

# The Impact of Career Guidance Service Quality at the German Agency for International Cooperation on Service Recipients' Satisfaction: The Role of Career Counselors as Mediating Factors, in Jordan

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## Abstract

The study aims to comprehensively understand and analyze service recipients' overall satisfaction with their career counseling experience at the German Agency for International Cooperation in Jordan. The evaluation of this service varied significantly based on the diverse socio-demographic information collected from participants. Furthermore, the perceived quality of the career guidance service emerged as the most significant factor directly influencing the overall satisfaction levels of service recipients. study is based on quantitative approaches of the data collection process, a mixture of research methods. The structural model underwent analysis in two phases. In the initial stage (direct effect), the effect (QOS → ECC) was significant; thus, H1 was supported. The observed effects were significant in the range of ECC to STA, thereby supporting hypothesis 2. Since the results for QOS to STA were not significant, hypothesis 3 did not receive support. This study is the first to examine the role of career counselors at the GJU-CoB-CDC as mediating factors, influencing the relationship between the quality of career guidance services and the satisfaction of service recipients at GJU-CoB-CDC.

**Keywords:** Service Quality, German Agency for International Cooperation, SERVQUAL models, Jordan

## **Introduction**

Generally, in developing countries such as those in the Middle East region, international cooperation organizations, including the German Agency for International Cooperation, provide career guidance services to people who are looking for jobs or study opportunities. Citizens from these countries usually choose to work for this organization for a few years, after which they return to their home countries to work. Therefore, this organization is interested in measuring the quality of its career guidance services, which is crucial in achieving customer satisfaction. In order to effectively measure the quality of its career guidance services, the German Agency for International Cooperation has implemented a comprehensive evaluation system. This system includes a range of performance indicators and assessment tools designed to assess the effectiveness and impact of the organization's services (Okolie et al., 2020; Reid & West, 2011). By utilizing these evaluation tools, the organization is able to gather valuable data that enables them to make informed decisions and improvements to enhance customer satisfaction. One of the key components of the evaluation system is the collection of feedback from individuals who have utilized the career guidance services. The organization gathers this feedback through surveys and interviews, enabling it to comprehend the experiences and perspectives of its customers (Stukalina et al., 2018). Additionally, the organization also conducts follow-up assessments to gauge the success and impact of the career guidance services in achieving the desired outcomes for individuals. Furthermore, the German Agency for International Cooperation recognizes the importance of continuous professional development for its career guidance staff. To equip its staff members with the necessary knowledge and skills to deliver high-quality services, the organization provides ongoing training and support. This commitment to professional growth not only benefits the staff, but also contributes to the overall improvement of the career guidance services provided. In addition to evaluating the quality of its career guidance services, the German Agency for International Cooperation also emphasizes the importance of collaboration and knowledge sharing (Burke, 1995). The organization actively participates in international forums and conferences, where it shares its experiences, best practices, and lessons learned with other cooperation organizations. This exchange of knowledge and expertise allows for continuous improvement and innovation in the field of career guidance, ultimately benefiting individuals seeking employment or study opportunities in developing countries. As a result of these efforts, the German Agency for International Cooperation has established itself as a leading provider of career

guidance services in developing countries. Its commitment to excellence and customer satisfaction has earned the organization a solid reputation and trust among individuals seeking support in their career journeys. With its ongoing dedication to quality improvement and knowledge sharing, the organization continues to make a positive impact on the lives and futures of countless individuals in the Middle East region and beyond.

This comprehensive study unequivocally demonstrates the remarkable significance of the quality of career guidance services, shedding light on the pressing problem that this groundbreaking investigation seeks to unravel. Furthermore, this pivotal study meticulously unveils its purpose. It is worth acknowledging that international organizations have risen to the occasion by actively contributing to the reduction of unemployment rates and facilitating seamless job-to-job mobility (Sembiring and Rahayu, 2020; Isouard, 2013). To achieve such ambitious goals, these commendable organizations prioritize and offer career guidance services that resonantly support individuals in their quest to secure gainful employment or bolster their professional trajectories, be it through coveted positions or pursuing advanced academic studies. As a result, cultivating and nurturing strong connections with job seekers takes center stage for these esteemed organizations, recognizing the weighty role career counselors play in guiding job seekers towards utilizing these vital services. Astutely, the influence wielded by career counselors profoundly impacts the level of satisfaction experienced by individuals availing themselves of these invaluable services. As a result, it is only natural that the central concern of such esteemed organizations revolves around the systematic measurement of customer satisfaction. Indeed, the primary goal of this meticulous study is to determine the significant impact of the Career Guidance Service Quality (CGSQ) provided by the esteemed German Agency for International Cooperation, specifically the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ). As the only non-Arab entity, GIZ has been thoroughly investigated among its esteemed recipients of these services.

