

EMPLOYEES SATISFACTION OF BHAT-BHATINI SUPERMARKET POKHARA

Submitted by:

Alisha kc

Symbol number: 23030651

P.U. Registration Number: 2023-2-03-1416

*A Project Work Report Submitted to Pokhara University in Partial fulfillment of the
Requirement of the degree of*

Bachelor of Business Administration (BBA)

at

**Nepal Tourism and Hotel Management College
(NTHMC)**

Gairapatan-4, Pokhara

July 2026

DECLARATION

I hereby declare that the project work report entitled “**EMPLOYEES SATISFACTION OF BHAT-BHATINI SUPERMARKET, POKHARA**” which is submitted to Nepal Tourism and Hotel Management College affiliated to Pokhara University in partial fulfillment of the requirement for the degree of Bachelor of Business Administrative (BBA) is my original work and every effort is made to show this clearly, with due reference to the literature, and acknowledgement of collaborative research and discussion.

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Alisha kc

Nepal Tourism and Hotel Management College (NTHMC)

ACKNOWLEDGEMENT

I would like to express my sincere gratitude to Nepal Tourism and Hotel Management College for giving me the opportunity to undertake this summer project.

The completion of this report study could not have been possible without the participation and assistance of so many people whose names may not all be enumerated. Likewise, I would like to extend my profound gratitude to all the BBA faculty members for their counselling and direction of research.

My special thanks go to the management and staff of Bhat-Bhatini Supermarket, Pokhara, for providing the opportunity to conduct my research work. I would like to extend my immense gratitude to my friends for their support, guidance, co-operation and encouragement during my dissertation.

I would like to thank our college library madam, who helps me by providing necessary materials and journals.

At last, my sincere thanks and gratitude goes to all those who directly and indirectly helped me in the completion of my dissertation.

Thanking you

EXECUTIVE SUMMARY

This report has been prepared as a partial requirement for the fulfillment of the degree of Bachelor of Business Administration (BBA). The objective of this study is to measure the level of employee satisfaction at Bhat-Bhatini Supermarket Pokhara, and to identify the factors that influence it. This study has been organized into three major parts. The first chapter deals with the introduction, which includes the background of the study, statement of the problem, objectives of the study, importance of the study, literature review, conceptual framework, research methodology, limitations of the study and organization of the study. The second chapter is devoted to the presentation and analysis of data collected through the questionnaire. The third chapter presents the main findings, conclusions and recommendations.

The data relevant to this study has been collected from primary sources using the questionnaire method. A questionnaire was distributed to 100 employees of Bhat-Bhatini Supermarket, Pokhara, selected through convenience sampling, to obtain diverse data across departments. The study follows a descriptive and analytical research design, based on the survey method, which attempts to analyze employee opinions on work-life balance, organizational culture, security and facilities, customer behavior and the working environment, and how these factors relate to overall employee satisfaction.

[Once real survey data is available, this paragraph should summarize the key result — e.g. which factors employees were most satisfied and least satisfied with.] The placeholder analysis in this draft indicates that most respondents feel positively about workplace safety, teamwork and the working environment, while stress levels and work-life balance appear to be relatively more mixed and may warrant closer attention from management.

As the study was conducted in a single organization considering not more than 100 respondents, within a limited time period and with a limited budget, this study may not be representative of employee satisfaction across the retail sector as a whole.

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CHAPTER I

INTRODUCTION

1.1 Background

Bhat-Bhateni Supermarket is one of Nepal's leading supermarket and departmental-store chains. It was established in 1984 A.D. by Min Bahadur Gurung and his wife in the Bhat-Batini . The company has expanded its outlets to different parts of Nepal and has become an important employer and contributor to Nepal's sector.

This study deals with the evaluation of employee satisfaction at Bhat-Bhatini Supermarket, Pokhara. Employees are the backbone of any organization; they directly influence productivity, customer experience and the overall reputation of a business. Because of the crucial role employees play in an organization's success, it is essential for management to understand and maintain employee satisfaction. Employee satisfaction refers to the extent to which employees are content and fulfilled with their job roles, work environment and the treatment they receive from the organization. A satisfied employee is generally more productive, more loyal and more likely to deliver quality service to customers.

In the retail sector, employees interact directly with customers on a daily basis, which makes their satisfaction particularly important. Supermarkets such as Bhat-Bhatini operate in a fast-paced, customer-facing environment where staff are expected to manage sales, billing, inventory and customer service simultaneously. Factors such as work-life balance, organizational culture, workplace security and facilities, the behavior of customers, and the overall working environment can significantly shape how satisfied an employee feels in such

a setting.

