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DETAILED INVESTIGATION OF RESIDENTIAL SATISFACTION IN APARTMENT'S MANAGEMENT SERVICE

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ABSTRACT

The purpose of this research is to investigate the residential satisfaction of apartment management service. Simple random sampling was carried out. Questionnaires were collected from 105 respondents. Data required was collected from apartment residents of Chennai city. Analysis was done through ANOVA. Taking the age factor into consideration, it is proven that below 30 age group respondents are highly satisfied when compared to above 50 age group respondents.

KEYWORDS

Residential Satisfaction, Apartment Satisfaction.

INTRODUCTION

owning a house is the dream of every individual. Consequently, apartment culture is attaining a greater importance in the present scenario. Management of the apartment plays a significant role in residential satisfaction.

Most new homes already include a wide variety of innovative features, which leaves only quality of service to set a builder apart from others offering similar homes in similar markets. Large builders of new home construction typically have internal sales personnel that play the role of the real estate agent. These real estate agents represent the builder and they are the first point of contact for potential home buyers. Thus, home builders face a critical challenge – the need to thoroughly understand and define home buyers' needs for high-quality service, to better prepare their personnel. Regrettably, many home builders do not recognize this need, and their present business processes do not support it (NAHB, 2003).

Although much research has been done regarding home-buyer satisfaction with their house and builders' service, there is still a gap between builders' and home buyers' perception of quality (Torbica and Stroh, 2001; Bashford *et al.*, 2002). Torbica and Stroh (2001) showed that satisfaction with service is the most important component shaping overall home-buyer satisfaction and that service is the area in which builders demonstrated the poorest performance. Thus, builders need to identify and understand buyer needs in order to constantly improve service.

REVIEW OF LITERATURE

Isabelina Nahmens (2009), observed the customer satisfaction with service quality and home-buyer expectations and their perceptions of service quality. The target groups of his study were buyers of single family houses built during calendar year 2001 in five counties in central Florida and data collected on late June 2003 and lasted until August 2003. Under the single family group they have selected randomly 150 samples. Researcher has identified five dimensions of service quality namely appearance, reliability, timeliness, knowledge and empathy. It is observed that the influence of these variables on customer satisfaction with service quality can positively impact home builders through improved reputation and increased local referrals.

While customer satisfaction studies have not been undertaken in the construction industry, the housing industry has conducted such studies. Most of these studies have been undertaken to characterize the relationship between the customer (owner) and the construction companies. Compared with the notable scarcity of investigations concerning customer satisfaction in the field of construction, a rapidly growing number of studies in the service industries have been published over the past few years. The results of the studies demonstrate strong correlation between customer satisfaction, or service quality, and economic returns (Holm 2000).

According to Parasuraman *et al.* (1988), service quality can be defined as an overall judgment similar to attitude towards the service and generally accepted as an antecedent of overall customer satisfaction (Zeithaml and Bitner, 1996). Parasuraman *et al.* (1988) have defined service quality as the ability of the organization to meet or exceed

RESEARCH METHODOLOGY

The developed questionnaire was circulated among apartment purchasers for their personal usage. The questionnaire consists of 18 questions and is divided into two parts. The first part of the questionnaire includes satisfaction, reliability, timeliness, knowledge and empathy. The second part consists of general information of the respondents, such as age, gender, occupations, number of family members and household income. 200 samples were circulated and 105 were received with full response and the remaining were disqualified due to biased information

ANALYSIS AND DISCUSSIONS**TABLE 1: OVERALL SATISFACTION WITH RESPECT TO AGE**

DESCRIPTIVE
OVERALL SATISFACTION

	N	Mean	Std. Deviation	Std. Error	F	Sig.
below 30	10	3.40	1.265	.400		
31- 40	40	2.88	.911	.144		
41-50	44	3.39	1.298	.196	1.472	0.227
above 50	11	3.18	1.401	.423		
Total	105	3.17	1.180	.115		

Table shows ANOVA for overall satisfaction with respect to age. In order to find the significant difference among the respondents with respect to their age, ANOVA were performed and the result implies that there is no significant difference exists among the respondents with respect to their age towards overall satisfaction ($F=1.472$; $p=0.227$). Taking into consideration the respondents based on their age groups, there is no contrast in opinion towards their overall satisfaction.