The aim of this study was to add to our knowledge of "career guidance service quality at the GIZ in Jordan" by examining the role of "career counselors" as mediating factors and their impact on "service recipients' satisfaction." The study's context is "Career Counseling in Jordan," carried out by the "Agency for International Cooperation." The study employed a quantitative research method, gathering data from 280 service recipients. We trained sixteen career counselors at GIZ in Jordan to collect the data. Furthermore, the model has incorporated and tested new variables, specifically the technical and non-technical skills of the counselors (Wolf et al., 2021; Crowe & McGarr, 2022).

This section comprises a comprehensive and exhaustive exploration of the existing "literature review" surrounding the chosen research topic. It

critically examines and analyzes a wide array of published academic and professional literature, as well as other sources of information, to ensure a thorough understanding of the subject matter. The aim is to provide a deep and insightful analysis of the topic at hand while presenting the most current and relevant findings to support the research.

### **Background of the Study**

The historical and contextual transformation of the labor market into a knowledge-based one with high levels of technology and professionalization has prompted organizations to become increasingly interested in human resource development as a competitive advantage. Therefore, corporations and companies have found themselves compelled to seek the expert assistance of career guidance agencies in order to effectively reduce any tensions that may arise between recruiters and newly appointed employees. This crucial aspect has led us to undertake this comprehensive research with the primary objective of thoroughly exploring and assessing the significant impact of career guidance service quality within the context of the renowned German Agency for International Cooperation (Bui et al., 2023).

This paper was primarily focused on RCZI, the job center of the GIZ (German Agency for International Cooperation) at the Deutsche, Jordanien, German-Jordanian Unshau Company (DJUC), was the primary focus of this paper. The job center plays a crucial role in providing professional and personal job search assistance to job-seekers, as well as offering counseling services to customers. Its dedication lies in assisting various individuals, such as university students interested in part-time work, as well as graduates. At UCZI, the career centers extend their services in three key areas: walk-in assistance, workshops, and counseling sessions.

The Djuci job center has a team of seven career centers representing Germany, India, Armenia, Croatia, the Czech Republic, Russia, and Jordan. An executive director leads each career center, acting as a team representative. The career center employees are responsible for recruiting, matching, placing, and maintaining the career center stand-up. Over the course of their careers, all employees must undergo regular training at the Internal Leadership Program. The BMZ's internal career center facilitates Djuci's collaboration with students from nearby universities. Since 1985, the concept of service quality has gained popularity. The service quality literature has developed numerous theories and models. We presented empirical evidence that demonstrates the positive correlation between customer satisfaction and organizational profit, competitiveness and profit, customer satisfaction and loyalty, and also between individual and organizational variables. Empirical research revealed three determinants of service quality: tangibility, reliability, and responsibility of service providers.

In the context of studies conducted to discover service quality in career guidance, there are worldwide gaps in the development of the definition, theories, models, and application aspects in measuring career guidance service quality. We could attribute this to the lack of research on the construct dimensions and their determinants.

Some models have been developed to propose a number of career guidance service quality factors. However, many studies suggested a favorable starting point to understand this unique quality concept. Many also proposed using the same determinants from studying service quality in an organization as well as applying SERVQUAL constructs to measure it. The challenge lies in accepting these two arguments. Typically, this could be attributed to the theoretical inquiries and significance of career services and guidance systems in both individual countries and the global context. Researchers, such as Lewis and Chambers, identified five dimensions in the SERVQUAL models as follows: knowledge of counseling staff, clarity of information, quality of written information, helpfulness of staff, and speed of response (Amritesh et al., 2014). They also conducted a number of focus groups right across Australia, following an analysis of survey data from 61 centres across Australia. Their findings support Newfield's model development.