As competition in the retail sector increases, retaining a satisfied and motivated workforce has become an important strategic concern for such organizations. Understanding the factors that drive or hinder employee satisfaction can help management design better policies related to scheduling, workplace culture, safety, and employee-customer interactions.

This study, therefore, attempts to examine the level of employee satisfaction at Bhat-Bhatini Supermarket, Pokhara, with respect to five key factors: work-life balance, organizational culture, security and facilities, customer behavior, and the working environment.

1.2 Statement of the Problem

Employee satisfaction is a critical determinant of organizational performance, yet it is influenced by a wide range of interrelated factors that are not always easy to isolate. In the retail industry, where employees frequently deal with long working hours, shift schedules, and direct customer interaction, dissatisfaction can arise from multiple sources such as inadequate work-life balance, poor organizational culture, lack of security and facilities, or difficult customer behavior.

Despite the importance of employee satisfaction to organizational success, there is limited research specifically examining the satisfaction levels of retail/supermarket employees in Pokhara. This study is therefore an effort to gain insight into the level of employee satisfaction at Bhat-Bhatini Supermarket, Pokhara, and the factors influencing it. The research is intended to answer the following questions:

- What is the overall level of employee satisfaction at Bhat-Bhatini Supermarket, Pokhara?
- How does organizational culture affect employee satisfaction?
- How do security and facilities provided by the organization affect employee satisfaction?

- How does customer behavior influence employee satisfaction?
- How does work-life balance affect the satisfaction level of employees?
- How does the overall working environment affect employee satisfaction?

1.3 Objectives of the Study

The general objective of this study is to analyze and assess the level of employee satisfaction at Bhat-Bhatini Supermarket, Pokhara. The specific objectives of this study are as follows:

- To analyze the level of overall employee satisfaction at Bhat-Bhatini Supermarket, Pokhara.
- To assess the effect of work-life balance and organizational culture on employee satisfaction.
 - To examine the influence of security, facilities, and the working environment on employee satisfaction.
 - To assess the effect of customer behavior on the satisfaction level of employees.

1.4 Literature Review

1.4.1 Conceptual Overview

Employee satisfaction can be defined as the degree to which employees feel positively or negatively about their job and various aspects of it, including pay, working conditions, relationships with colleagues and supervisors, and opportunities for growth. Satisfied employees tend to be more committed, more productive and less likely to leave the organization, whereas dissatisfied employees may show reduced performance, higher absenteeism and greater turnover.

Work-life balance refers to an employee's ability to manage the demands of their job alongside personal and family responsibilities. Organizational culture refers to the shared values, beliefs and practices that shape how employees behave and interact within the workplace. Security and facilities refer to the physical safety, infrastructure and amenities

provided to employees at the workplace. Customer behavior, particularly in service and retail industries, can have a direct emotional impact on frontline employees, since employees are required to manage customer expectations and, at times, difficult interactions. The working environment encompasses the physical and psychological conditions under which employees perform their duties, including comfort, safety, teamwork and respect.

1.4.2 Review of Related Study

Numerous studies conducted in various countries have consistently emphasized the importance of work-life balance, organizational culture and workplace environment in shaping employee satisfaction, particularly within the retail and service sectors.

Research on retail employees has generally found that frontline staff who face high customer interaction demands report lower satisfaction when organizational support, fair scheduling and a respectful workplace culture are lacking. Conversely, organizations that invest in employee facilities, safety, recognition and manageable workloads tend to report higher levels of employee satisfaction and lower turnover.

In the context of Nepal, the retail and supermarket sector has expanded significantly in recent years, leading to increased competition not only for customers but also for skilled and motivated employees. As organizations compete to retain talent, understanding and improving employee satisfaction has become an important strategic priority. This study builds on this existing body of literature by examining employee satisfaction specifically within the context of Bhat-Bhatini Supermarket, Pokhara.

1.5 Conceptual Framework

This study is intended to identify the level of employee satisfaction at Bhat-Bhatini Supermarket, Pokhara, based on five independent variables: work-life balance, organizational culture, security and facilities, customer behavior, and environment. Employee satisfaction is considered the dependent variable.

