

A STUDY ON CUSTOMER'S SATISFACTION AND SERVICE QUALITY OF OMR RENTALS

Submitted in partial fulfillment of the requirement for the award of

Bachelor of Business Administration

by

V.K. NILA

Register No. 38280067



SCHOOL OF BUSINESS ADMINISTRATION

SATHYABAMA

**INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)**

**Accredited with Grade "A" by NAAC | 12B Status by UGC | Approved by AICTE
JEPPIAAR NAGAR, RAJIV GANDHI SALAI,
CHENNAI-600119**

April - 2021



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SCHOOL OF BUSINESS ADMINISTRATION

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **V.K NILA (38280067)** who carried out the project entitled "**A STUDY ON CUSTOMER'S SATISFACTION AND SERVICE QUALITY OF OMR RENTALS**" under our supervision from January 2021 to March 2021.

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COMPANY LETTER



Property Care Management Service

Date: 06.03.2021

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **V.K. Nila** has done her internship in operation assistance at OMR Rentals, Siruseri, Chennai from 6 Jan 2021 to 6 March 2021.

She has worked on a project titled "**A STUDY ON CUSTOMER SATISFACTION AND SERVICE QUALITY OF OMR RENTALS**".

During her internship she has demonstrated her skills with self-motivation to learn new skills. Her performance exceeded our expectations and she was able to complete the project on time.

We wish her all the best for upcoming career.

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DECLARATION

I **V.K NILA (38280067)** hereby declare that the Project Report entitled “**A STUDY ON CUSTOMER’S SATISFACTION AND SERVICE QUALITY OF OMR RENTALS**” Siruseri, Chennai. Done by me under the guidance of **Ms.M.JAYASEELY** Internal and **MR.M.NITHYANANDAM OPERATIONS HEAD** External at OMR RENTALS, CHENNAI is submitted in partial fulfillment of the award of Master of Business Administration degree.

DATE:

PLACE: CHENNAI

SIGNATURE OF THE CANDIDATE

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I would like to express my sincere and deep sense of gratitude to my external project guide **Mr.M.NITHYANANDAM**, OPERATIONS HEAD, OMR RENTALS, CHENNAI, for his valuable guidance, suggestions and constant encouragement paved way for the successful completion for my project work

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V.K.NILA

ABSTRACT

Customer satisfaction is defined as a measurement that determines how happy customers are with a company's products, services, and capabilities. Customer satisfaction information, including surveys and ratings, can help a company determine how to best improve or change its products and services.

High-rise building satisfaction goes beyond provision of shelter. It includes, provision of service, utilities such as water supply, electricity, access roads, drainage system, refuse disposal facilities as well as prompt attention to repairs and maintenance. However, most times professionals or organization in high-rise building management are concerned with the economic value and functionality of the building without considering its satisfaction to the user of space .on this premise ,this work evaluates tenant/user satisfaction as a good measure of high-rise building maintenance/building performance . The work adopted a cross-sectional research design approach and analyzed quantitatively. The results show that opinion and expectation of the tenant/occupiers in high rise residential buildings are central to improving service delivery by property management firms towards customer satisfaction. Effective property management should be customer driven. Tenants are highly dissatisfied with communication, creating a gap between customer expectation and perception of service quality. Lack of interaction becomes a major reason for non-satisfaction of service quality.

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CHAPTER - 1

INTRODUCTION

1.1 INTRODUCTION OF THE STUDY

In Chennai we have lots of vacant properties, sometimes the owners are at different states /countries, at that time we need someone who can manage our property and fix tenants accordingly. To solve these issues we have Housing Rental Agencies also called as Property Care Management. Here in OMR Rentals they are specialized in Property Care Management. That is they do all the documentation and verification and later fix tenant.

Complaints on service quality in managed apartments are becoming more critical due to lack of management's focus on the important service qualities that lead to customer's/tenant's satisfaction. Firms are under increasing pressure to demonstrate that their services are customer focused and that continuous performance improvement is being delivered. An understanding of customer expectations is the key to success because any gaps in service quality can be identified by referring to the customer's perspective. This will enable firms to know their performance in delivering quality service. It will also enable them to identify optional costs of minimizing quality service gaps and prioritizing which gap to focus on.

Quality is the extent to which residential high-rise buildings, like any other product or service, meets consumer's needs and expectations – physically, socially and psychologically. Such quality of dwelling provided either by public or private organisation for rental or outright purchase, can be accessed through occupants' perception.

The construction industry (and indeed the housing sector) has recognised quality and client's satisfaction as decisive business factors. However, it is still unknown how well the industry/sector is meeting the satisfaction of occupiers who may or may not be the direct client (Torbica and Stroh, 1999). This work is therefore concerned with post-occupancy assessment as it relates to occupiers'/tenant's satisfaction on quality of performance of buildings.

