

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

This exploratory research 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 was examined in two stages. 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. To the best of our knowledge, this study is the first 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.

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 (Amrithesh 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

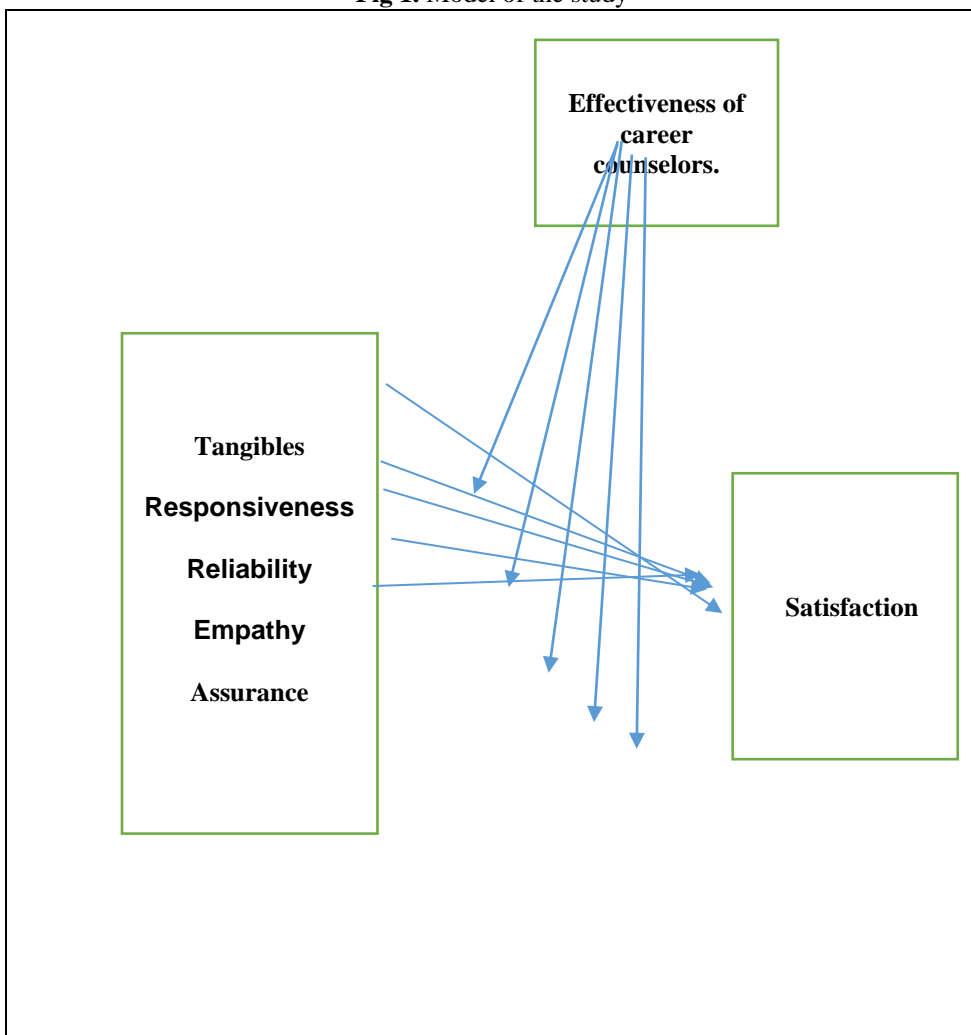
H1: quality of the services of the career guidance has a positive effect with Effectiveness of career counselors.

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

Variable	Frequency	Percentage (%)
Gender		
Male	134	51.94
Female	124	48.06
Age		
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
education		
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)

χ^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	0.60	0.77	0.88
RES	0.84	0.70	0.84	0.90
ASS	0.90	0.74	0.86	0.92
REL	0.87	0.67	0.82	0.91
EMP	0.90	0.61	0.78	0.92
QOS	0.76	0.59	0.77	0.87
ECC	0.69	0.75	0.87	0.94
STA	0.73	0.63	0.79	0.92

