



Exploring Residents' Satisfaction of Facilities Provided by Private Apartment Companies

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INTRODUCTION

In recent times, people in Coimbatore were slow started moving to apartment to live, especially for people who live in cities. In response, this study examines the relationship between housing expenses, affordability, service quality, hygienic conditions, and community attachment and residents' satisfaction, respectively. A questionnaire-based survey was carried out with customers in the major parts of Coimbatore, Tamil Nadu. In addition to descriptive analysis, other statistical analyses were used to test the hypotheses. The findings reveal that there is a strong relationship between services provided by the private companies and residents' satisfaction, with hygienic conditions playing a major role. This study also confirms a significant relationship between housing expenses and residents' satisfaction when affordability plays a mediating role. This study is the first of its kind, to the best of our knowledge, conducted on the customers of the Coimbatore housing industry. The contribution of this study is the construction of a research theoretical framework that potentially highlights the perceived satisfaction or dissatisfaction of residents with the facilities provided by the private apartment owners in Coimbatore .

OBJECTIVES OF STUDY:

- Overall satisfaction
- Housing expenses and affordability
- Service quality and hygiene condition
- Community attachment facilities

SCOPE OF STUDY:

- This study is the first of its kind, to the best of our knowledge, conducted on the customers of the Coimbatore housing industry.
- In the future, further research should be conducted using SEM to examine the relationship between customers' satisfaction and other variables using an additional sample with comprehensive statistical analysis including the moderating effects of demographic items. • As a whole, this research posits that the potential buyers would consider the corresponding factors when purchasing an apartment.

RESEARCH METHODOLOGY:

There are various tools which are used in analysing data. The following tools are used for representing and analysing data.

TOOLS USED IN THE STUDY

- Percentage Analysis
- Chi square Test

Reviews:

1. The role of housing is part of the social environment rather than the personal environment. That is why the reputation of an area and the people living in that area are stronger predictors of residents' psychosocial benefits, such as autonomy, comfort, and status (Dupuis and Thorns, 1998, [Kearns et al., 2000](#)).
2. In addition, [Shaw \(2004\)](#) and [Wilkinson \(1999\)](#) argued that inadequate housing facilities highly influenced the poor health of the residents.
3. Housing facilities also have a positive impact on the mental health of residents ([Thomson & Petticrew, 2005](#)).
4. Studies by the [Commission on Social Determinants of Health \(2008\)](#) and [Scottish Government \(2008\)](#) revealed that neighbourhood conditions could also have an impact on the quality of life of the residents.

COMPANY PROFILE:

Apartments and apartment living have become so commonplace in NYC, Brooklyn, Queens and [Long Island](#) that it seems strange we don't even take time to think about how living together like this all began. So today, let's find out the origins of the word and the types of apartment buildings and apartment styles we've seen come and go throughout the years.

The Word

The word apartment comes from the French word "appartement". The word was derived from the Italian version of the word, "appartamento" with the root part of the word "appartare" meaning "to separate." The word itself can be traced back to the early 1800's and although the apartment designs differed, they always seemed to have the basic room assembly, and building construction similar to what we see today.

EXHIBIT THE OCCUPATION OF THE RESPONDENTS TABLE

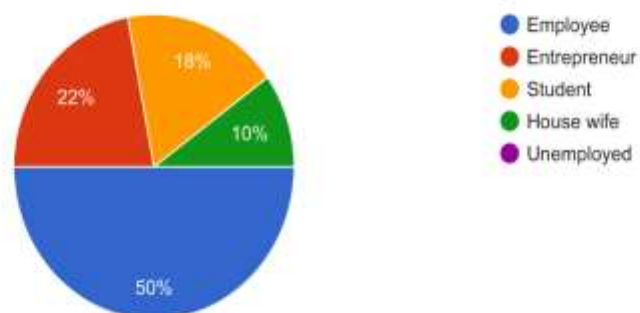
| S. No | Occupation | No of Response | Percentage |
|-------|--------------|----------------|------------|
| 1 | Employee | 50 | 50% |
| 2 | Entrepreneur | 22 | 22% |
| 3 | Student | 18 | 18% |
| 4 | House wife | 10 | 10% |
| 5 | Un employee | - | - |
| | Total | 100 | 100% |

INTERPRETATION:

The above exhibit indicates that 50% of the respondents for employee, 22% of the respondents for entrepreneur, 18% of the respondents are students 10% of the respondents are house wife and there is no respondents for un-employee

EXHIBIT HOW LONG THEY HAVE LIVED IN THEIR PRESENT

Occupation
100 responses



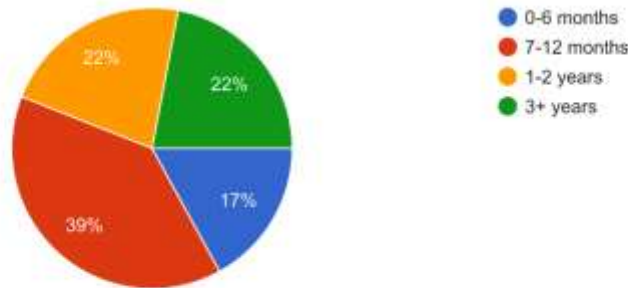
APARTMENT COMMUNITY BY THE RESPONDENTS TABLE

| S. No | Time period | No of Response | Percentage |
|-------|-------------|----------------|------------|
| 1 | 0-6 months | 17 | 17% |
| 2 | 7-12 months | 39 | 39% |
| 3 | 1-2 years | 22 | 22% |
| 4 | 3+ years | 22 | 22% |
| | Total | 100 | 100% |

INTERPRETATION:

The above exhibit indicates that 17 % of the respondents are 0-6 months, 39% of respondents are 7-12 months, 22% of the respondents are 1-2 years and 22% of respondents are 3+ years.