### **Research Problem**

The number of clients who receive career guidance services is one of the performance indicators of the German Agency for International Cooperation office in other countries. The role of a career counselor is crucial in delivering high-quality counseling services and identifying behaviors that foster cooperation and collaboration, based on the principles of behavior and action. There is a need for detailed analysis or research regarding the implementation of good counseling standards in the field of institutions at the German Agency for International Cooperation office and the level of satisfaction of service recipients as the implementation of the Career Guidance

However, the conditions in Jordan are vastly different from the other countries where GIZ was also present. Opud-Asenjo et al. (2014) noted a dearth of research on job counseling services in developing countries, particularly in conflict areas. Qualitative research has found that job-seeking opportunities provided by job counseling agencies can be beneficial to service recipients, especially for job seekers in competitive labor markets. DeBruin et al. (2006) conducted field research (ethnography) on a Jobcenter and other public-sector institutions in the Netherlands, and then emphasized that the integration of agencies influences the effectiveness of the agency's service delivery to clients. The study lacks an operational framework that addresses job counseling standards, career advisor empowerment, and recipient satisfaction with job counseling services. Moreover, this research was

conducted in the case of Jordan (Chen & Kizilcec, 2024; Pham et al., 2024; M. Zhang et al., 2023; Kleine et al., 2021).

### **Research Objectives**

The main objective of this research is to investigate the antecedents of recipients' satisfaction at the Jordanian-GIZ KBB career guidance service center and explore the mechanism by which these antecedents lead to service recipients' satisfaction. We will create a model to illustrate the hypothesized structure of the relationships among the study's variables. At the core of this research are the recipients of career guidance services of the Jordanian-GIZ KBB career guidance center. The goal of this study is to investigate how service recipients perceive the structure, process, and outcomes of the career guidance service they receive from the Jordanian-GIZ KBB center. Furthermore, to the best of the authors' knowledge, this research is the first investigation of the quality of the career guidance service in the Jordanian-GIZ KBB center. The findings of this study will assist the KBB team in identifying the variables that affect service recipients' satisfaction; as a result, the team can take actions to improve the overall satisfaction of career guidance clients.

This study's objectives are as follows: 1. To comprehensively identify and analyze the extent to which the structure, process, and outcomes of the career guidance service provided by the esteemed German Agency for International Cooperation in Jordan align with the diverse and evolving needs of both current and potential recipients of career guidance services. 2. To thoroughly examine and evaluate the correlation between the quality of the dedicated direct service providers, who are exceptionally skilled and adept career counselors providing invaluable guidance services at the esteemed German GIZ center, and the overall level of satisfaction experienced by clients in terms of career service quality. 3. In addition to the aforementioned goals, this study aims to identify and explore the influential factors that motivate prospective clients, particularly those participating in the prestigious GIZ Job Fair, to accept or reject the quality of services offered by the esteemed German GIZ center. By doing so, this research seeks to further enhance the understanding of the center's effectiveness in meeting the diverse needs and expectations of these potential beneficiaries. To look closely at how different demographic factors, like age, gender, work experience, and field of education, as well as the type and validity of academic certificates, affect how satisfied the users of the prestigious German GIZ center are with the high quality of career guidance services. 5. To delve into and deeply examine the pivotal role of the esteemed German GIZ center as the main institution responsible for inviting potential donors to generously fund the critically essential career guidance services in Jordan. By effectively managing and



consistently maintaining the highest standards of service quality, the esteemed German GIZ center acts as a key entity in ensuring the successful provision of career guidance services throughout the country. 6. Finally, the diligent GIZ management team expects the valuable insights and findings from this comprehensive study to significantly enhance their strategies and practices, thereby enhancing the overall satisfaction of their remarkable career guidance service recipients. This research endeavor ultimately seeks to propel and establish the esteemed German GIZ center as a leader in the field, ensuring utmost excellence and unparalleled success for all those who seek professional guidance and support in their career journeys.

### **Significance of the Study**

Examining career guidance service quality dimensions and the effect of these dimensions on the satisfaction of service recipients at their usage stage is greatly significant. This identification could facilitate a better understanding of whether the services provided by the recipients are sufficient, in accordance with their expectations, and relevant. This perception could guide the practices of agencies providing services in the career field. Additionally, this identification could enhance the academic literature by illuminating the positive or negative effects of the quality of career guidance services on the satisfaction of service recipients. This could draw the interest of other researchers, particularly those in the fields of applied psychology, counseling, and organizational commitment, which are considered external satisfaction dimensions in career counseling centers. Finally, this study is, to the best of our knowledge, the first that attempts to investigate whether career counselors who work at the GJU-CoB-CDC are mediating factors that can affect the relationship between career guidance service quality and the satisfaction of GJU-CoB-CDC service recipients.