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

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

Table 5. mediation effects result

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

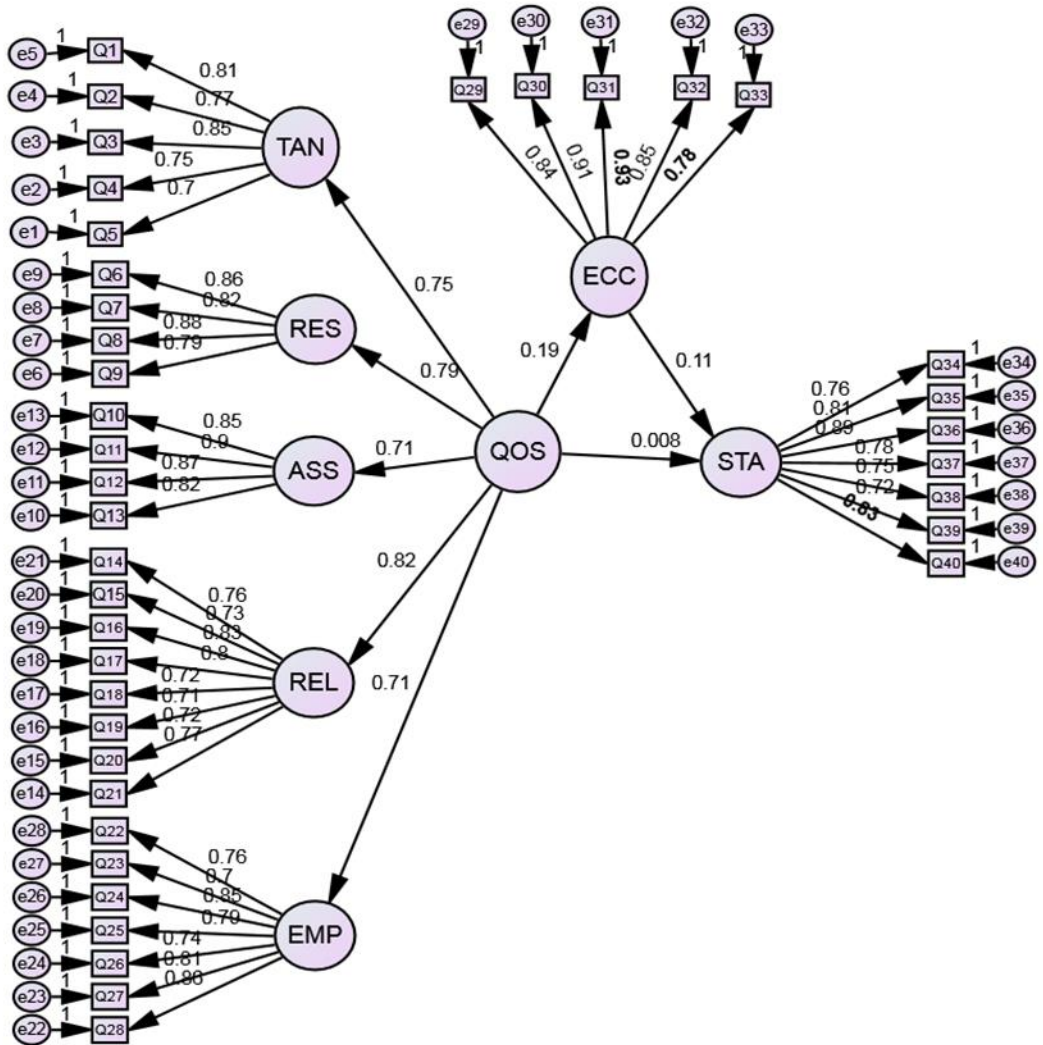


Fig 2. Standardized parameter estimates

Results and Findings

This study aimed to investigate the impact of career guidance service quality and its dimensions, as perceived by service recipients, on their satisfaction. Furthermore, the study aimed to investigate the mediatory effect of career counselors' influence on the relationship between dimensions and service recipients' satisfaction. We conducted two phases of the structural model examination. H1 was supported as the impact (QOS→ ECC) was substantial in the first Stage (direct effect) (table 4). Additionally, there was a significant influence on (ECC→STA), supporting hypothesis 2. Hypotheses 3 were not supported because (QOS→ STA) was not significant.

Table (5) illustrates the indirect impact of QOS on the STA outcome. Significant mediation occurs with ECC ($p < 0.05$). Consequently, QOS affects STA via the ECC (Coefficient: 0.284). We validate the fourth hypothesis on mediation effects.

