
Exploring the Relationship between Residents' Perceived Service Quality and Satisfaction on their Current Living Place

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Abstract: *This research aim to examine the relationship between perceived service qualities and residents' satisfaction when hygienic facilities play as a mediating role. A questionnaire-based survey was carried out with residents from the major residential areas of Dhaka city. This research applied four stages of statistical analyses such as descriptive analysis, exploratory factor analysis (EFA), confirmatory factor analysis (CFA) and structural equation modelling (SEM). The findings revealed that there is a strong relationship between services provided by the private companies towards resident's satisfaction when hygienic facilities play as a mediating role.*

Keywords: *Service Quality, Hygiene Factors; Community Attachment, Dhaka city; Bangladesh*

1. INTRODUCTION

In recent times Bangladesh faces a major housing problem specially the people who lives in the city area (ADB, 1995). Researchers explore that condition of living area plays stronger predictors of resident's psychosocial aspects (Kearns et al. 2000; Thomson & Petticrew, 2005; Evans et al., 2003; Weich et al., 2002; Day's, 2008). That is why surrounding environment of a resident's area must be facilitated with visual amenity, access to green space and spaces, availability of social interaction, quality of life (Cattell et al., 2008; Day, 2008; O'Campo et al., 2008; Thomson et al., 2003; Warr et al., 2007). Furthermore, up to now study of resident's perceived service quality and its influence over satisfaction under the perspective of Bangladesh is scarce. The proposed research is intent to investigate the affiliation between service quality and satisfaction level of the resident's in Dhaka city on their housing facilities which may use as guidelines for the academicians as well as for the managers in respective industry for the formulation of competitive business strategy.

2. LITERATURE REVIEW

Finch (2004) advised that customer satisfaction with facilities is found out by technical performance, communicates by the management. However, expected positive relationship between customer satisfaction and service quality are documented in numerous literatures (Fornell, 1992; Cronin and Taylor, 1992; Choi et al., 2004; Snoj et al., 2004; Hui and Zheng, 2010; Parasuraman et al., 1985; Bastos and Gallego, 2008; Lee and Lee, 2000). Previous empirical research also supports that in developing countries overall service qualities are provided by the apartment, authorities is not satisfactory (Ukoha & Beamish, 1997; Jiboye, 2004, Daramola, 2006, Aribigbola, 2008).

Over the year the notion of service quality broadly applies largely to the hospitality, healthcare and financial sector (Douglas & Connor, 2003; Lee & Lee, 2000). However, in residents perspective on this research, the researcher applied "Tangibility", "Reliability", "Responsiveness" followed by "Assurance" and lastly "Empathy" to measure service quality and their satisfaction (Ling Hin & Amy, 2000). On the hand, Zubairu (2002) argue that adequate housing condition are basically comprised with decency, security, privacy, space, healthy, affordable, legally secured tenure, habitable, accessible, and appropriately located with services and infrastructure. These features reflected as a primary agenda in promoting healthy housing with better living conditions (Bonney, 2007; Canter, 1983; Kaitilla, 1993 and Mohit et al., 2010; Schwaller, 2003). Above all, this research tested by following hypothesis:

H1: *Service quality is a significant influence on resident's satisfaction when hygienic conditions play as a mediating role.*

3. METHODOLOGY

In this research self administered survey was applied in major residential areas in Dhaka city, Bangladesh. This study used five point Likert scales which have accepted by various scholars (Aasker et al., 2001, Neuman, 2000). Apart from a descriptive study of the respondents, this research applied exploratory factor analysis (EFA), Confirmatory Factor Analysis (CFA) and Structural Equation Modeling (SEM). The instruments in this research were adapted from the literature review. This study used 250 samples to attain the research objectives which seem to be an adequate sample that represents the population (Roscoe, 1975). The adequacy of the measurement model was evaluated based on criteria of overall fit with data, content validity, unidimensionality analysis, convergent validity, discriminate validity, and reliability.

4. RESULT AND DISCUSSION

Out of 250 total respondents, 54% were male respondents and only 46% were female respondents. The majority of the respondents living in Mirpur and Baridhara followed by Uttara and Gulshan in Dhaka city. The largest group were in the age of 20 to 29 years old (41.66%) followed by 20 and 30 to 39 years of old equally (25%) (See Table 1).