The feedback on the satisfaction level of the occupants will be used to assess the quality of high-rise buildings and the result will go towards being a benchmark or yardstick to service quality improvement in residential high-rise buildings. It will help the State to build better residential estates for users/occupants and assist in providing healthy, productive and comfortable in/outdoor environment and longterm benefits to them.

The performance of a building might be appraised by considering the physical condition, functional suitability, space utilization, health and safety, statutory compliance and energy. Tenant satisfaction indicators are often resorted to as measures of building performance because they help keep the building to the minimum acceptable standard.

1.2 INDUSTRY PROFILE

Property management is the operation, control, maintenance, and oversight of real estate and physical property. This can include residential, commercial, and land real estate. Management indicates the need of real estate to be cared for and monitored, with accountability for and attention its useful life and condition considered. This is much akin to the role of management in any business.

Property management is also the management of personal property, equipment, tooling, and physical capital assets that are acquired and used to build, repair, and maintain end item deliverables. Property management involves the processes, systems, and manpower required to manage the life cycle of all acquired property as defined above including acquisition, control, accountability, responsibility, maintenance, utilization, and disposition.

An owner of a single-family home, condominium, or multi-family building may engage the services of a professional property management company. The company will then advertise the rental property, handle tenant inquiries, screen applicants, select suitable candidates, draw up a lease agreement, conduct a move in inspection, move the tenant(s) into the property and collect rental income. The company will then coordinate any maintenance issues, supply the owner(s) with financial statements and any relevant information regarding the property, etc.

1.3 COMPANY PROFILE

In 2012 OMR Rentals started their concern as an exclusive firm catering to rental services only in OMR, before starting the company they conducted a survey regarding landlord & flat seeker preferences. Most of them preferred “Brokers Excuse”. Which means there is a big issue on trusting brokers. That was the time they decided there is a huge scope to prove in this industry. According to that they designed their services in such a way, that it should not be average. “Be Different from others” this is the only key word they used & now they proved it to 1700 property owners in South Chennai (in and around OMR).

They have their Admin office at OMR Siruseri (near to IT Hub), Branch office in Sholinganallur, ECR – Panaiyur and they are of 22 in team to take care of the sales, Admin, Backend, Technical co-ordinator, Vendor coordinator to take care of the property.

Their process & working style is entirely different from others. Our process will prove how we differ from others. We have two types of service packages. One is Property Management and the second is Tenant fixing. They have 41 processes to complete from Start to End service in their Property care Management Package.

1.4 NEED FOR THE STUDY

To Analyze the ratio of people depending on property care management. Customer satisfaction is one of the critical success factors for all companies. Improving quality and customer satisfaction has received extensive attention. Customers want all utility and service and quality.

1.5 SCOPE OF THE STUDY

- The research measures the experiences of customers
- Gains insight into customers expectations

1.6 OBJECTIVES OF THE STUDY

1.6.1 Primary Objective

A Study on Customer Satisfaction and Service quality of OMR Rentals

1.6.2 Secondary Objective

- To analyze the customer Satisfaction of the service provided by OMR Rentals
- To study what clients expect while looking for a property.

CHAPTER - 2

REVIEW OF LITERATURE

2.1 List of Reviews

The concept of housing satisfaction has become the prominent indicator used by numerous researchers and analysts as (i) an evaluative measure of private and public sectors building performance, (ii) an indicator of residential mobility, and (iii) an evaluation of occupants' perception of their residential environment and improvements in new projects (Oliveira and Heineck, 1999). Anttila, Laine and Syrja (1999) added that the customer satisfaction indicator, among other standards, is a tool for company management to forecast future business trends and to improve company activities. Customer satisfaction information enables the company to develop its activities to increase the value-added for customers.

Esther O.Thontteh – The service quality approach to occupiers's satisfaction in rental housing (2010)

Hinks et al (2001) in this research identified the fact that customer satisfaction in terms of new housing is more than just the technical quality of the constituent components of a house. Quality in new housing as far as the customer is concerned is very much an overall concept. This paper looks at some of the ways that other industries have attempted to measure the rather unformulated concept known as customer satisfaction and considers scope for translating them into the house building context.

Saglik et al (2014) studied, a survey questionnaire was used as the data collection technique and Ruetzler's (2005) scale, which was developed to measure service quality in a college refectory. They use methodology of factor analysis, ANOVA, t-test, and multiple regression analysis. they performed 689 valid cases of survey data.