Model of Measurement First, we assessed the integrity of the measurement models using confirmatory factor analysis (CFA). Table 2 shows that the scales fulfill the criteria suggested by Hooper et al. (2008) more closely. We then investigated the convergent and discriminant validity, following the suggestions made by Hair et al. (2012). These included: Average variance extracted > 0.50 , composite reliability > 0.70 , and Cronbach's $\alpha > 0.60$. Table 3 displays the results. Moreover, Hair et al. (2012)'s discriminant validity was assessed using the square root of the average variance extracted (AVE). For every build, the square root of The AVE was more than 0.70. Table 2 focuses on the model fitness indices and shows a satisfactory fit in relation to the desired range for each index. Figure 1 illustrates the validity of the concept through factor loadings and the extracted average variance. This is particularly evident in the results of the evaluation of convergent validity. Figure 2 shows that every standardized loading value is higher than the 0.5 threshold (Anderson and Gerbing, 1988). This study has identified the role of career counselors in the relationship between the quality of career guidance services and the satisfaction of service recipients, as they play a crucial role in the counseling process. The study's findings align with existing literature, which suggests that variables can mediate the relationship between counseling expectancy composite scores and counseling behaviors. For example, previous researchers suggested that counseling expectancy composite scores, along with significant others such as the family, religion, and society, affect belief in the institution.

This study considers the career counselor's role as a mediating factor in the career counseling process. The literature extensively discusses the relationship between the counselor's role and the success of the career counseling process. Another study, conducted by Skorik et al., investigated

the mediating role of career attitudes in relation to dysfunctional career thoughts, specifically in the relationship between the intensity of these thoughts and difficulties in career development. They found that career attitudes play a significant indirect role. According to DiFabio and Blustein, career practitioners working with foster youth draw from various theories, such as hope-action theory and acceptance and commitment theory, which provide an application-oriented multidimensional approach. There is a need to investigate the career counselor's mediating factor in the career counseling process. There is also a shortage of such studies in Jordan or the Arab world. This study aims to investigate the mediating factors of career counselors between the quality of career guidance services, the career guidance-centered environment at the German Agency for International Cooperation (The Agency), and student satisfaction with career counseling services (Tomaszewski et al., 2017). Understanding the academic or professional importance of the relationships that exist among the constructs mentioned in the theoretical or conceptual framework of this study could lead to important practical contributions including, for example, the following. The findings of this study could help us better understand the effects of career guidance service quality on the satisfaction of the service recipients; enhance the awareness of administrators, consultants, and all individuals working in the field of career guidance, especially service recipients; highlight the potential role that career counselors might play in the overall relationship between CGSQ and service recipients' satisfaction; prompt further studies to search for the mediating role of other potential variables between career guidance service quality and service recipient satisfaction, and provide administrators with a better understanding of the expectations, future plans, and the value system of all individuals who would attend career centers in Germany or Jordan. Quantitative Model It all started with a confirmatory factor analysis (CFA) check of the measurement models' robustness. According to Table 2, the scales are more in line with the requirements proposed by Hooper et al. (2008). Next, we looked at the discriminant and convergent validity.

Every one of these metrics is over the cutoff: average variance extracted >0.50 , composite reliability >0.70 , and Cronbach's $\alpha > 0.60$. In Table 3 you can see the findings. There was also an evaluation of the discriminant validity of the Hair et al. (2012) method by finding the square root of the average variance extracted (AVE). Every construction has an AVE square root greater than 0.70. The model fitness indices are shown in Table 2, which demonstrates a good match with respect to the target range for whole database. Figure 1 illustrates the idea's relevance using extracted average variance and factor loadings. The results of the test for convergent validity are particularly noteworthy. All of the standardized loading values are more than the 0.5 threshold, as shown in Figure 2 (Anderson and

Gerbing, 1988). There were two stages to the structural model evaluation. In the first Stage (direct effect), the impact (QOS→ ECC) was strong, lending credence to H1 (table 4). Supporting hypothesis 2, there was also a significant impact for (ECC→STA). Because there was no significant relationship between QOS and STA, Hypothesis 3, which posited an indirect impact of QOS on STA results, could not be proven. When using ECC, there is a significant mediation effect ($p < 0.05$). Because of this, QOS influences STA via the ECC (Coefficient: 0.284). We confirm the fourth hypothesis about mediation effects. The results also indicated that the quality of a career guidance service significantly influenced the satisfaction of its recipients. However, we observed that career counselors played a mediating role in the relationship between the "service outcome", "service process", and the satisfaction of the recipients. In conclusion, this study found that only the dimension of "self-insight needs" significantly influences career guidance service quality, and confirmed that the quality of career guidance service has significantly positive consequences and correlates with service recipients' satisfaction. We found that the influence of career counselors mediates the relationship between "the service outcome", "the service process", and service recipients' satisfaction. SDC and GIZ can utilize the results to develop and support career counselors' activities during their daily work with service recipients. Policies are discussed as designated foci in such institutions, as they are responsible for maintaining the highest possible quality of service as perceived by the recipients. In order to continue and reinforce the qualified standards of career guidance services, management must focus on recruiting, developing, and selecting the most appropriate professional career counselor, and then provide them with in-service training. Practical contribution is confirmed by complimenting the expected satisfaction provided by the "Career Service Process" and "Career Counselor's Influence". This insight matches that of a number of researchers (e.g. a literature review presented in Creed, 2016; also see Richardson & Mallon, 2011) that depicts the situation in developed countries, where good feedback on personnel and its moderating role can lead to improved knowledge and research among career guidance and counselling researchers.