### **Research Methodology**

The current study is based on quantitative approaches to the data collection process, a mixture of research methods. Two career counselors at the GIZ programs in Jordan provided additional insights, while 280 clients' questionnaires generated the data. This research employs several data analysis techniques to address its questions. We subject the questionnaire responses to factual data analysis, which includes frequencies, ranges, means, and standard deviations. For the questions employing the Likert scale, we recorded the Likert scale. We coded 1 = strongly agree, 2 = agree, 3 = neutral, 4 = disagree, and 5 = strongly disagree.

### Hypothesis

H1: quality of the services of the career guidance has a positive effect with Effectiveness of career counselors.

H2: Effectiveness of career counselors has a positive effect with Satisfaction

H3: quality of the services of the career guidance has a positive effect with Satisfaction

H4: Effectiveness of career counselors mediator between quality of the services of the career guidance and Satisfaction.

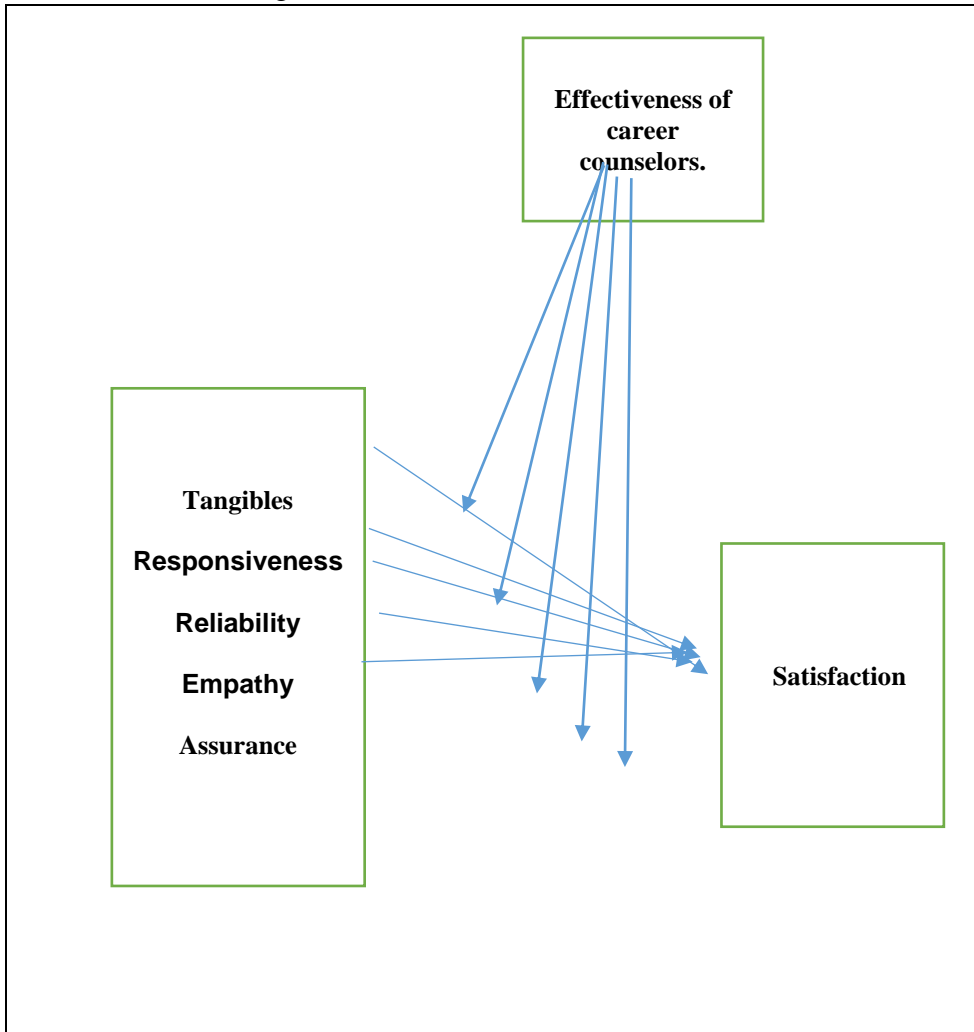


Fig 1. Model of the study

### Description of personal and functional factors



The males consist (51.49% ) of the sample. Highest class( 25.97 %) their ages (51-60 years ) , and less class ( 13.18) their ages Less than 31 years . (56.70 % ) their educational level is bachelor , Postgraduate (11.21%) only .