Singh et al (2013) carried out a 200 sample of salaried class persons was taken by using purposive sampling technique from tri-city i.e., Chandigarh, Mohali and Panchkula. This was identify the key factors affecting the decision of customers to buy residential apartments. The most important factor while selecting a apartment

Asubonteng et al (1996) have mentioned that in the view of fierce competition and intense concerns about environmental factors, service quality has become more important. If service quality is to become the foundation of marketing strategy, the firms should be able to measure it and to make it possible; service quality has become a very popular instrument. Marketing literature and the industry has been exposed very widely to it with almost accurate analysis of service quality.

Kuei & Lu (1997) presents a synergy and integration of marketing and operations for continuous quality improvement in a service setting and also discusses responsibilities, improvements and measurements of service quality. It has advocated amalgamation of service quality improvement tool (QFD) and service quality evaluation i.e service quality and suggested that this synergy and integration of systems tools, and concepts would be the aim of the organization in achieving service quality.

Pariseau & McDaniel (1997) in their study about business schools have mentioned that Total quality management (TQM) improves quality while reducing costs but since it involves fact-based continuous improvement, data need to be assessed for level of student and faculty satisfaction. Service quality is used to assess both the quality and importance of each of the dimensions: assurance, reliability, empathy, responsiveness and tangibles, to tests agreement between the views of faculty (providers) and students (consumers). It has strongly established that service quality may be used as for benchmarking performance in order to improve service quality.

Dwayne et al (1997) conducted study and examined service quality expectation differences among three stakeholder groups involved in the interaction of tourists, employees and management of service providers to degree to which service climate may explain these differences. It revealed that very few management barriers have considerable impact on managers' perceptions of tourists' expectations and most of employee barriers drastically impacted frontline employees' perceptions of visitors' expectations.

Pheng (1998) in his research has categorically emphasized on the interface between the technical and non-technical framework that must be acknowledged to achieve quality management effectively and system which links these two frameworks must be recognized for service quality.

Sinha & Ghoshal (1999) have posited in their study that there is hardly any difference between manufacturing and service industries with the increasing competition of the marketplace since services have become integral part of products making all business is to be service-oriented and aimed at satisfying growing customer needs. Most of the companies are adding capacities by adapting to advanced technology and reducing cheap material imports. Gaining competitive advantage remains in providing superior value to the customer through excellent customer service with the product at a lower delivery cost. The study concluded that customer service is important factor to retain and acquire customers in competitive markets.

Parsuraman (2000) has stated that companies involved in services industry must broaden their tests of productivity from the typical company-oriented perspective to a newer company-customer perspective. This latest approach may help reconcile conflicts ie., the synergies between improving service quality and increasing service productivity.

Longnecker & Scazero (2000) In their research, workers from two different organizations with similar systems, techniques and infrastructure were surveyed for company's quality program, however only one was considered as successful from quality point of view the other was a failure. The study also revealed that better attention is on human aspects were seen in successful organization which includes improved management support for quality, better communication in organization, implementation of corrective actions and better follow up of problems in quality.

Lee et al(2000) across three service firms confirmed that the performance model appeared to be superior to the gap model. It also shows that perceived service quality is a predecessor of satisfaction and not the opposite. If tangibles appeared to be a more important factor in the equipment-based industries, the responsiveness is a more important factor in the people-based industries.

Rhoades et al (2000) have addressed efforts in bringing up quantitative index of factors & characteristics which comprises quality in airport operations & facilities from varied customer's perspective. It has shown and identified 12 broad factors that, in customer view affect the quality of operations at airport. The important factors are ground transportation, parking, shopping and restaurant services, capacity as well as the waiting area.

Kandapally.J. et al (2001) have stated that expected services go beyond the essential services required for the company to stay in business and such services need to be offered to remain competitive. Over the year, expected services increases and guest becomes more demanding, requiring service provider to move beyond what is commonplace.

Farner et al (2001) have examined empirically the popular concept of internal customer service. Even if there is significant descriptive literature on internal service is available, till date there has been hardly any empirical assessment service quality. The concept of assuming co-workers as customers needs intuitive sense but there is still a difference in opinion among industry and institutes as to the true value of internal customer service on the external service quality. This study has used data of a large food and grocery wholesaler and examined the impact of internal customer service on external customer service. Farner et al finds that internal customer service seems to have a mixed and complex relation with external customer service.

Groonroos (2001) has stated that the most important characteristic of services is the fact that services are processes and goods since a service firm has no products, but only an interactive process. On other hand, the consumption of goods may be described as “consumption of outcome”, the consumption of services may be defined as “process consumption”.

Siu & Cheung (2001) by using Retail Service Quality Scale to study the service quality delivery of a department store chain and its impact on consumption behaviour, it is found that the impact of physical appearance and the policy are prominent on the overall perceived service quality and the future shopping behaviour. Out of all service dimensions, physical appearance and policy have the major impact on the overall service quality and on future consumption respectively.

