AMENITIES AND QUALITY ADEQUACY OF RESIDENTIAL APARTMENT BUILDING IN AMRAVATI CITY-AN OVERVIEW

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Abstract - *This study assessed the performance of residential buildings related to their amenities and qualities in Amravati city. Customer satisfaction is very essential for the construction industry for Residential projects. In India, the real estate sector is passing through a tough period. The construction industry needs to understand the needs of residents to continuously improve their products. This paper focuses on the analysis of satisfaction factors of customers of a residential apartment in Amravati city region of India. In simple terms, the customer is the buyer of the product or service. Various factors affecting customer service satisfaction. We will find the satisfaction and dissatisfaction factor from the flat owner.*

*Key Words***:** Customer satisfaction, Residential Apartments, RII.

1. INTRODUCTION

The requirement covers a wide range of topics and best result including management, customer focus, quality planning, amenities, etc. To achieve the best, one should know every prospect of the building. As construction companies face increasing competition, the primary purpose of buildings is to provide occupants with the safe, comfortable, healthy and secured indoor environment to carry out different kinds of activities like work, study, leisure and family life to social interactions, for that we have to improve quality in the competitive market place. The key objectives of the study were to examine the physical characteristics of the buildings in public housing estates constructed in the Amravati area; and to assess residents' satisfaction related with amenities, quality adequacy, etc., Nowadays, it is found that customers who purchase their flats for low or high cost are highly dissatisfied by the facilities that construction company provided. Common examples include a fitness center, balconies, laundry room, swimming pool, children center, playground, sizes of the technical terms and many more. When you are looking for an apartment, you should keep in mind which amenities are most important for your lifestyle. Some amenities require not only an initial allocation of space and expenses to build but significant ongoing maintenance. Other can be installed at a little initial or ongoing cost. Some can even save landlord money and time.

Apartment amenities include features of a building that you wouldn't expect to find everywhere. The more amenities a building has, the more likely it will gain a competitive edge in attracting prospective tenants. It might be an adverse effect if the quality of place or quality of life of such facilities was compromised, as occupant's satisfaction with the quality of their housing can be directly linked to their work performance. Quality of construction has severely gone down and am afraid this building can even stand for 10 years in such conditions, even after paying crore + of Rs. For getting flats. The standard of quality that the design team tries to achieve should reflect the requirement set out by the client in the briefing document. These basic amenities and quality can go a long way in ensuring a satisfying home-owning experience.

2. NEED OF STUDY

Customer satisfaction is one of the critical success factors for all companies. An apartment is one of the most basic human needs. It is the first unit of society and the primary unit of human habitation. For most people, an apartment represents the largest investment of their life. In general, housing is one of the major components of the social and economic development of a society and a result of multiple social, economic, and physical processes that involve issues of location, construction quality, cost, long-term financing, and household preferences. In recent decades, modern lifestyles and housing needs have dramatically changed as a result of various social factors: changes in perceptions of the traditional family and the degree of independence within a family, the replacement of private living spaces with various other amenities, the conversion of living spaces in the pursuit of multi-functionality, increased mobility, and new information technologies that affected globalization and overall individualization. Changes in housing needs have made necessary the constant assessment of housing quality so that it always meets the needs of its users. For the sake of further research on housing quality, this paper will provide an overview of the

amenities and quality terms regarding their building. The main objective of this study is to identify specific criteria that are relevant to the assessment of housing quality.

3. LITERATURE REVIEW

This paper aims to explore dimensions of housing satisfaction from the perception of owners of that building. Housing satisfaction is the degree of contentment experienced by an individual or a family member about the current housing situation. Varady & Preiser et al. (1998) defined Housing satisfaction as the "perceived gap between a respondent's needs and aspiration and the reality of the current residential context". The literature is replete with analyses of many variables that are strongly related to residential satisfaction and the occupiers' evaluations of the variables. Some of these are building features (such as number of bedrooms, size and location of kitchens, and quality of materials, etc.)

Liu & Ilesanmi et al. (2010)The current and prospects in the housing sector depend on the extent to which owners/occupiers are satisfied with the built facilities; consumer's satisfaction is not only a matter related to the hand-out of a freshly completed building but a life-cycle issue which has to be taken into account right from the initial investment phase. It thus becomes imperative that developers understand and establish what the consumers want in terms of their real and perceived needs, and only then could such expectations be met.

Salleh et al. (2008) theories on residential satisfaction are based on the notion that residential satisfaction is a measure of the difference between occupants' actual and desired housing and situations whose judgments are based on their needs and aspirations. Satisfaction with their residential conditions indicates the absence of complaints as their needs meet their aspirations. Contrariwise, they are likely to feel dissatisfied if their housing and do not meet their residential needs and aspirations.

Kotler et al. (1996) state that, if performance exceeds expectations, customers will be positively disconfirmed (satisfied). On the other hand, if performance fails to meet expectations, customers will be negatively disconfirmed (dissatisfied). Customer expectations are formed based on buyers' past buying experience, statements made by friends and associates as well as marketers and competitor information and promises.