**Table 1.** Demographic Information

<b>Variable</b>	<b>Frequency</b>	<b>Percentage (%)</b>
<b>Gender</b>		
Male	134	51.94
Female	124	48.06
<b>Age</b>		
60 and more	65	25.19
51 – 60	67	25.97
41 - 50	41	15.89
31 – 40	51	19.77
Less than 31	34	13.18
<b>education</b>		
High school	28	10.85
Bachelor of	144	55.81
M.A.	51	19.77
Postgraduate	35	13.57

Measurement Model Firstly, the confirmatory factor analysis (CFA) was conducted for the integrity of measurement models; in Table 2, the scales presented a better fit as per the criteria presented by Hooper et al. (2008). Afterwards, the convergent and discriminant validity was examined upon Hair et al.'s (2012) recommendations, including;

Cronbach's  $\alpha > 0.60$ , composite reliability  $> 0.70$ , and average variance extracted  $> 0.50$ . Table 3 shows the results. Furthermore, we measured the discriminant validity of Hair et al. (2012) using the square root of the extracted average variance (AVE). The square root of the AVE for each construct was greater than 0.70. Table 2 focuses on the model fitness indices and has shown adequate fit keeping in view of the target range for each index. Figure 2 represents the validity of the construct using factor loadings and average variance extracted. Particularly, the results of the convergent validity assessment. in figure 2 indicate that all the standardized loading values are above the level of 0.5 (Anderson and Gerbing, 1988).

### Testing of Hypotheses

The structural model underwent two stages of examination. In the first Stage (direct effect) the effect (QOS→ ECC) were significant (table 4) ,therefore H1 was supported. also effect were significant about (ECC→STA), hypotheses 2 were supported, (QOS→ STA) were no significant so hypotheses 3 were not supported

Table (5) shows that indirect effect QOS on STA result. ECC is significant mediation ( $p < 0.05$ ). So QOS effect on STA through ECC (Coefficient : 0.284 ). Hypotheses 4 (mediation effects) are supported.

**Table 2.** Goodness of fit statistics(N=258).

$\chi^2$ /df	IFI	TLI	CFI	GFI	RMSEA	SRMR
2.159	0.941	0.949	0.950	0.939	0.048	0.044

**Table 3.** Convergent validity tests

Variable	Cronbach's alpha	ave	The square root of AVE	cr
TAN	0.87	<b>0.60</b>	0.77	0.88
RES	0.84	<b>0.70</b>	0.84	0.90
ASS	0.90	<b>0.74</b>	0.86	0.92
REL	0.87	<b>0.67</b>	0.82	0.91
EMP	0.90	<b>0.61</b>	0.78	0.92
QOS	0.76	<b>0.59</b>	0.77	0.87
ECC	0.69	<b>0.75</b>	0.87	0.94
STA	0.73	<b>0.63</b>	0.79	0.92

**Table 4.** Bias-corrected bootstrapping results(direct effect)

Links	Coefficient	Confidence limits		p-value
		Lower	Upper	
QOS→ ECC	0.194	<b>0.139</b>	<b>0.259</b>	<b>0.027</b>
ECC→STA	0.112	<b>0.109</b>	<b>0.231</b>	<b>0.043</b>
QOS→ STA	0.018	<b>0.056</b>	<b>0.384</b>	<b>0.839</b>

**Table 5.** mediation effects result

Links	Coefficient	Confidence limits		p-value
		Lower	Upper	
QOS→ ECC→ STA	0.284	0.206	0.445	0.016