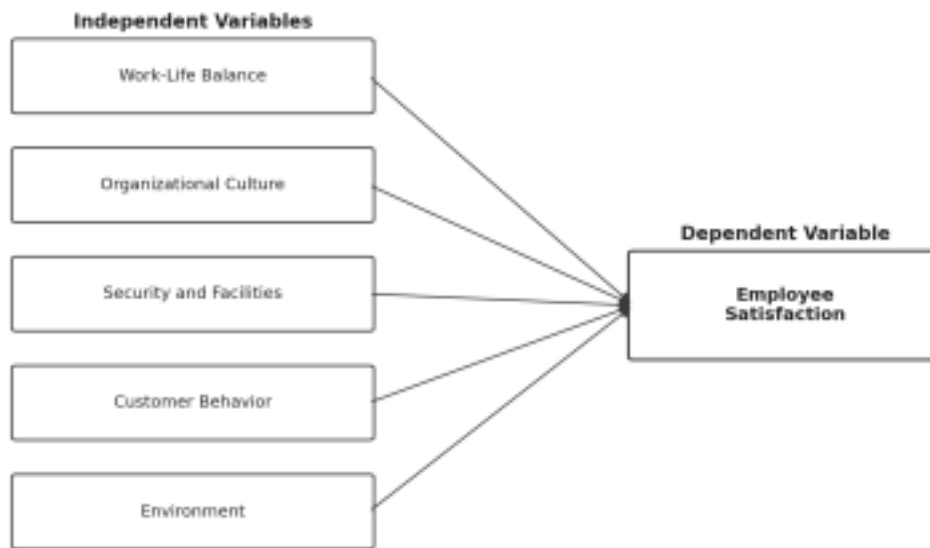


Figure 1: Conceptual Framework of Employee Satisfaction

The framework proposes that work-life balance, organizational culture, security and facilities, customer behavior, and the working environment each independently influence the overall level of employee satisfaction at Bhat-Bhatini Supermarket.

1.6 Research Methodology

Research methodology implies the basic research method to be carried out through the entire study. Methodology describes the site selection, research design, population and sample, sources of data, methods of data collection, data analysis model and limitations of methodology.

1.6.1 Research Design

This research study attempts to analyze employee satisfaction (dependent variable) and its independent variables, following a descriptive and analytical research design that includes prior formulation of research questions and a survey-based method to analyze employee opinions regarding work-life balance, organizational culture, security and facilities, customer behavior, and the working environment.

1.6.2 Nature and Sources of Data

The data used in this research were collected from both primary and secondary sources. Under the primary method, data was collected using a structured questionnaire distributed to employees of Bhat-Bhatini Supermarket, Pokhara. Secondary data were referred to from relevant articles, journals and internet sources.

1.6.3 Population and Sample

The population of this study comprises the employees working at Bhat-Bhatini Supermarket, Pokhara, across departments such as Sales, Cashier, Inventory and Administration. The sample was selected using the convenience sampling method, and data was collected from 100 respondents across these departments.

1.6.4 Methods of Data Collection

The questionnaire method was used to collect primary data. A structured set of questions covering demographic information, organizational environment and culture, customer behavior, work-life balance, and overall satisfaction was prepared and distributed to respondents. Respondents were assured of the confidentiality of their responses and were encouraged to answer honestly.

1.6.5 Methods of Data Processing and Analysis.

The collected data were edited, coded, tabulated and analyzed using MS Word and MS Excel. Frequency and percentage distributions were used to summarize the responses, which were then presented using tables, bar graphs and pie charts.

1.7 Limitation of the Study

There is nothing in the world without limitation, and so with this research study, limitations occur due to the lack of resources such as time, knowledge and financial resources. Some of the limitations of this study are:

- It is conducted considering not more than 100 respondents at a single organization.
 - The study is conducted within a limited time period and with a limited budget.
- The study may not be applicable to other supermarkets or retail outlets, as it is conducted only at Bhat-Bhatini Supermarket, Pokhara.
- The study is based solely on employees' self-reported perceptions and experiences.

1.8 Organization of the Study:

This report contains three chapters. The first chapter is the Introduction, which includes background information, statement of the problem, objectives of the study, literature review, conceptual framework, research methodology, limitations of the study and organization of the study. The second chapter presents the analysis of the collected data through tables, charts and diagrams. The third and last chapter presents the summary, conclusion and recommendation, followed by the questionnaire and references.

CHAPTER II: PRESENTATION AND DATA ANALYSIS

2.1 Data Presentation and Analysis of Data

Presentation and analysis of data has been done in line with the stated objectives of this study. In this chapter, the data and information collected using the questionnaire method are presented using tables, pie charts and bar graphs, along with brief interpretations for each. Note: The figures used in this section are placeholder/sample data intended to demonstrate the report format. They should be replaced with the actual frequencies and percentages once real survey responses are available.

