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A STUDY OF CUSTOMER SATISFACTION ON APARTMENT LIFESTYLE WITH SPECIAL REFERENCE TO ORCHIDS BY RAKINDO

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Abstract: The article aims to analyze satisfaction of people with living conditions in new apartment buildings. The article presents the concept of customer satisfaction in construction and the criteria that define the quality of dwellings; the benefits, consequences, merits and demerits of the assessment of customer satisfaction are also named. A survey of customer satisfaction helped to evaluate the quality of dwellings according to their technical and functional parameters, as well as the degree of cooperation between customers and contractors/builders. The customer satisfaction index (CSI) and the degree of loyalty were calculated, and then a customer satisfaction matrix was built up. A house is a single-unit residential building. It may range in complexity from a rudimentary hut to a complex structure of wood, masonry, concrete or other material, outfitted with plumbing, electrical, and heating, ventilation, and air conditioning systems.

***Index Terms* - Customer Satisfaction, Apartment, Lifestyle, Orchids**

INTRODUCTION

Human being is a unique creation of this world. As humans, people need to have certain essential things for constancy. The real estate sector in India assumed greater prominence with the liberalization of the economy, as the consequent increase in business opportunities and labor migration led to rising demand for commercial and housing space. At present, the real estate and construction sectors are playing an important role in the overall development of infrastructure. The basic amenities of living for people are food, clothing and shelter. For shelter people need a house. In India from various real estate sector is growing in a sensational way in the presence of private banks. These banks are providing housing loans towards Indians and NRIs for fulfilling their self needs or business purpose. In India, most of the city like NewDelhi, Bangalore, Chennai, Mumbai etc. these are main midpoint for the business and these cities are providing more employment opportunities towards jobseekers. Service quality is commonly noted as a critical prerequisite and a determinant of competitiveness

for establishingand sustaining satisfying relationships with customers. Hence service quality is an important indicator of residential satisfaction. A house is a single-unit residential building. It may range in complexity from a rudimentary hut to a complex structure of wood, masonry, concrete or other material, outfitted with plumbing, electrical, and heating, ventilation, and air conditioningsystems. Houses use a range of different roofing systems to keep precipitation such as rain from getting into the dwelling space. Houses may have doors or locks to secure the dwelling space and protect its inhabitants and contents from burglars or other trespassers. Mostconventional modern houses in Western cultures will contain one or more bedrooms and bathrooms, a kitchen or cooking area, and a living room. A house may have a separate dining room, or the eating area may be integrated into another room. Some large houses in North America have a recreation room. In traditional agriculture-oriented societies, domestic animalssuch as chickens or larger livestock (like cattle) may share part of the house with humans.

STATEMENT OF THE PROBLEM

Now a day, people all over the world have started purchasing Real Estate property. Theresidential flat promoter services are vastly providing more different offers and opportunities to the buyers. The customers have to consider so many factors before and after purchasing theresidential flat. There are different factors affecting the purchase behaviour and their preferenceand satisfaction have a great significance in the market. Hence, promoters will be able to launchtheir housing schemes better and effectively. Here, based on the study the research problem has been identified as key factors affecting buyer satisfaction with residential flat in Coimbatore City.

OBJECTIVES OF THE STUDY

❖   To evaluate the customer satisfaction towards residential apartments.
❖   To analyze the factors influencing the customer to purchase residential apartments.
❖   To study the problems faced by the apartment buyers.

LIMITATIONS OF THE STUDY

❖   The respondents are restricted to Coimbatore city.
❖   Due to time constrains the sample size was limited to 116 respondents.

RESEATCH METHEDOLOGY

Research design:
The researcher aims to "Study of Factors Affecting Customer Satisfaction for Residential Flatsin Coimbatore city". Convenient random sampling method is used to collect the data.

Area of the study:
The study is undertaken in Coimbatore city.

Sample size:
The sample size for the study is 116 respondents.

Data source:

Primary data has been collected directly from the customer by using a questionnaire. The relevant secondary data is has been collected from different source such as technical and trade journals, article, newspapers, magazines, internet, periodicals, books, reports etc.