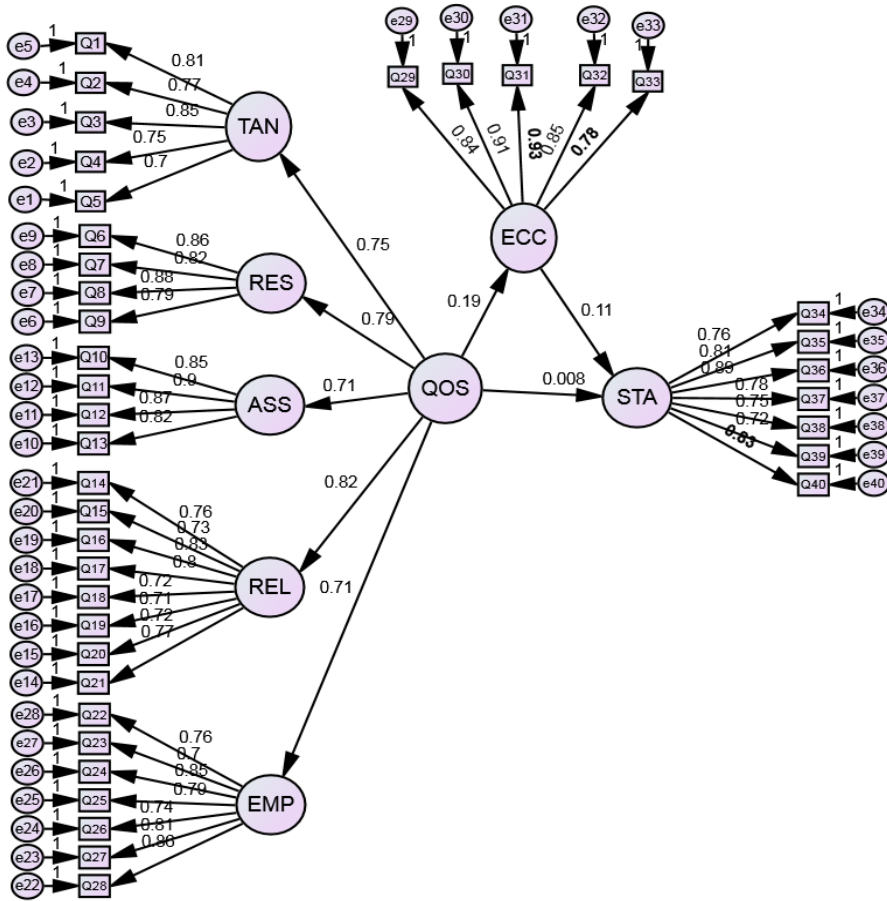


Fig 2. Standardized parameter estimates

## Results and Findings

Aiming to learn how service users' perceptions of various aspects of career advice service quality affect their level of satisfaction, this research set out to do just that. Additionally, the research sought to examine how career counselors' influence mediated the link between characteristics and the happiness of service users. We tested the structural model in two stages. In the first stage (direct effect), the impact (QOS→ ECC) was strong, lending

credence to H1 (table 4). Additionally, hypothesis 2 was supported by the considerable effect on (ECC→STA). The lack of significance in the relationship between QOS and STA disproved Hypothesis 3.

The indirect effect of QOS on the STA result is seen in Table (5). It is shown that ECC mediates significantly ( $p < 0.05$ ). In this way, QOS influences STA via the ECC (Coefficient: 0.284). The fourth hypothesis about mediation effects is confirmed.

Assessment Model To begin, we used confirmatory factor analysis (CFA) to check whether the measurement models were solid. According to Table 2, the scales are more in line with the requirements proposed by Hooper et al. (2008). After that, we followed the advice of Hair et al. (2012) and looked into the discriminant and convergent validity. These were: an average variance extracted more than 0.50, a composite reliability greater than 0.70, and a Cronbach's  $\alpha$  greater than 0.60. You can see the results in Table 3. In addition, the discriminant validity of the test developed by Hair et al. (2012) was evaluated by calculating the square root of the average variance extracted (AVE). The AVE's square root was more than 0.70 for all constructions. Model fitness indices are the subject of Table 2, which shows a good match with respect to the target range for each indicator. Figure 1 shows that the idea is true by analyzing the extracted average variance and factor loadings. The results of the convergent validity test make this point very clear. According to Anderson and Gerbing (1988), all standardized loading values are more than 0.5, as shown in Figure 2. Given the centrality of career counselors to the counseling process, this research has shown their function as a mediator between service quality and service users' satisfaction with career assistance. The results of this study are in line with previous research that has shown that factors may moderate the connection between counseling expectations composite scores and interventions. For instance, prior studies have shown that beliefs in the institution are influenced by counseling expectation composite scores and other important factors including family, religion, and society.

This research looks at career counseling from the perspective of the career counselor's mediating function. There is a lot of writing on how the counselor's role affects the outcome of career counseling. The mediating function of career attitudes in the connection between dysfunctional career thinking and challenges in professional growth was the subject of another research by Skorik et al. They discovered that one's attitude about one's profession had a major indirect impact. Foster youth career practitioners, according to DiFabio and Blustein, use a multimodal strategy based on ideas like acceptance and commitment theory and hope-action theory. It is important to study the role of the career counselor as a mediator in this field. Even in the Arab world and Jordan, there is a dearth of research like this. In light of