2.2 Demographic Profile of Respondents

A. Gender of the Respondents

Table 1: Gender of the Respondents

Gender	Frequency	Percentage
Male	38	38%
Female	55	55%
Others	7	7%
Total	100	100%

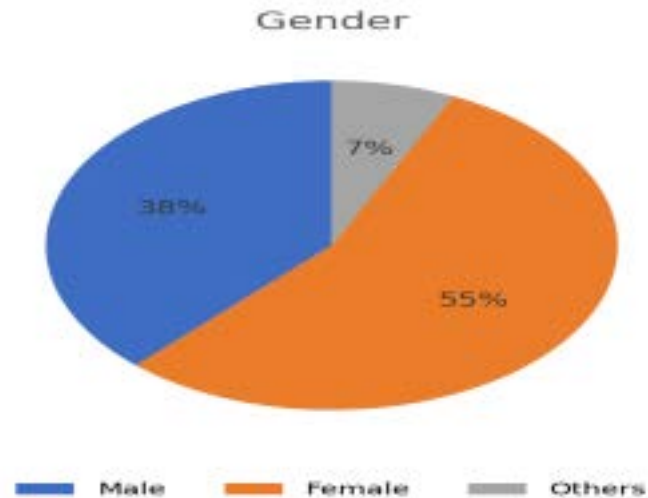


Figure 2: Gender Distribution of Respondents

0 sample respondents, 38% were male, 55% were female and 7% identified as other. This indicates that the majority of employees surveyed at Bhat-Bhatini Supermarket, Pokhara, were female.

B. Age Distribution of the Respondents

Table 2: Age Distribution of the Respondents

Age Group	Frequency	Percentage
10-15 years	0	0%
15-20 years	8	8%
20-30 years	47	47%
30-40 years	33	33%
40 years & above	12	12%
Total	100	100%

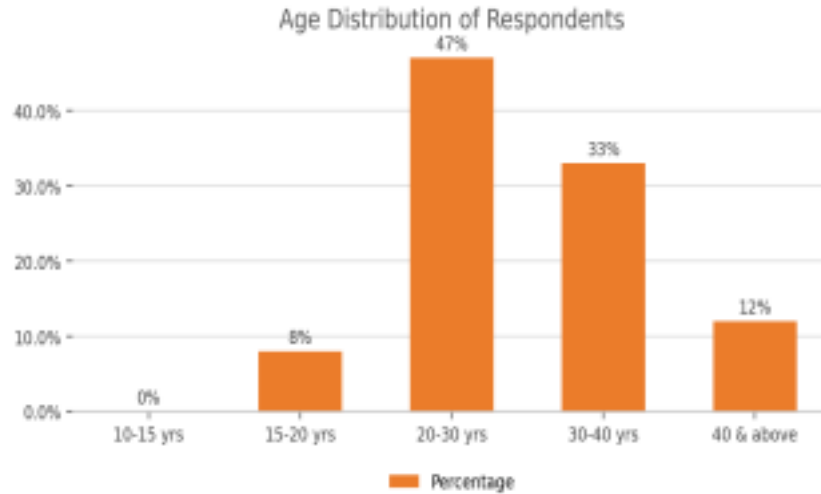


Figure 3: Age Distribution of Respondents

The majority of respondents (47%) fall within the 20-30 years age group, followed by 33% in the 30-40 years group, indicating that the workforce at Bhat-Bhatini Supermarket is largely composed of young to early-mid career employees.

C. Work Experience of Respondents

Table 3: Work Experience of Respondents

Work Experience	Frequency	Percentage
Less than 1 year	22	22%
1-4 years	41	41%
5-6 years	24	24%
More than 6 years	13	13%
Total	100	100%

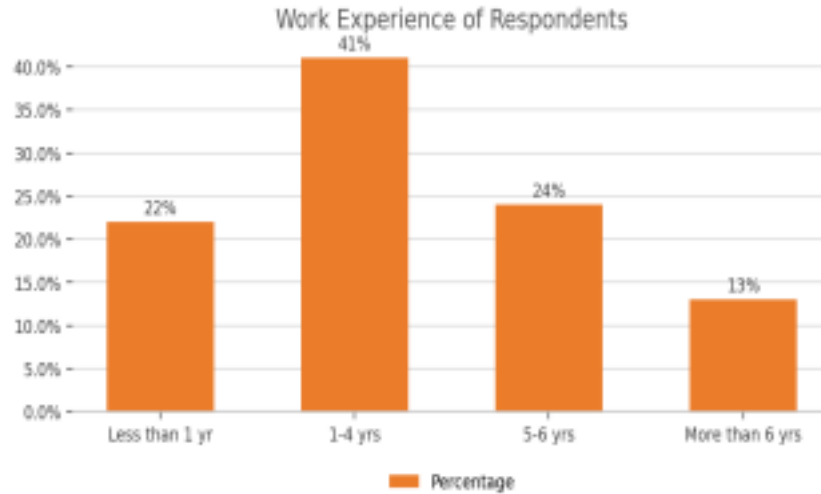


Figure 4: Work Experience of Respondents

A majority of respondents (41%) have 1-4 years of work experience at the organization, suggesting a moderately experienced workforce with a healthy mix of newer and long-tenured employees.