Parker & Mathews et al. (2001) said Satisfaction as a process of evaluation between what was received and what was expected is the most widely adopted description of customer satisfaction in the current literature. This strand of theory appears to have origins in the discrepancy theory. Over the years, several authors have used some form of comparison to model satisfaction and early contributions include the contrast theory, which states that consumers would exaggerate any contrast between expectation and product evaluation.

4. MATERIALS AND METHOD

The purpose of the study is to collect information about apartment buildings in the city. This can be done by visiting the buildings. Also, we can analyze the problems that they are facing by asking them. The study is all about user satisfaction and targeted at occupants living factors. Different people are satisfied or dissatisfied with the different components of the building attributes which will describe their satisfaction with the building. Furthermore, the user's satisfaction has a direct relationship with the overall performance of building in meeting the needs and expectations of the users. The attribute may be varying according to the situation including physical, spatial, locational, services, technical and economical. The questionnaire will be structured for the residents. Then research assistant collects further responses from the respondents during the several visits to the housing units. The questionnaires designed by the researchers would be such that they include questions on several other factors related to the building as well as their satisfaction with building attributes, as it includes physical, technical, aesthetic, cost, services of their buildings. The question will be used to quantify the attitudes of the residents towards the selected building attributes by asking them to rank their satisfaction levels based on scale ranging from "1" for very dissatisfied, "2" for dissatisfied, "3" for neutral, "4" for satisfied and "5" for very satisfied. This will help us to identify the number of problems that the occupants facing.

Also, there is a need to carry out ranking factors. So, for that, we will go for the technique called the "Relative Importance Index" (RII). This technique can be used to rank different factors. This will help to rank the factors and make it possible to cross-compare the relative importance of the factors as perceived by the respondents. The data received in the questionnaire will be analyzed by the Relative Importance Index (RII) method to determine the relative importance of factors causing amenities and quality. The formula to calculate RII is given below:

RII=∑W/A*N or RII=Sum of weights (W1 + W2 + W3 + ……+ Wn) /A*N

where,

W= weights given to each factor by the respondents and will range from 1 to 5

A=highest weight (i.e. 5 in this case)

N=total number of respondents

5. RESULTS OF QUESTIONNAIRE SURVEY FOR RII

The data collected from questionnaire survey was analysed by using Relative Importance Index and Importance index technique. Different professionals have given their respective responses on the basis of their own experience and opinions.

Table 5.1 represents R.I.I. and Ranking given to those selected factors. A factor whose R.I.I. is maximum has been given first rank and thus ranking has been assigned with decreasing R.I.I.

Sr. No.	Factors	Weightage					Total (N)	∑W	R.I.I.	Rank
		1	2	3	4	5				
BUILDERS ATTRIBUTES										
1	Natural/Behavior of the builder	10	14	32	14	0	80	190	0.542	24
2	Fulfillment of the requirement	32	26	8	4	0	80	124	0.354	35
	Budget	10	16	26	18	0	80	192	0.548	20
	Time	5	16	12	28	9	80	230	0.657	13
	Quality	12	6	16	32	4	80	191	0.545	22
3	Construction Company Reputation	12	32	14	7	5	80	171	0.488	29
TYPE, LOCATION AND AESTHETIC APPEARANCE										
BUILDING ATTRIBUTES										
1	Number of bedrooms	7	10	15	33	6	80	234	0.668	10
2	Building type	4	36	17	13	0	80	179	0.512	28

3	Types of materials used in the construction building	3	11	31	18	7	80	225	0.726	5
4	Design of building	2	6	24	21	17	80	255	0.706	6
5	Design of bath and toilet facilities	34	15	11	6	4	80	141	0.402	34
6	Sizes of bedrooms in the building	4	6	14	31	15	80	257	0.554	19
7	Sizes of living rooms	3	18	27	14	8	80	216	0.671	9
8	Sizes of cooking and storage spaces	7	21	24	12	6	80	199	0.568	18
9	Sizes of Dining room	8	24	16	12	10	80	202	0.577	17
10	Sizes and design of internal spaces	8	15	22	18	7	80	211	0.602	15
11	Protection against Noise in the building	10	22	18	14	6	80	194	0.760	2
12	Initial and maintenance cost of the building	15	22	15	10	8	80	189	0.54	26
13	Aesthetic appearance of building	6	10	16	26	12	80	238	0.68	8
14	Location of building in the housing estate	26	28	6	7	3	80	143	0.408	33
15	Satisfied with kitchen design	10	8	18	26	8	80	224	0.64	14
16	Satisfied with ceiling heights	6	16	26	15	7	80	211	0.602	16
17	Quality of natural lighting in bedrooms	18	32	12	8	0	80	150	0.428	32
18	Natural lighting in kitchen	10	14	32	14	0	80	190	0.542	25
19	Quality of air in bedrooms	32	26	8	4	0	80	124	0.354	36
20	Natural lighting in living room	10	16	26	18	0	80	192	0.548	21