previous research by Tomaszewski et al. (2017) linking student satisfaction with career counseling services to the quality of those services, this study intends to examine the mediating factors of career counselors at the German Agency for International Cooperation (The Agency) and its career guidance-centered environment. Important practical contributions, such as the following, might result from a better understanding of the academic or professional significance of the links among the constructs indicated in this study's theoretical or conceptual framework. The study's results could shed light on the role career counselors play in the relationship between CGSQ and service recipients' satisfaction, encourage researchers to look for other variables that mediate the relationship between career guidance service quality and service recipients' satisfaction, and give administrators a better idea of what people in Germany and Jordan expect, plan for the future, and value based on their career counseling services. Mathematical Framework To begin, the measurement models' robustness was checked using confirmatory factor analysis (CFA). Table 2 shows that the scales are more compatible with the standards put out by Hooper et al. (2008). We next examined the convergent and discriminant validity.

All three of these indicators are over the threshold: composite reliability  $>0.70$ , average variance extracted  $>0.50$ , and Cronbach's  $\alpha > 0.60$ . The results are shown in Table 3. A technique developed by Hair et al. (2012) was also tested for discriminant validity by determining the square root of the average variance extracted (AVE). The AVE square root is more than 0.70 for all constructions. Table 2 displays the model fitness indices, which indicate a commendable alignment with the goal range for the whole database. With the use of factor loadings and extracted average variance, Figure 1 shows how relevant the theory is. Importantly, the convergent validity test yielded favorable findings. As seen in Figure 2 (Anderson and Gerbing, 1988), every single standardized loading value exceeds the 0.5 cutoff. Two steps were involved in evaluating the structural model. H1 (table 4) was supported by the high impact (QOS  $\rightarrow$  ECC) in the first Stage (direct effect). Furthermore, there was a notable effect for (ECC  $\rightarrow$  STA), lending credence to hypothesis 2. We were unable to test Hypothesis 3, which proposed that QOS had an indirect effect on STA outcomes, as we found no statistically significant correlation between the two variables. With ECC, a significant mediation effect is shown ( $p < 0.05$ ). This is why the ECC (Coefficient: 0.284) is the mechanism by which QOS affects STA. Our results back up the fourth hypothesis about the effects of mediation. The findings also showed that the level of pleasure felt by those who received career coaching was strongly related to the service's quality. When we looked at the connection between "service outcome," "service process," and receivers' happiness, we found that career counselors acted as mediators. Finally, the research proved that there are good outcomes

and a correlation between service users' happiness and the quality of career advisory services, and it indicated that the dimension of "self-insight needs" is the only one that substantially affects service quality. Our research shows that career counselors have a mediating role in the connection between "the service outcome," "the service process," and the happiness of those who get the services. The findings may be used by SDC and GIZ to enhance and supplement the work that career counselors do with their clients on a regular basis. Because of their responsibility for ensuring that clients continue to get the best service possible, policies are often cited as key areas of focus in these types of organizations. Recruiting, developing, and choosing the most suitable professional career counselor, followed by in-service training, should be the management's top priority in order to maintain and improve the quality of career advice services. By praising the "Career Service Process" and the "Career Counselor's Influence" for the anticipated happiness they provide, the practical relevance is validated. This finding is in line with that of several scholars (e.g., a literature review in Creed, 2016; also see Richardson & Mallon, 2011) who illustrate the scenario in industrialized nations, where researchers in the field of career guidance and counseling can benefit from constructive criticism of staff and its moderating effect.

The study's findings show that the career counseling team at GIZ does a good job of helping its clients achieve and maintain their professional goals. But Eliasa and Iswanti (2014) found several serious holes in the services that could be filled. This was highlighted by the substantial influence that GIZ career counselors' high levels of personal involvement in their clients' professional achievement have on the promotional effect of the overall quality of career advice services on clients' levels of job happiness. Career advisory services would be more appealing to care workers if they included professional networking and support activities like these to boost the happiness of care workers with their careers. With a focus on the German Agency for International Cooperation in Jordan, a number of significant topics about the quality of employment advising services and their impact on user satisfaction emerge from the study. In order to establish strong client connections and provide better service, career counselors need professional skills, which Sultana (2020) emphasizes in her foundational work. Those without jobs would benefit much from sound career guidance, thus this is particularly crucial for them.

Expanding on this, Robertson (2021) discusses the psychological and social components of career guidance. He argues that therapy's supportive relationships may alleviate a lot of stress associated with professional issues. Clients are more inclined to be candid when this connection is strong, which in turn produces better outcomes. It is crucial to improve health overall, and

Robertson's research demonstrates that workplace counseling may assist with both professional and personal demands.