Gunes & Deveci (2002) have found that reliability of service processes is taken into consideration in a verbal sense and regarded that “reliability is satisfied by delivering service to customers on time.”

Li et al (2003) have stated that the ability of a company to achieve excellence in service quality is dependent on the determination of service attributes and their desired levels and also on the prioritization of service attributes. By using appropriate quality improvement indices within limited resources, an operational procedure to prioritize customer service attributes in a accurate simple and inexpensive manner need to attempted. Instruments to measure service quality for example, service quality, have stated the linear as well as symmetric relationship between gaps of service quality and the overall service quality. Further study on the asymmetric and nonlinear nature of this relationship helped in developing a model to advance utility theory into prioritization of dimensions and attributes.

Davidson (2003) has examined organizational climate and organizational culture in hotel industry and a study on causal link between good organizational climate and the level of service quality in a hotel and study explores the effects of organizational climate's integration into quality initiatives. There is a direct link between Climate, culture, service quality, hotel performance and service quality.

2.2 Conclusion

A literature review may constitute an essential chapter of a thesis or dissertation, or may be a self-contained review of writings on a subject. In either case, its purpose is to place each work in the context of its contribution to the understanding of the subject under review. Describe the relationship of each work to the others under consideration. Identify new ways to interpret, and shed light on any gaps in, previous research. Resolve conflicts amongst seemingly contradictory previous studies. Point the way forward for further research.

CHAPTER - 3

RESEARCH METHODOLOGY

The researcher had to decide which methodology or combinations of methodology were going to be most practical and yield the best results from the primary research. There are two types of methodological approach that can be used. These two are qualitative and quantitative. Quantitative research can be utilized as a research strategy if the emphasize of the research is on quantification in the collection and analysis of the data. Quantitative analysis involves using a deductive approach to the relationship between theory and research, where the emphasis is placed on testing the theories. Quantitative analysis also incorporates common practices and norms of the natural science model and of positivism in particular. Quantitative analysis represents a view of social reality as an external objective reality. Qualitative analysis on the other hand is utilized as a research strategy, wher Me the researcher is looking to emphasize words instead of trying to look for quantification in the collection and analysis of data.

3.1 RESEARCH DESIGN

3.1.1 Descriptive Research Design

Descriptive research is a study designed to depict the participants in an accurate way. More simply put, descriptive research is all about describing people who take part in the study.

3.2 SOURCES OF DATA

Data collection is the term used to describe a process of preparing and collecting data. The data collected for this project work was from two sources

1. Primary Source
2. Secondary Source

3.2.1 Primary Data

Primary data is collected from people by using structured questionnaire.

3.2.2 Secondary Data

Secondary data was collected by company website, books, internet and Wikipedia

3.3 STRUCTURE OF QUESTIONNAIRE

Questionnaire was divided into three sections. First part was designed to know the general information about customers and the second part contained the respondent's opinions about clients requirements and third part contained the respondents opinion about the service quality of OMR Rentals

3.4 SAMPLING TECHNIQUE:

3.4.1 Convenience sampling method:

A convenience sample is one of the main types of non-probability sampling methods.

A convenience sample is made up of people who are easy to reach.

3.5 POPULATION:

The overall population size is infinite.

3.6 SAMPLE SIZE:

The sample of 140 responded was taken into consideration for my study and the data was collected.

3.7 ANALYTICAL TOOLS:

Techniques are used to obtain findings and arrange information in logical sequence from the raw data collected. After the tabulation of data the tools provide a scientific and mathematical solutions to complex problems. The present study uses the percentage analysis statistical tools for analyzing the collected data.

3.7.1 PERCENTAGE ANALYSIS:

Percentage analysis shows that entire population on terms of percentage. It reveals the number of belonging in the particular category of the number of people preferring a particular thing in terms of percentage. In this study, the number of people who responded in a particular manner is interpreted in forms of percentage. Each table has been calculated on the basis of percentage

3.8 PERIOD OF STUDY

The duration of study is 3 months which is from January 2021 to March 2021

CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

4.1 PERCENTAGE ANALYSIS

Table 4.1.1: Age of the respondents

S NO	Particulars	No. of Respondents	Percentage
1	22 to 26	59	42.3
2	27 to 31	34	24.2
3	32 to 36	19	13.5
4	37 and above	28	20
TOTAL			100

Source: Primary data.