In general, the study's results demonstrate that the GIZ career counseling staff performs adequately in promoting and maintaining service users' career satisfaction. However, Eliasa & Iswanti (2014) identified critical areas where the services provided could potentially improve. The significant impact of GIZ career counselor high personal interest - counseling service user has for career success on the promotional effect of the overall career guidance service quality on career satisfaction pointed this out. Incorporating such professional pooling and support activities into

career guidance services would increase their attractiveness by expanding their impact on care person career satisfaction.

Recommendations for Future Research

Based on the findings of the study in this research, the following recommendations can be made for future research. Firstly, our future research suggests that the effects of thematic resources, counseling, and group information on service recipients' satisfaction with career guidance services may be further explored by the inclusion of these three elements in the research model. Consequently, the model could be expanded to investigate potential direct and/or indirect effects between thematic resources and counseling, educational services' satisfaction-intermediate outcomes in counseling services, and between these outcomes and individuals' satisfaction with the GIZ AGYPT mission.

Secondly, the explanatory power of our research model in measuring service recipients' satisfaction with career counseling and other services can be enhanced by integrating mediating and/or moderating variables. For instance, mediating factors such as local counselors' cultural intelligence (CQ), with its four dimensions of metacognitive, cognitive, motivational, and behavioral CQ, are recommended to be featured in the model. Moderator variables in research on service users' satisfaction could also be investigated such as gender, age, marital status, and education, educational qualification, and others. Future research could use survey methodology to examine the relationships between dimensions of thematic resources, counseling quality, group information quality, contextual variables, counseling-intermediate outcomes, and indicators of satisfaction.

Thirdly, while future qualitative research on the context of counseling services should provide deep insights into counselors' performance (business context), research could also be linked more closely with micro analysis on the validity fields in counseling (procedure level) and the factors (such as abuse and misuse of the findings) that affect the distinctive procedure and results. This may offer deeper understanding of the interactions between counselors and service recipients. At the same time, to maximize the usefulness of research results, empirical findings should be reviewed regarding the validity of the research model constructs used; if validity is confirmed, the findings can be integrated into the guidelines for the professionalism of counselors. This could have both academic and practical, economic and/or social implications. This paper significantly expands the existing career guidance service quality literature by thoroughly examining the extent to which incorporating career counselors as influential mediating factors in the model of career guidance service quality could explain and predict service recipients' satisfaction changes. Through comprehensive

interventions carefully targeting each of these factors, it is possible to positively influence the overall satisfaction of career guidance service recipients. Furthermore, this exploration can lead to the formulation of novel hypotheses and effective strategies for future research, thereby greatly contributing to the continuous improvement of career guidance services. Ultimately, these advancements can play a pivotal role in mitigating unemployment rates in the long-term future, especially for developing countries like Jordan. This paper unveils a major and highly significant contribution to the field of career guidance service quality. Its uniqueness lies in focusing specifically on the context of a developing country—Jordan, where a significant majority of service recipients are women. By delving into the vocational guidance services provided by the GHC (Guidance and Counseling Department), this paper presents an exceptionally comprehensive and holistic view. This analysis serves as the initial step towards establishing a robust and causal relationship between the country's unemployment rate and the quality of the career guidance interview consultations. Notably, this study achieves this objective through meticulously measuring the quality of the front-line service, ensuring the identification and clarification of the dimensions of career guidance service quality. Surprisingly, such invaluable insights have been entirely absent from the current literature, making this paper truly groundbreaking and trailblazing in its contribution.

It also provides a first step to create an operational set that can deliver the operation alternative used in the main goal of this paper and create a model as the basis for identifying career guidance service quality factors, which have a significant effect on the career guidance service recipient satisfaction and a direct link to their personal counseling services. The identity in the research focus is also in terms of providing a relatively rare view of the evaluation of service quality and includes a consultation service provided to employment agencies, based on the opinions of the Geneva Call Center (GCC) service recipients, as reported in this report. In a narrow sense, the center provides a front-line consultation service, which may be more mandatory according to the unemployment agency in a developing country context compared to a voluntary discussion or assessment service. Given the scope of this paper which introduces the quality of career consultancy services, let us focus this review on providing an overview of the past literature on 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.

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

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