecommunications gives attractive health insurance.							
SQ5	There is a very good clarity of vacations.							
	Security							
SEC1	Nepalese telecommunications have maintained very good insurance.							
SEC2	Nepalese Telecommunications helps in provided Fund.							
SEC3	Nepalese telecommunication also helps in investing sectors.							
SEC4	Nepalese telecommunications also have system of permanent.							
SEC5	Nepalese telecommunications have provided rewards.							
	Trust							
TR1	Employee fully trusts Nepalese telecommunications security.							
TR2	Employees have faith in data privacy of Nepalese telecommunications.							
TR3	Employees of NTC feel company secure fro working the company.							
TR4	Nepalese Telecommunications have built strong trust in allowance.							
TR5	Employees trust in system of promotions.							
	Perceived value							
PV1	Further expectation is better than towards Nepalese telecommunication services.							

PV2	There is high expectation of good facilities in every region.							
PV3	There is best utilization of Nepalese telecommunication.							
PV4	It takes less true and effect for communicating.							
PV5	Provides suitable transfer policy.							

Thank You!

EMPLOYEE JOB SATISFACTION ON NEPAL TELECOMMUNIC...By: **Sunita G.C.**As of: Jul 3, 2024 2:32:19 PM
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allbaryucl.edu.np**paper text:****I ABSTRACTS:****This study investigates the impact of service quality, security/privacy, trust, and perceived value on**

employee satisfaction within Nepal Telecommunication (NTC), a key player in Nepal's telecommunications sector. Given the sector's significant contribution to the country's service industry and economic stability, understanding factors influencing employee satisfaction is crucial. The research employs convenience sampling, gathering 265 responses from NTC employees. Results highlight trust and perceived value as pivotal factors influencing job satisfaction, with employees reporting higher satisfaction when perceiving greater organizational trust and value from offerings. While service quality remains important, its direct impact on satisfaction appears moderate compared to trust and perceived value. Effective management of security and privacy concerns also positively correlates with job satisfaction. The study validates these findings through regression analysis, indicating a robust statistical fit for predicting job satisfaction based on the examined variables. Practical implications underscore the need for organizations to prioritize initiatives that enhance trust, deliver perceived value, and address security and privacy concerns to foster a supportive work environment and achieve organizational success. Key Words: Employee Job Satisfaction, Service Quality, Security/Privacy, Trust, Perceived Value

CHAPTER I INTRODUCTION 1.1 Background of the Study Job satisfaction is determined through an individual's subjective assessment, where they evaluate their actual experience against their expectations. This evaluation is highly personal and varies based on individuals' unique needs, goals, and prior experiences, shaping their specific expectations when consuming a product, service, or idea (Sharif & Wooju, 2017). The competitive landscape of the mobile telecommunications industry in Nepal underscores the importance for companies to effectively meet the diverse needs of their customers, known as "Jobs," better than their rivals (Anand & Mahesh, 2017). Achieving and sustaining success in this hyper-competitive environment poses a significant challenge for business leaders, particularly within service-oriented sectors such as mobile networks. The market for mobile networks in Nepal is relatively nascent but experiencing rapid growth compared to other industries. Operators are actively enhancing service quality to ensure customer satisfaction both now and in the near future. They compete vigorously to attract and retain customers by offering a wide array of services tailored to meet specific customer demands. The market dynamics are increasingly global, dynamic,