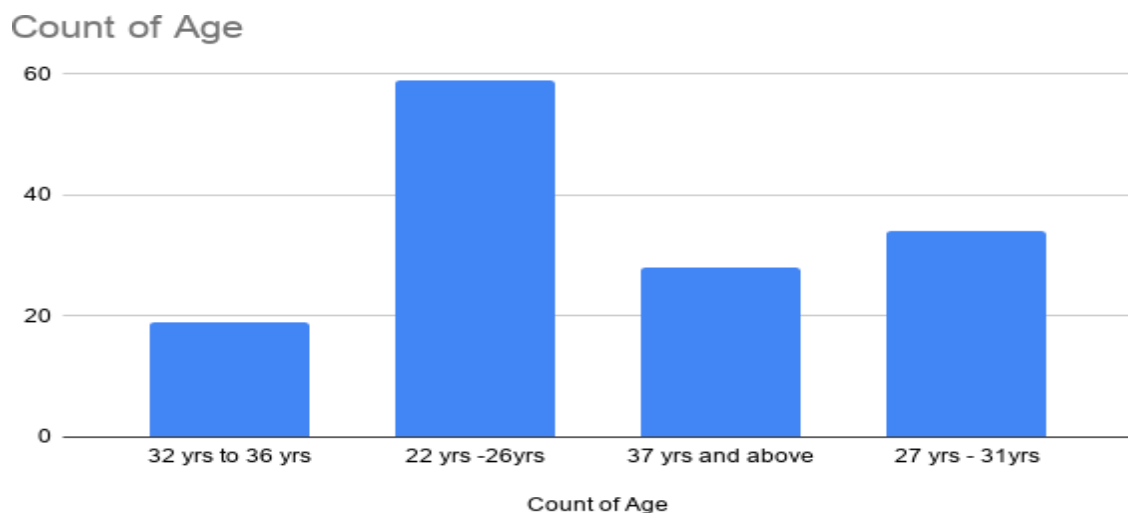


Chart 4.1.1: Age of the respondents

Interpretation

From the above table it is interpreted that the number of respondents between 22 to 26 age of respondents are 42.1%, between 27 to 31 age of respondents are 24.2%, between 32 to 36 age of respondents are 13.5%, 37 above age of respondents are 20%

Inference

Majority (42.1%) of the respondents are of the age between 22 to 26yrs

Table 4.1.2: Martial status of the respondents

S NO	Particulars	No. of Respondents	Percentage
1	Married	66	47.1
2	Single	74	52.9
TOTAL			100

Source: Primary data

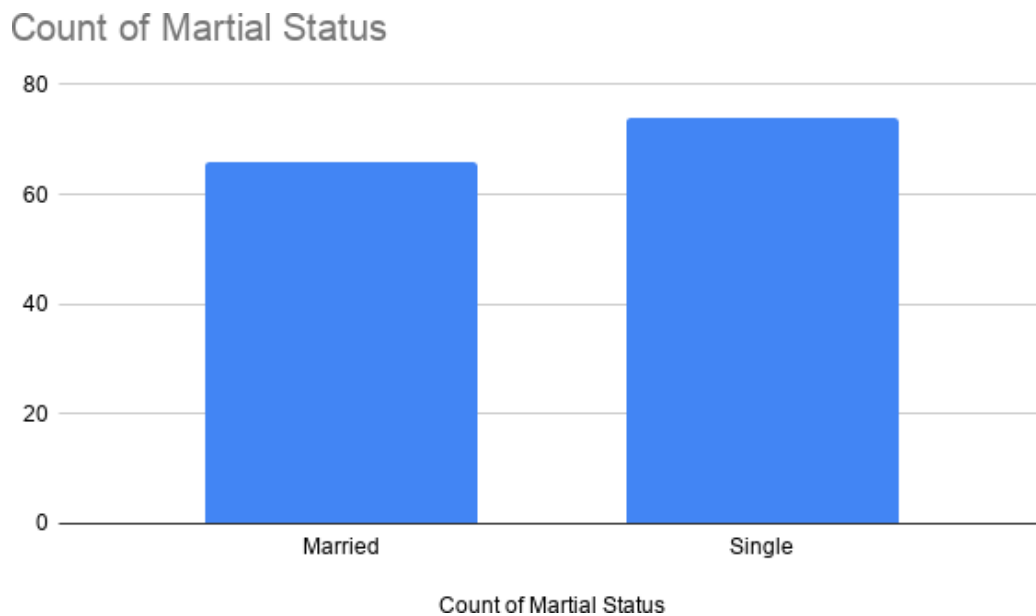


Chart 4.1.2: Martial status of the respondents

Interpretation

From the above table it is interpreted that the number of married respondents are 47.1% and number of single respondents are 52.9%

Inference

Majority (52.9%) of the respondents are single

Table 4.1.3: Designation of the respondents

S NO	Particulars	No. of Respondents	Percentage
1	Student	45	32.1
2	Govt. employee	17	12.1
3	Pvt. Employee	52	37.1
4	Other	26	18.5
TOTAL			100