PERCENTAGE ANALYSIS

The data collected through questionnaire were classified tabulated analyzed through simple percentage method. Percentage analysis helps to find which factors is significant among a number of factors.

$$\text{Percentage Analysis} = \text{No. of respondents} / \text{Total No. of Respondents} * 100$$

REVIEW OF LITERATURE

Cao , D., Li, Z. and Ramani, K. (2010) observed that home-buying customers actually influence the demand of a construction project. In order to satisfy the homebuyer's preferences, the builder (or promoter) has to prepare him from the learned lessons of the past projects or understand the customer's needs or expectations through a scientific feedback system. But the main problem is that the feedback of one client cannot be directly used for another client, as the main preference of one buyer may not be the preference of another.

Mohit, M.A., Ibrahim, M. and Rashid, Y.R. (2010) concluded that Customer's Residential Satisfaction is a feeling of contentment or fulfilment when the customer has ultimately achieved what he has expected in a house; residential satisfaction has been used as a key predictor of an individual's perception of general "quality of life"; residential satisfaction is an ad hoc evaluative measure for judging the success of developments constructed by private and public sectors, and an assessment tool of residents' perceptions of inadequacies in their current housing environment in order to improve the status quo.

Hui and Zheng (2010) revealed that high quality service is an important variable to measure the customer satisfaction. He found that service quality have larger impact on satisfaction of home buyers' than the management quality.

M.Santiago(2010) in the article "Low income home ownership: does it necessarily mean sacrificing neighbourhood quality to buy a home?" states that low income homebuyers may be forced to buy a home in disadvantaged region. This is a latent problem because buying home in such region may limit appreciation, may reduce the quality of life.

Salfarina, et al. (2011) carried out a study on "Trends, Problems and Needs of Urban Housing in Malaysia". Survey method was used to collect data. The findings of the study show that housing purchasing trend in urban Malaysia is determined by demographic profiles, mainly by education level, age, gender and income. The period of housing ownership also influenced the sociocultural interactions and satisfaction of house owners with their neighbourhoods. The findings also show that the main concerns for house buyers in urban areas are price and location of the house. Location of houses and distance from work place are also regarded as the main concern.

DATA ANALYSIS AND INTERPRETATION

TABLE 1

TABLE SHOWING RESIDENTIAL OF THE RESPONDENTS

S.NO	PARTICULARS	NO. OF THE RESPONDENTS	PERCENTAGE OF THE RESPONDENTS (%)
1	Own	25	21.6
2	Rented	29	25.0
3	Leased	33	28.4
4	Other	29	25.0
	Total	**116**	**100.0**

Source: Primary Data

INTERPRETATION

The above table shows that 21.6% of respondents having own residential, 25.0% of respondents rented residential, 28.4% of the respondents leased residential, and 25.0% of respondents other.