D. Department Category of Respondents

Table 4: Department Category of Respondents

Department	Frequency	Percentage
Sales	34	34%
Cashier	28	28%
Inventory	20	20%
Administration	12	12%
Other	6	6%
Total	100	100%

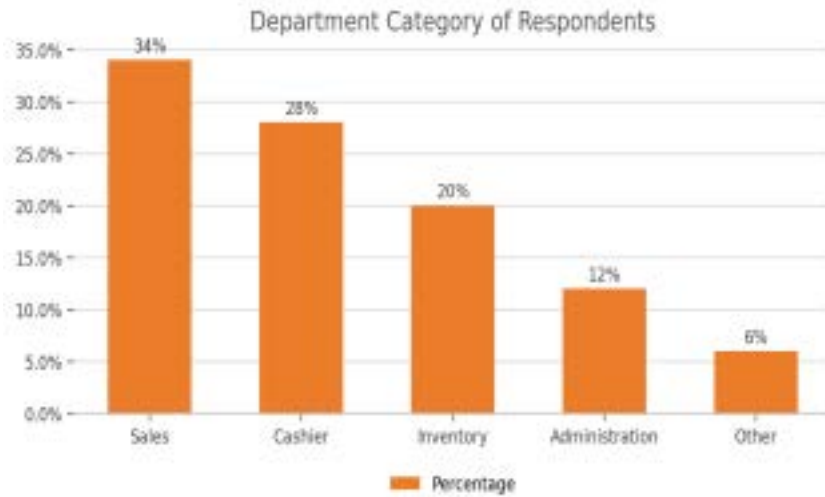


Figure 5: Department Category of Respondents

The largest proportion of respondents (34%) work in the Sales department, followed by Cashier (28%) and Inventory (20%), reflecting the customer-facing nature of most roles at the supermarket.

2.3 Organizational Environment and Culture

E. Workplace is Safe and Comfortable

Table 5: Workplace is Safe and Comfortable

Response	Frequency	Percentage
Strongly Disagree	3	3%
Disagree	7	7%
Neutral	15	15%
Agree	50	50%
Strongly Agree	25	25%
Total	100	100%



Figure 6: Workplace is Safe and Comfortable

A combined 75% of respondents agreed or strongly agreed that their workplace is safe and comfortable, suggesting that workplace safety is generally perceived positively among employees.

F. Working Environment Helps Perform Effectively

Table 6: Working Environment Helps Perform Effectively

Response	Frequency	Percentage
Strongly Disagree	2	2%
Disagree	8	8%
Neutral	20	20%
Agree	48	48%
Strongly Agree	22	22%
Total	100	100%



Figure 7: Working Environment Helps Perform Effectively

70% of respondents agreed or strongly agreed that the working environment helps them perform effectively, while 20% remained neutral, indicating room for improvement in a fifth of the workforce.

G. Employees are Treated with Respect

Table 7: Employees are Treated with Respect

Response	Frequency	Percentage
Strongly Disagree	4	4%
Disagree	9	9%
Neutral	18	18%
Agree	44	44%
Strongly Agree	25	25%
Total	100	100%

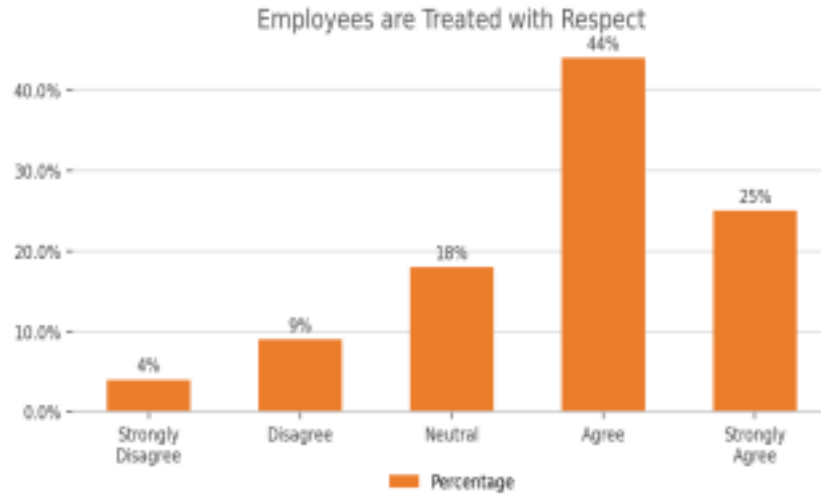


Figure 8: Employees are Treated with Respect

69% of respondents felt they are treated with respect at the workplace, while 13% disagreed or strongly disagreed, indicating that interpersonal treatment may need attention for a minority of staff.