Source: Primary data

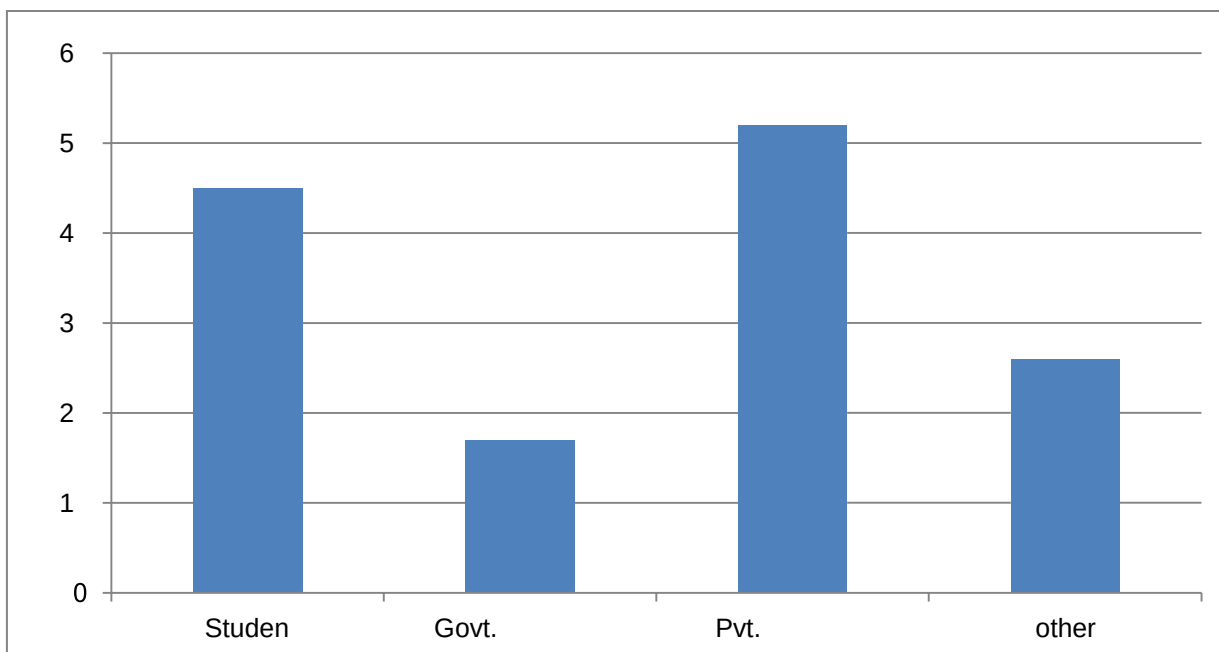


Chart 4.1.3: Designation of the respondents

Interpretation

From the above table it is interpreted that the number of student respondents are 32.1%, number of Govt. employee respondents are 12.1%, number of Pvt. employee 37.1% and other respondents are 18.5%

Inference

Majority (37.1%) of the respondents are Pvt. employee

Table 4.1.4: Home town of the respondents

S NO	Particulars	No. of Respondents	Percentage
1	Chennai	7	5
2	Pondicherry	3	2.1
3	Inside Tamilnadu	58	41.4
4	Outside Tamilnadu	72	51.4
TOTAL			100