CHART 1

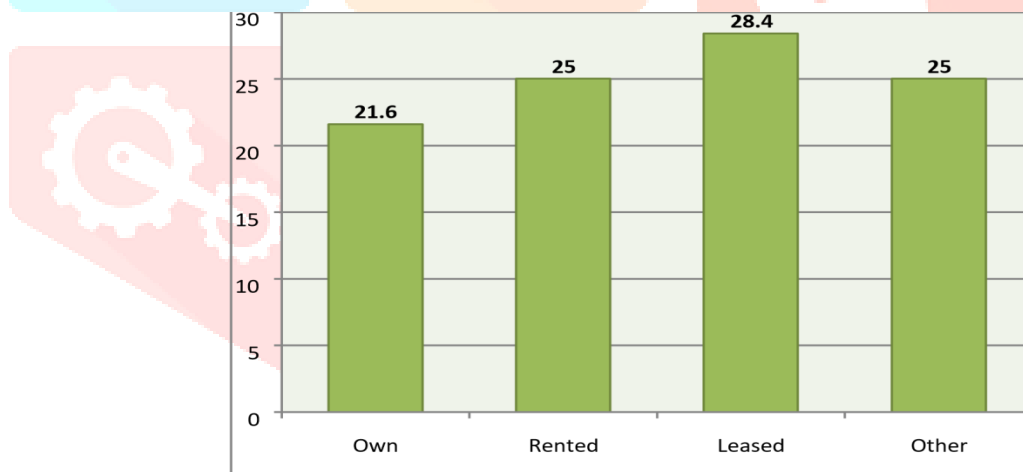**CHART SHOWING RESIDENTIAL OF THE RESPONDENTS**

TABLE 2

TABLE SHOWING SATISFIED WITH PARK FACILITY TO THERESPONDENTS

| S.NO	PARTICULARS	NO. OF THE RESPONDENTS	PERCENTAGE OF THE RESPONDENTS (%)
1	Highly Satisfied	33	28.4
2	Satisfied	18	15.5
3	Neutral	31	26.7
4	Dissatisfied	18	15.5
5	Highly Dissatisfied	16	13.8
	Total	**116**	**100.0**

Source: Primary Data

INTERPRETATION

The table shows the that 28.4% of the respondents are highly satisfied with the park facility in the Apartment, 15.4% of the respondents are satisfied with the park facility in the Apartment, 26.7% of the respondents neutral, 15.5% of the respondents are Dissatisfied with the park facility in the Apartment, and 13.8% of the respondents highly dissatisfied with the park facility in the Apartment.

CHART 2

CHART SHOWING SATISFIED WITH PARK FACILITY
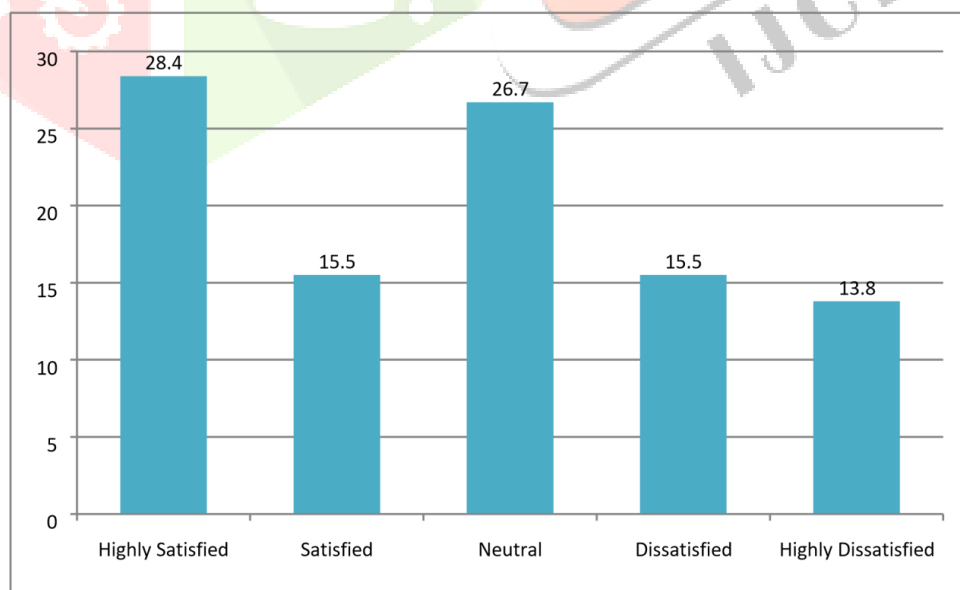
FINDINGS

❖   Majority 28.4% of the respondents leased residential
❖   Majority 63.7% of the respondents are satisfied with the apartment lifestyle living.
❖   Majority 28.4% of the respondents are highly satisfied with the park facility in the

Apartment.

SUGGESTIONS

• The construction company should take care of their customer needs and must provide customization to increase the satisfaction level of the customers.

• It is also suggested to hand over the flats to the customers as soon as possible. This made the customers to feel happy and can increase the company's reputation

• The company can improve their performance in handling customer objections and solvetheir problems. This can be done by improving the quality performance of the company

• Current issues faced by the apartment buyers are lack of customization and poor quality. Construction companies should take care of that and provide the necessities to their customers.

CONCLUSION

This paper tries to know the factors that increase the satisfaction level to residing on Orchids apartment in Coimbatore. This helps the construction companies to understand the minds of their customers to improve their satisfaction level. The important factor to improve the customer satisfaction is customer loyalty. This paper would provide better platform in defining and discovering future possible research.