H. Teamwork is Encouraged

Table 8: Teamwork is Encouraged

Response	Frequency	Percentage
Strongly Disagree	2	2%
Disagree	6	6%
Neutral	14	14%
Agree	46	46%
Strongly Agree	32	32%
Total	100	100%

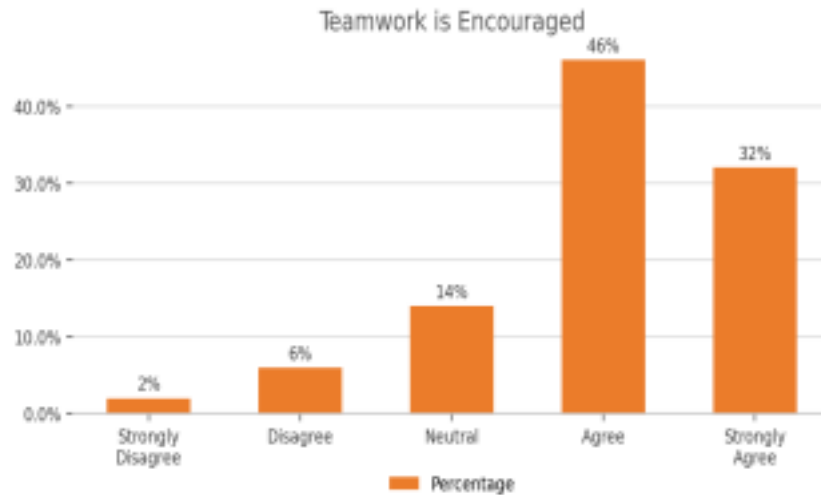


Figure 9: Teamwork is Encouraged

Teamwork received the strongest positive response among the organizational culture indicators, with 78% of respondents agreeing or strongly agreeing that teamwork is encouraged at Bhat-Bhatini Supermarket.

2.4 Customer Behavior and Work-Life Balance

I. Customer Behavior Towards Employees

Table 9: Customer Behavior Towards Employees

Response	Frequency	Percentage
Strongly Agree	18	18%
Agree	40	40%
Neutral	24	24%
Strongly Disagree	6	6%
Disagree	12	12%
Total	100	100%

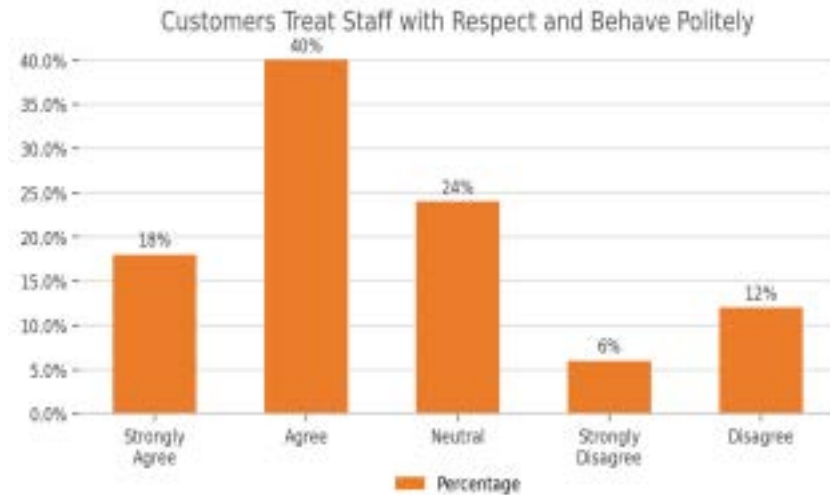


Figure 10: Customer Behavior Towards Employees

58% of respondents agreed or strongly agreed that customers treat them with respect and behave politely while receiving service, while 18% disagreed or strongly disagreed, indicating that customer behavior remains an area of occasional friction for frontline staff.

J.Work-Life Balance

Table 10: Work Schedule Allows Work-Life Balance

Response	Frequency	Percentage
Strongly Agree	15	15%
Agree	38	38%
Neutral	27	27%
Strongly Disagree	8	8%
Disagree	12	12%
Total	100	100%