Source: Primary data

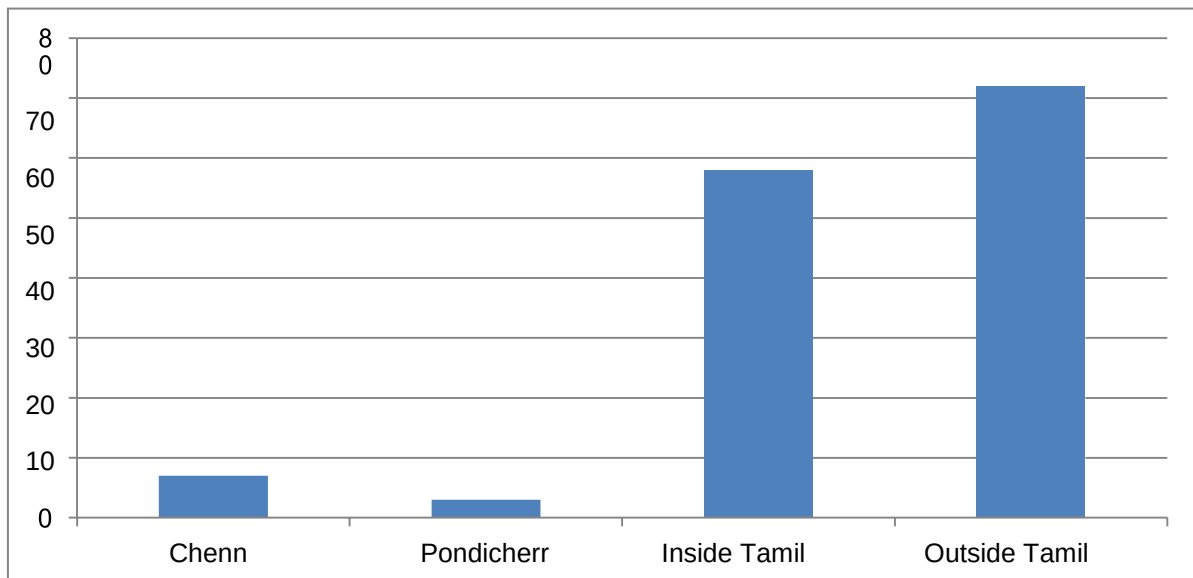


Chart 4.1.4: Hometown of the respondents

Interpretation

From the above table it is interpreted that the number of respondents who are from Chennai is 5%, Pondicherry is 2.1%, inside Tamil Nadu 41.4%, outside Tamil Nadu 51.4%

Inference

Majority (51.4%) of the respondents are Outside Tamil Nadu

Table 4.1.5: Education level of the respondents

S NO	Particulars	No. of Respondents	Percentage
1	Elementary	9	6.4
2	Primary	3	2.1
3	SSC	3	2.1
4	HSC	13	9.3
5	Diploma	52	37.1
6	University	60	43
TOTAL			100

Source: Primary data

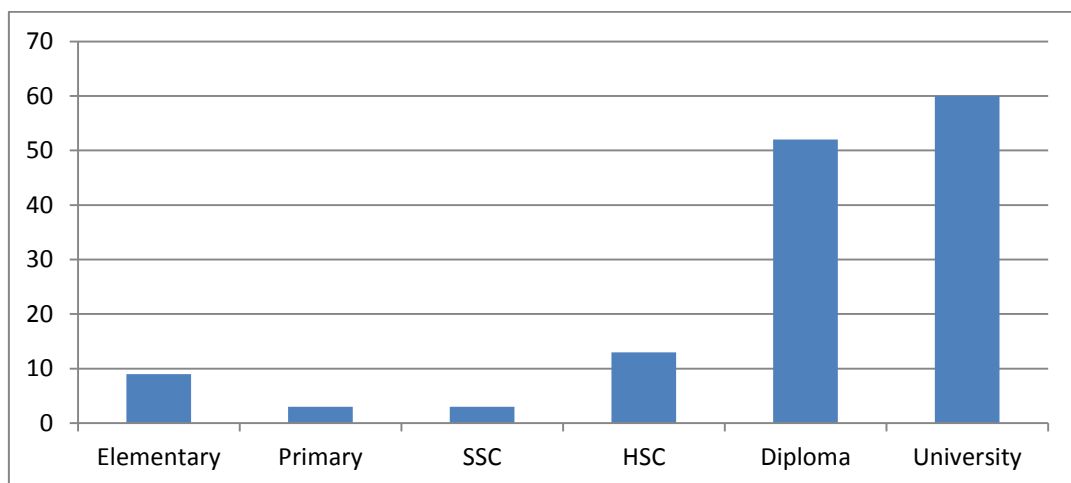


Chart 4.1.5: Education level of the respondents

Interpretation

From the above table it is interpreted that the number of respondents elementary are 6.4%, primary are 2.1%, SSC are 2.1%, HSC are 9.3%, diploma are 37.1% and university are 43%

Inference

Majority (43%) of the respondents are University

Table 4.1.6: If the respondents know what is the role of a property care manager

S NO	Particulars	No. of Respondents	Percentage
1	Yes, I know	96	68.6
2	No, I don't have a clear idea	44	31.4
TOTAL			100