Table 1. Demographic Profile of the Respond (N= 250)

Item	Percent (%)
Gender	
a) Male	54%
b) Female	46%
Total	100.0
Respondents Living Area	
a)Mirpur	33.33%
b)Uttara	16.66%
c)Gulshan	16.66%
d) Baridhara	33.33%
Total	100%
Respondents Age	
a)Less Than 20	25%
b)20-29	41.66%
c)30-39	25%
d)More Than 39	8.3%
Total	100%

This research used exploratory factor analysis (EFA) to confirm the notion that distinct dimensions among the constructs. This research also calculated Kaiser-Meyer-Olkin (KMO) to justify the overall measure of sampling adequacy (MSA) which was 0.95. In addition, the communalities of the constructs were range from 0.55 to 0.95 with an average value above 0.75 (see table 2). Then Barlett's Test of Sphericity showed a significant value of Chi-Square ($\chi^2=7022.970$, $df = 990$, $Sig. =.000$). The contents of the three factor dimensions were analysed and named as follows: service quality (4), hygienic condition (3), resident satisfaction (3) (See Table 2). To confirm the factor analysis this research also applied confirmatory factor analysis (CFA). Overall, the researchers improved the default model by revising the model after certain adjustment on the variables by inspecting the modification indices result of Service Quality; Hygienic Conditions and Residents Satisfaction (see table 3). The full model was tested through structural equation modelling (SEM) techniques in order to test the hypothesis (Figure 1.2). The fit indices of the full model were $\chi^2/df= 2.822$ ($\chi^2= 3576.133$, $df= 1267$); GFI= .931; AGFI= .915; RMSEA= .052; CFI= .923; NFI = .913. Although a relative χ^2 statistics ($\chi^2/df=2.822$) indicated a good fit, other indices were at the lower end of acceptable ranges to indicate a good model fit. From the results this research supports that hygienic conditions facilities had significant mediating effects in between service quality and resident satisfaction supporting H1 (See Table 4).

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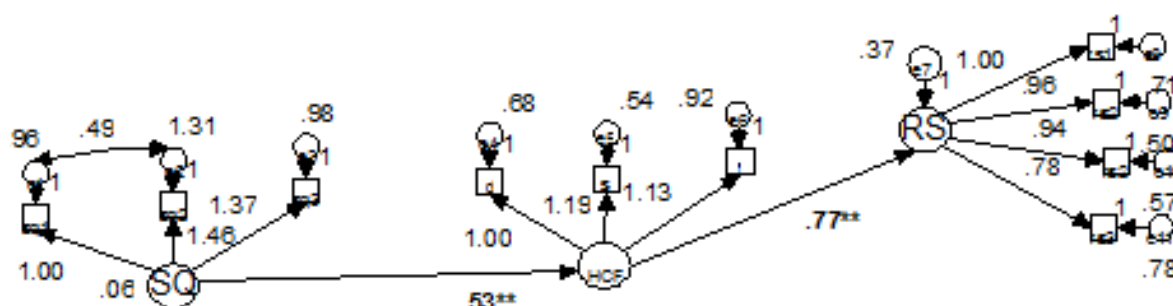
Table 2. Summary of Exploratory Factor Analysis

Factor Name	EV1	PV2	CV3	Component Variables	Factor Loading
Service Quality Alpha = .781	1.792	7.700	28.025	Condition of physical assets Perform the promised service dependably Security and privacy	.77 .67 .61
Hygienic Condition Facilities Alpha = .721	1.675	6.756	34.868	Decency Spacious Healthy	.77 .67 .69
Residents Satisfaction Alpha = .751	1.741	6.421	42.964	Satisfaction with existing residents Community support Organizing various national and social activities	.78 .69 .72

Notes: 1: Eigen value (EV1) 2: Percent of Variance (PV2) 3: Cumulative Variance (CV3)

Table 3. Confirmatory Factor Analysis Using AMOS

Theoretical Construct	Model	GFI	AGFI	RMSEA	CFI	NFI
Service Quality (SQ)	Initial	.92	.90	.04	.91	.90
	Revised	.96	.95	.03	.92	.93
Residents Satisfaction (RS)	Initial	.95	.90	.06	.90	.88
	Revised	.98	.97	.03	.98	.97
Hygienic Condition Facilities (HCF)	Initial	.98	.97	.03	.98	.97



Insert: Figure 2: Hypothesized Model of Relationships among Key Variables Notes: SQ = Service Quality; HCF= Hygienic Condition Facilities; and RS= Residents Satisfaction

Table 4. The estimates of the mentioned variable

Path	Estimates (Estimate of regression weight)	S.E (Standard error of regression weight)	C.R (Critical ratio for regression weight)	P (Level of significance for regression weight)
Hygienic Condition ← Service Quality	0.53	.596	4.144	0.000
Residents Satisfaction ← Hygienic condition	0.77	.115	7.437	0.000

5. CONCLUSIONS

The stimulus of this study is to provide an insight into the relationships between service quality and resident satisfaction. More precisely, the findings propose that there is a strong relationship exists between service qualities (SQ) with resident's satisfaction (RS) when hygienic conditions facilities (HCF) play as a mediating role. It seems most logical that after buying an apartment the residents expect certain services must be available to meet their safety and social needs. That is why collective

efforts are essential by the apartment owners in Bangladesh. Along with that apartment owners must ensure good infrastructure and building services systems with trust and confidence, decency, security, privacy, space, healthy, affordable, legally secured tenure, to the residents (Fitzsimmons et al., 1998; Ling Hin and Amy, 2000, Zubairu, 2002, Bonnefoy, 2007).

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