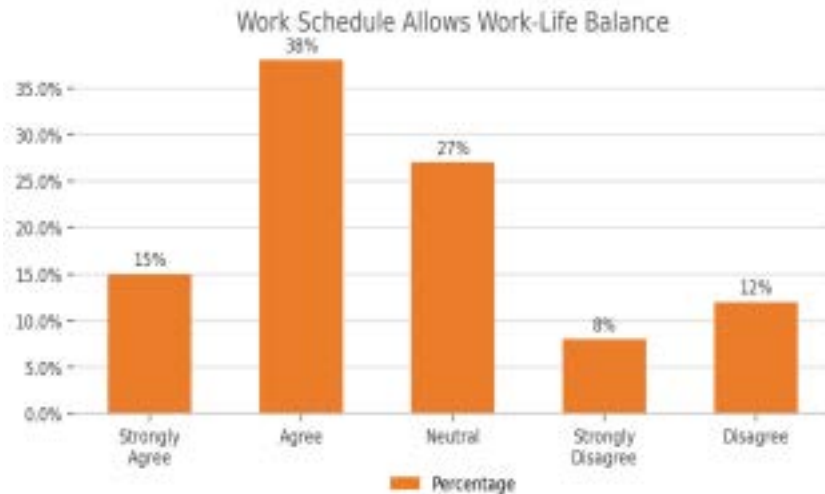


Figure 11: Work-Life Balance

53% of respondents agreed or strongly agreed that their work schedule allows them to balance work and personal life, while a notable 27% remained neutral and 20% disagreed, suggesting work-life balance is an area that may benefit from further attention.

2.5 Employee Satisfaction

K. Frequency of Feeling Stressed at Work

Table 11: Frequency of Feeling Stressed at Work

Response	Frequency	Percentage
Very often	22	22%
Moderate	55	55%
Not so	23	23%
Total	100	100%

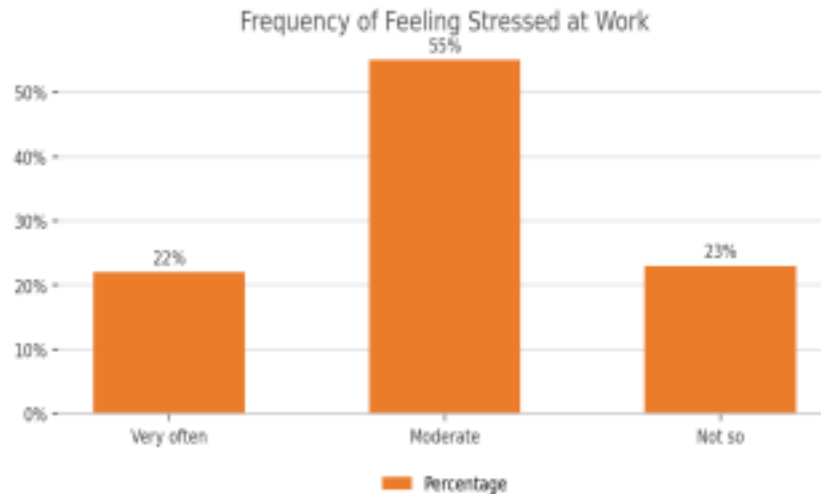


Figure 12: Frequency of Feeling Stressed at Work

More than half of the respondents (55%) reported moderate levels of work-related stress, while 22% reported feeling stressed very often, highlighting stress management as a relevant concern for a meaningful share of employees.

L. Overall Job Satisfaction

Table 12: Overall Job Satisfaction

Response	Frequency	Percentage
Highly Satisfied	20	20%
Satisfied	42	42%
Neutral	24	24%
Highly Dissatisfied	4	4%
Dissatisfied	10	10%
Total	100	100%



Figure 13: Overall Job Satisfaction

62% of respondents reported being satisfied or highly satisfied with their job at Bhat-Bhatini Supermarket, while 14% reported dissatisfaction, suggesting that overall satisfaction is reasonably good but not universal.

2.6 Main Findings and Discussions

After the detailed study on the research topic, the following major findings were drawn from the analysis in this chapter:

- Among 100 total respondents, 55% were female, 38% were male and 7% identified as other.
- 47% of the respondents belonged to the 20-30 years age group. • 41% of the respondents had 1-4 years of work experience at the organization. • 34% of the respondents worked in the Sales department.
- 75% of the respondents agreed or strongly agreed that their workplace is safe and comfortable.
- 70% of the respondents agreed or strongly agreed that the working environment helps them perform effectively.
- 69% of the respondents felt they are treated with respect at the workplace.
 - 78% of the respondents agreed or strongly agreed that teamwork is encouraged.
 - 58% of the respondents agreed or strongly agreed that customers treat them with respect and behave politely.
 - 53% of the respondents agreed or strongly agreed that their work schedule allows for a healthy work-life balance.
 - 55% of the respondents reported moderate levels of work-related stress, while 22% reported feeling stressed very often.
 - 62% of the respondents were satisfied or highly satisfied with their job overall, while 14% were dissatisfied.