How long have you lived in your present apartment community?
100 responses



CHI-SQUARE TEST

Chi-square test is the non-parametric test of significance differences between the observed distribution of data among the observed distribution of data among categories and the expected distribution based on the null hypothesis. The test (pronounced as chi-square test) is one of the simplest and most widely used non-parametric test in statistical work. The symbol is the Greek letter Chi. The test was first used by Karl Pearson in the 1900.

EXHIBIT SHOWING THE COMPARITIVE ANALYSIS BETWEEN THE MONTHLY INCOME AND THE SATISFACTION LEVEL ON THE MONTHLY RENTAL RATE OF THE APARTMENT

| MONTHLY INCOME | SATISFACTION LEVEL OF MONTHLY RENTAL RATE FOR PRESENT APARTMENT | | | | | TOTAL |
|--------------------|---|-----------|---------|---------------|-----------------|-------|
| | VERY SATISFIED | SATISFIED | NEUTRAL | NOT SATISFIED | NEVER SATISFIED | |
| 10,000 to 20,000 | 3 | 7 | 10 | 3 | 0 | 23 |
| 20,000 to 50,000 | 3 | 21 | 15 | 8 | 2 | 49 |
| 50,000 to 1,00,000 | 2 | 7 | 8 | 4 | 0 | 21 |
| Above 1 lakh | 1 | 3 | 1 | 1 | 1 | 7 |
| TOTAL | 9 | 38 | 34 | 16 | 3 | 100 |

TABLE

| O | E | O-E | (O-E) ² | (O-E) ² /E |
|---|------|-------|--------------------|-----------------------|
| 3 | 2.07 | 0.93 | 0.865 | 0.418 |
| 3 | 4.41 | -1.41 | 1.988 | 0.451 |
| 2 | 1.89 | 0.11 | 0.012 | 0.006 |
| 1 | 0.63 | 0.37 | 0.137 | 0.217 |
| 7 | 8.74 | -1.74 | 3.028 | 0.346 |

| | | | | |
|--------------|------------|-------|-------|--------------|
| 21 | 18.62 | 2.38 | 5.664 | 0.304 |
| 7 | 7.98 | -0.98 | 0.960 | 0.120 |
| 3 | 2.66 | 0.34 | 0.116 | 0.043 |
| 10 | 7.82 | 2.18 | 4.752 | 0.608 |
| 15 | 16.66 | -1.66 | 2.756 | 0.165 |
| 8 | 7.14 | 0.86 | 0.740 | 0.104 |
| 1 | 2.38 | -1.38 | 1.904 | 0.800 |
| 3 | 3.68 | -0.68 | 0.462 | 0.126 |
| 8 | 7.84 | 0.16 | 0.026 | 0.003 |
| 4 | 3.36 | 0.64 | 0.410 | 0.122 |
| 1 | 1.12 | -0.12 | 0.014 | 0.013 |
| 0 | 0.69 | -0.69 | 0.476 | 0.690 |
| 2 | 1.47 | 0.53 | 0.281 | 0.191 |
| 0 | 0.63 | -0.63 | 0.397 | 0.630 |
| 1 | 0.21 | 0.79 | 0.624 | 2.972 |
| TOTAL | 100 | | | 8.330 |

CHI SQUARE VALUE (X^2) = (Observed value – Expected value)²/Expected value.

Calculated Value of X^2 = **8.330**

Degree of freedom = (Row - 1)*(Column - 1)

= (4-1)*(5-1) = 3*4

Degree of Freedom= 12

Significance Level = 0.05 (5%)

Table value = 21.026

Hypothesis:

H0 There is no significant relationship between age group of respondents & income group of respondents

H1 There is a significant relationship between age group of respondents & income group of respondents

INTERPRETATION:

In the above comparative analysis, the calculated value(**8.330**) is less than the table value **21.026** At 0.05 level of significance. Hence Null hypothesis is accepted.

Thus, there is no significant relationship between age group of respondents & income group of respondents.

SUGGESTIONS

- 1.Utilise space properly
- 2.Invest in important amenities
- 3.Hire staff to maintain the property
- 4.Have a flexible cancellation policy
- 5.Focus on guest satisfaction
- 6.Lefts should be maintain properly
- 7.Power backup in available for everyday
- 8.Parking facilities must develop
- 9.Water supply be maintained properly

Conclusion

Residential satisfaction is a very wide study where it can be adapted in various cases. Study on residential satisfaction may be varies in terms of places, people, culture and most important is the housing itself. All this study will be resulted in different level of satisfaction according to the objective of the study. Nevertheless, residential satisfaction is very complicated construct because of three reasons [3]. The first is because it has two terms which are residential and satisfaction. Secondly is because it involved three (3) different processes which are cognitive, affective and behavioural. And the last reason is because the measurement of the residential satisfaction is based on those three (3) processes. This study indicates that further studies on residential satisfaction can be carrying out on case specific context in guiding the housing policies.

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