

**A STUDY OF THE IMPACT OF KEY FACTORS OF JOB SATISFACTION  
ON THE ORGANIZATIONAL COMMITMENT IN AXIS BANK IN  
GORAKHPUR CITY**

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**ABSTRACT**

*In recent times, amidst the backdrop of globalization, organizations are compelled to strategically manage their resources, focusing on those that could foster competitive growth. Intellectual capital, particularly the human resource asset, is deemed critical for organizational advancement. This research investigates the relationship between job satisfaction (JS) and organizational commitment (OC) in a private sector bank, Axis Bank. Job satisfaction, defined as the positivity an employee feels toward their work, and organizational commitment, characterized by loyalty and engagement towards organizational goals, are pivotal constructs in human resource management (HRM) and organizational behavior (OB). After thoroughly reviewing existing literature and empirical research on job satisfaction and organizational commitment, proceeded to conduct primary research by administering a structured questionnaire. This questionnaire, developed based on established standardized measures and insights from the literature review, underwent a successful pilot test to confirm its validity and reliability. Following this, the finalized questionnaire was distributed according to a predetermined sampling plan. Subsequently, the collected data from diverse respondent groups were analyzed using statistical tools and the SPSS-2021 software, allowing for a comprehensive examination of the relationship between job satisfaction and organizational commitment within the study's framework and ensuring the credibility of the results obtained.*

*Through a combination of qualitative and quantitative analyses, this study explores how job satisfaction influences organizational commitment among employees in the Axis Bank. The findings contribute to enhancing HRM practices and emphasize the importance of fostering job satisfaction to bolster organizational commitment, addressing a significant gap in existing research.*

**KEYWORDS:** *Competitive Growth, Administering, Empirical, Fostering, Influences.*

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