In Romania, where many individuals provide counseling without the proper training, Mihaela and Goga (2022) highlight additional issues with work guidance systems. According to their findings, there is a disparity in the quantity and quality of treatment services offered. My confidence in the efficacy of such services is shaken by this. In order to ensure that high school students get sound career guidance, the authors argue that greater training and uniform national regulations are necessary. Research indicates that counselors' interpersonal skills and training, the nature of the counselor-client relationship, and policy changes regarding career advising all significantly affect service quality. The quality of services provided by job counselors and, by implication, the satisfaction of their customers may be enhanced via investing in their professional development and training. In addition, unified guidance rules are crucial for guaranteeing that all individuals have access to high-quality career advice, particularly in nations like Jordan that are striving to collaborate with others.

Lastly, the literature highlights the need of talented career counselors who can establish trusting relationships with clients and the need for systemic improvements to enhance the standard of career guidance programs. Improving the happiness and overall well-being of service customers depends on resolving these difficulties.

### **Recommendations for Future Research**

This study's findings suggest several recommendations for future research. Future research should investigate the impact of thematic resources, counseling, and group information on service recipients' satisfaction with career guidance services by incorporating these three elements into the research model. Thus, the model may be extended to explore possible direct and indirect effects among thematic resources and counseling, the satisfaction with educational services as intermediate outcomes in counseling services, and the relationship between these outcomes and individuals' satisfaction with the GIZ AGYPT mission.

This serves as an initial step in establishing an operational framework that can implement the alternative operations outlined in the primary objective of this paper. It also facilitates the development of a model for identifying factors influencing the quality of career guidance services, which significantly impact recipient satisfaction and are directly related to personal counseling services. The research focus addresses the evaluation of service quality, specifically through a consultation service offered to employment agencies. This evaluation is informed by the perspectives of service recipients from the Geneva Call Center (GCC), as detailed in this report. The center offers a front-



line consultation service that is likely more obligatory, as per the unemployment agency, in the context of a developing country, rather than a voluntary discussion or assessment service. This paper introduces the quality of career consultancy services, focusing the review on an overview of existing literature regarding the quality of front-line career consultancy services.

### **Limitations of the Study**

The author acknowledges that the study has several limitations that could shape the outcomes. Specifically, the study venues were solely located in Jordan, and the proactive administration of all survey questionnaires, without the use of quotas, clustering, or stratified random sampling, led to a selection bias issue. These issues restricted the researchers, and the findings do not allow for generalization to the vast Jordanian population (Cobelli et al., 2019). Furthermore, the sample of higher education students and graduates from various disciplines such as business, sciences, information technology, and arts influences the findings.

Understanding the factors behind the satisfaction of students and graduates who completed career counseling service at the GIZ may limit the generalization of the findings. Other significant limitations are impacted by the type of instrument used in the study. The developed instrument was to capture the first tier of career counseling services, basic information services, and services at a single agency for international cooperation, GIZ. We could test the developed instrument to determine its capacity to capture additional areas within the IAEVG/Sveiby career services framework. Future research should develop another instrument using the theoretical concepts of the IAEVG/Sveiby framework, with the aim of studying career counseling service transactions offered by the JCG, private career centers, or universities.

### **Future Research Directions**

There are many intriguing avenues for future investigation. First, it is essential to design a longitudinal study to examine the impact of stakeholder satisfaction on their behaviour to see whether a high level of pleasure in relevant audiences increases positive behaviour and/or helps avoid negative behaviour towards the GTZ and GIZ. Indeed, other behavioral outcomes could be investigated, such as the intention to advocate for the organization and the willingness of service recipients, intervention counselors, students under the dual program, GmbH and GIZ contracts, CMD commercial contracts, and Marketing Services merchants to evacuate the organization. Studies and career counselor interventions have a significant positive impact. Additionally, it would be interesting to look at factors that increase or decrease the satisfaction of professional counselors who use careers. In fact, if the effect of relational

activities is not taken into account, professional satisfaction factors have breathing space not only to organizational behavior of the advisers international.

**Conflict of Interest:** The author reported no conflict of interest.

**Data Availability:** All data are included in the content of the paper.

**Funding Statement:** The author did not obtain any funding for this research.

**Declaration for Human Participants:** This study has been approved by German Agency for International Cooperation, and the principles of the Helsinki Declaration were followed.

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