21	Quality of air in living/room	5	16	12	28	9	80	230	0.657	12
22	Privacy in the building	12	6	16	32	4	80	191	0.545	23
23	Security and Protection	12	32	14	7	5	80	255	0.745	3
24	Protection against dampness in the building	36	25	12	4	2	80	326	0.815	1
25	Protection against insects and dangerous animals	0	4	18	36	12	80	266	0.66	11
26	Security measures in the building	18	22	24	6	0	80	158	0.451	31
27	Fire safety measures in the building	6	24	22	12	6	80	238	0.728	4
28	Door locks	12	28	13	10	7	80	182	0.52	19
29	Water supply in the building	6	9	18	24	13	80	239	0.682	7
30	Electrical services in the building	12	32	14	7	5	80	171	0.488	30

Table 5.1: RII and Ranking of Identified causes of Satisfaction and Dissatisfaction of costumer.

The factor Protection against dampness in the building has been ranked highest i.e. first with RII of 0.815. It states that this is most dissatisfied by the costumer. Damp can be caused by water penetration from leaks in the roof, defects in walls and masonry, moisture from the ground and inadequate ventilation. Water ingress routes might include the failure of roofing materials, defective rainwater goods, degraded detailing, or poorly specified interventions where work has been carried out using inappropriate materials. Raised ground levels and changes in the water table can result in water being drawn up by capillary action, so called 'rising damp'. Sometimes new work on a building can result in a build-up of moisture in areas that were formerly dry.

Second rank is obtained in Protection against Noise in the building with RII of 0.760. Noise from many outdoor sources assails our hearing as it invades our homes and workplaces: traffic, aircraft, barking dogs, neighbours' voices. Noise within the workplace — from office machines, telephones, ventilating systems, unwanted conversation in the next cubicle — distracts us from our work and makes us less productive. Noise from within the home — from appliances, upstairs footsteps, TV sound traveling from room to room — keeps our homes from being the restful refuges they ought to be. Noise in the classroom impedes the learning process and threatens our children's educational experience.

Third rank is obtained in Security and Protection in the building with RII of 0.745. Strong security is the best way to protect residents and property. It will deter and even stop crime in building. A good security system can also increase the value of property and attract better residents to building. The security of your building is probably one of your biggest concerns.

Forth rank is obtained in Fire safety measures in the building with RII of 0.728. Fires often cause disruption of business activities, loss of business documents, loss of employee work hours, and liability claims resulting from the spread of fire to adjacent properties. Depending on the construction type or contents of the building and the occupancy type and number of occupants, fire prevention features should provide life-safety and property protection or a combination of both.

Fifth rank is obtained in types of materials used in the construction building with RII of 0.726. Building material is any material used for construction purpose such as materials for house building. Wood, cement, aggregates, metals, bricks, concrete, clay are the most common type of building material used in construction. The choice of these are based on their cost effectiveness for building projects.

These are some major factors that concern dissatisfaction of the customers living in the apartment building of Amravati city.

6. CONCLUSIONS

The aim of this report was to identify the satisfaction or dissatisfaction rate. Effectiveness of the questionnaire and utility of data obtained depend on the choice of correct attributes, appropriate identification and description of their characteristics and converting them into easily understandable questions and after that gathering of the data through this questionnaire we analysis and calculate it with the use of Relative Importance Index and Importance index technique. Different professionals have given their respective responses on the basis of their own experience and opinions.

According to the survey and analysing the data, following points can be recommended:

1. This study provides a clue to improve the quality of the residential apartment building and to find their   satisfaction rate.
2. Further, this study has conducted analysis based on the survey data of 80 apartment houses building.
3. According to the analysis, the factors to determine housing satisfaction of the occupants.

We observed that poorly maintained buildings are vulnerable to damp problems. They are the major shown concern among the people. But with correct maintenance, repair and adequate ventilation, traditional buildings can be kept dry and healthy. To address damp problems the source of the moisture must be identified and addressed before other works are considered. With the right approach and correct use of materials the removal of internal linings is not normally required to enable drying. Treatments suggested for use in modern construction are often not appropriate for traditionally constructed buildings and may cause further problems.

All these data we can collect and analysis because effectiveness of the questionnaire and utility of data obtained depend on the choice of correct attributes, appropriate identification and description of their characteristics and converting them into easily understandable questions. There is a need to split the questions pertaining to each attribute to a reasonable extent with respect to their characteristics and descriptors. Characteristics of the attributes are formulated based on theoretical content representing the attributes. The theoretical content can be identified in the relevant codes and manuals followed for construction. It will enable the respondent to provide more objective response to each attribute rather than a generic feedback on a broad based question on a single attribute. Questions thus formulated need to be unambiguous, provide clarity to all possible types of participants and be amenable to analysis and interpretation.

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