CHAPTER III: SUMMARY, CONCLUSION AND RECOMMENDATION

3.1 Summary

This study was conducted with the objective of ascertaining whether employees of Bhat-Bhatini Supermarket, Pokhara, are satisfied with their jobs and to identify the factors influencing that satisfaction. The survey was conducted among employees across the Sales, Cashier, Inventory and Administration departments. Not more than 100 samples were selected for this study using convenience sampling, and data was collected through a structured questionnaire covering demographic information, organizational environment and culture, customer behavior, work-life balance, and overall job satisfaction.

The collected data was analyzed using MS Word and MS Excel, and presented using tables, pie charts and bar graphs. Of the sampled respondents, the majority were female, aged between 20 and 30 years, with 1-4 years of work experience, and primarily employed in the Sales department. The analysis indicates that the majority of respondents are satisfied with workplace safety, teamwork and the working environment, while work-life balance, stress levels and customer behavior emerged as relatively more mixed areas requiring further attention from management.

3.2 Conclusion

From the above study, it can be concluded that Bhat-Bhatini Supermarket, Pokhara, has maintained a reasonably good level of employee satisfaction. Aspects such as workplace safety, teamwork, and the general working environment were found to be satisfactory to most employees. However, factors such as work-life balance, work-related stress, and occasional difficult customer behavior appear to be areas where a meaningful proportion of employees remain neutral or dissatisfied.

As the saying goes, "employees are a company's greatest asset," and in order to sustain a productive and loyal workforce, employee satisfaction must be treated as an important and continuous management priority. Satisfied employees are more likely to remain with the

organization, perform better and, in a customer-facing business such as a supermarket, deliver a better experience to customers as well.

3.3 Recommendation

Based on the findings of this study, the following recommendations are made to improve employee satisfaction at Bhat-Bhatini Supermarket, Pokhara:

- Work schedules should be reviewed to better support employees' work-life balance, particularly for staff reporting difficulty managing personal responsibilities alongside work.
- Stress-management support, such as manageable workloads and adequate staffing during peak hours, should be considered to reduce the proportion of employees reporting frequent work-related stress.
- Front-line staff should be provided with training and support for managing difficult customer interactions, along with clear escalation channels for handling disrespectful customer behavior.
- Efforts to maintain and further strengthen workplace safety, teamwork and respectful treatment of employees should be continued, as these were the most positively rated aspects of the current work environment.
- Regular, structured employee satisfaction surveys should be conducted to track changes over time and to identify emerging concerns early.

Since the results of this study are based on employees' perceptions and experiences only within a limited sample and time period, future research could benefit from a larger sample size, comparison across multiple supermarket branches, and inclusion of management's perspective alongside that of employee.

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QUESTIONNAIRE

Employees Satisfaction of Bhat-Bhatini Supermarket, Pokhara

Dear Respondent, I am conducting a research project entitled “Employees Satisfaction of Bhat-Bhatini Supermarket Pokhara”. Your participation in this survey is entirely voluntary. The information you provide will be kept strictly confidential and used solely for academic research purposes. Your responses will be analyzed collectively, and no personal information will be disclosed in any report or publication. Your honest opinions and valuable feedback will make an important contribution to the success of this study. Thank you for your time and valuable participation.

Regards,

Alisha KC

BBA Student - 6th Semester

Nepal Tourism and Hotel Management College (NTHMC)

Section A: Demographic Information

1. Gender of Respondent:

- Male
- Female
- Others

2. Age of Respondent:

- 10-15 years
- 15-20 years
- 20-30 years
- 30-40 years
- 40 & above

3. Work Experience

- Less than 1 year
- 1-4 years
- 5-6 years
- More than 6 years

4. Department Category:

- Sales
- Cashier
- Inventory
- Administration
- Other

Section B: Organizational Environment and Culture

5. The workplace is safe and comfortable.

- Disagree
- Strongly Disagree
- Neutral
- Agree
- Strongly Agree

6. The working environment helps me perform effectively.

- Disagree
- Strongly Disagree
- Neutral
- Agree
- Strongly Agree

7. Employees are treated with respect.

- Disagree
- Strongly Disagree
- Neutral
- Agree
- Strongly Agree

8. Teamwork is encouraged.

- Disagree
- Strongly Disagree
- Neutral
- Agree
- Strongly Agree

Section C: Customer Behavior and Work-Life Balance

9. Customers treat me with respect and behave politely while receiving service.

- Disagree
- Strongly Disagree
- Neutral
- Agree
- Strongly Agree

10. My work schedule allows me to balance my work and personal life, and my workload is manageable.

- Disagree
- Strongly Disagree
- Neutral
- Agree
- Strongly Agree

Section D: Employee Satisfaction

11. How often do you feel stressed at work?

- Very often
- Moderate
- Not so

12. Are you satisfied with your job at Bhat-Bhatini Supermarket?

- Highly Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Highly Dissatisfied