TABLE 2: RELIABILITY WITH RESPECT TO AGE: DESCRIPTIVE: RELIABILITY

	N	Mean	Std. Deviation	Std. Error	F	Sig.
below 30	10	3.40	2.066	.653		
31- 40	40	2.63	1.547	.245		
41-50	44	2.34	1.293	.195	4.615	0.005
above 50	11	1.18	.603	.182		
Total	105	2.43	1.505	.147		

Table explains the significant difference among the respondents reliability with respect to their age, ANOVA result implies that there is significant difference exists among the respondents with respect to their age towards service reliability ($F=1.472$; $p=0.005$). That is, the opinion of below 30 age respondents (Mean=3.40, S.D=2.066) is significantly different from above 50 age (Mean=1.18, S.D=0.603), Satisfaction towards service reliability is greater among the below 30 age group respondents when compared to the above 50 age group respondents.

TABLE 3: TIMELINESS WITH RESPECT TO AGE: DESCRIPTIVE: TIMELINESS

	N	Mean	Std. Deviation	Std. Error	F	Sig.
below 30	10	4.00	.000	.000		
31- 40	40	3.53	.506	.080		
41-50	44	3.30	1.212	.183	2.812	0.043
above 50	11	3.91	.302	.091		
Total	105	3.51	.878	.086		

Table proves ANOVA for timeliness with respect to age. In order to find the significant difference among the respondents with respect to their age, ANOVA result implies that there is significant difference exists among the respondents with respect to their age towards service Timeliness ($F=2.812$; $p=0.043$). That is, the opinion of below 30 age respondents (Mean=4.00, S.D=0.000) is significantly different from 41 to 50 age respondents (Mean=3.30, S.D=1.212), Below 30 age group respondents are more satisfied with the service timeliness when compared to the 41 to 50 age group respondents.

TABLE 4: KNOWLEDGE WITH RESPECT TO AGE: DESCRIPTIVE: KNOWLEDGE

	N	Mean	Std. Deviation	Std. Error	F	Sig.
below 30	10	4.00	.000	.000		
31- 40	40	3.08	1.207	.191		
41-50	44	3.50	1.406	.212	2.270	0.085
above 50	11	3.00	.000	.000		
Total	105	3.33	1.206	.118		

Table explains ANOVA for Service knowledge with respect to age. In order to find the significant difference among the respondents with respect to their age, ANOVAs result implies that there is no significant difference exists among the respondents with respect to their age towards service knowledge ($F=2.270$; $p=0.085$). Most of the age group respondents don't have any difference in opinion regarding the fact that there is adequate and good service knowledge.

TABLE 5: EMPATHY WITH RESPECT TO AGE: DESCRIPTIVE: EMPATHY

	N	Mean	Std. Deviation	Std. Error	F	Sig.
below 30	10	3.80	1.932	.611		
31- 40	40	2.53	.987	.156		
41-50	44	2.50	1.321	.199	3.410	0.020
above 50	11	3.09	1.375	.415		
Total	105	2.70	1.324	.129		

Table demonstrates ANOVA for empathy with respect to age. In order to find the significant difference among the respondents with respect to their age, ANOVA result implies that there is significant difference exists among the respondents with respect to their age towards service empathy ($F=3.410$; $p=0.020$). That is, the opinion of below 30 age respondents (Mean=3.80, S.D=1.932) is significantly different from 41 to 50 age respondents (Mean=2.50, S.D=1.321), When considering the variable, service empathy, satisfaction level is high among the below 30 age group respondents when compared to the 41 to 50 age group respondents.

FINDINGS AND CONCLUSION

Respondents do not differ in their opinion towards overall satisfaction, irrespective of their age group. The opinion of below 30 age group respondents is significantly different from above 50 age group respondents, which means that the below 30 age group respondents are satisfied with the service reliability compared to 50 age group respondents. Below 30 age group respondents are satisfied with the service timeliness compared to 41 to 50 age group respondents. They do not differ in their opinion towards service knowledge also. Regarding service empathy satisfaction is considerable among below 30 age group respondents when compared to the 41 to 50 age group respondents. To conclude, real estate sector especially in apartment purchase, the consumers' satisfaction is critical and essential. The real estate corporate has to concentrate on discovering the various factors for customers' satisfaction. Research is done in this paper only about the management service of apartments and its impact on residential satisfaction. Other feature like, how management conflicts have its impact on residential satisfaction among apartment resident and so on are not done in this paper. Still more researches are required to be done on these features.

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