Source: Primary data

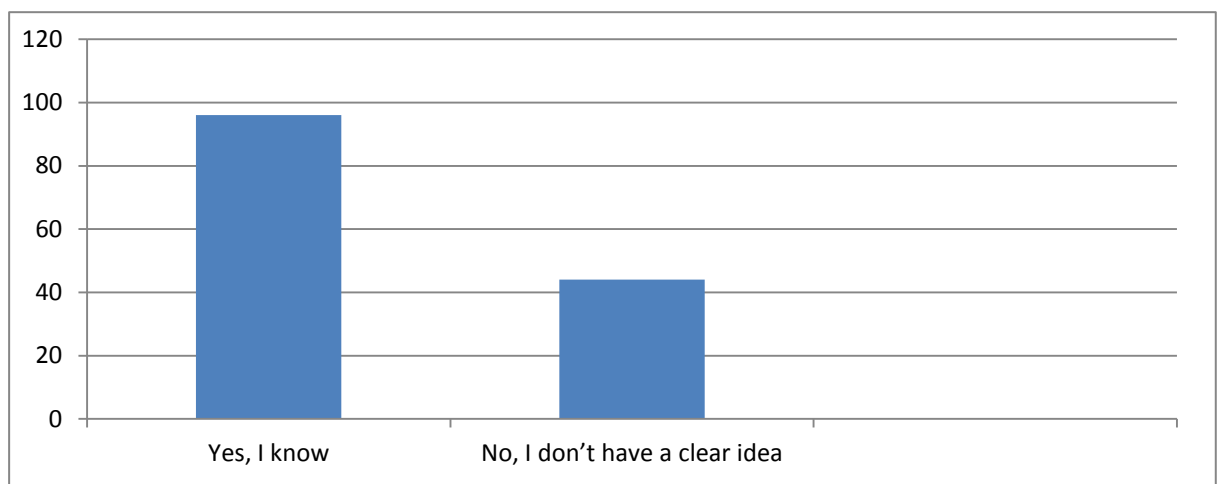


Chart 4.1.6: If the respondents know what is the role of a property care manager

Interpretation

From the above table it is interpreted that 68.6% of respondents said yes, I know and 31.4% of respondents said I don't have a clear idea.

Inference

Majority (68.6%) of the respondents are Yes, I know

Table 4.1.7: If the respondents want to search for a new house how would they search

S NO	Particulars	No. of Respondents	Percentage
1	Use the help of a property care management (renting agent)	113	80.7
2	Search Yourself instead	27	19.3
TOTAL			100

Source: Primary data

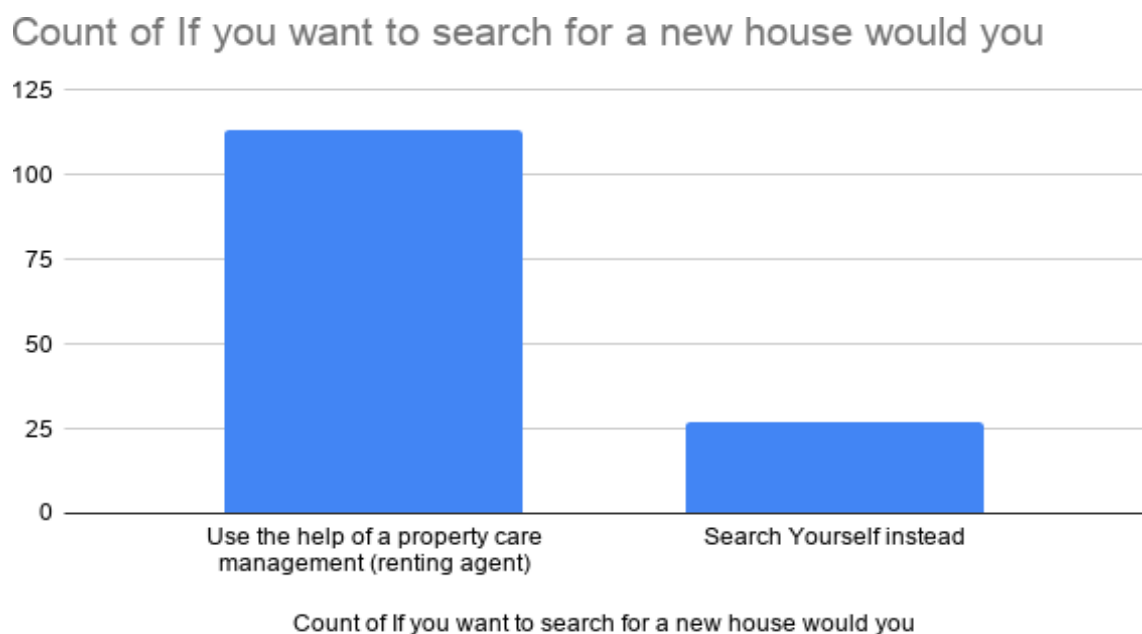


Chart 4.1.7: If the respondents want to search for a new house how would they search

Interpretation

From the above table it is interpreted that the number of respondents use the help of a property care management (renting agent) is 80.7% and search yourself instead is 19.3%

Inference

Majority (80.7%) of the respondents prefer to use the help of a property care management (renting agent) service

Table 4.1.8: What type of buildings does the respondents prefer

S NO	Particulars	No. of Respondents	Percentage
1	Individual building	24	17.1
2	Apartments	42	30.0
3	Villas	25	17.9
4	Gated community	22	15.7
5	Pent house	9	6.4
6	Studio rooms	18	12.9
TOTAL			100

Source: Primary data

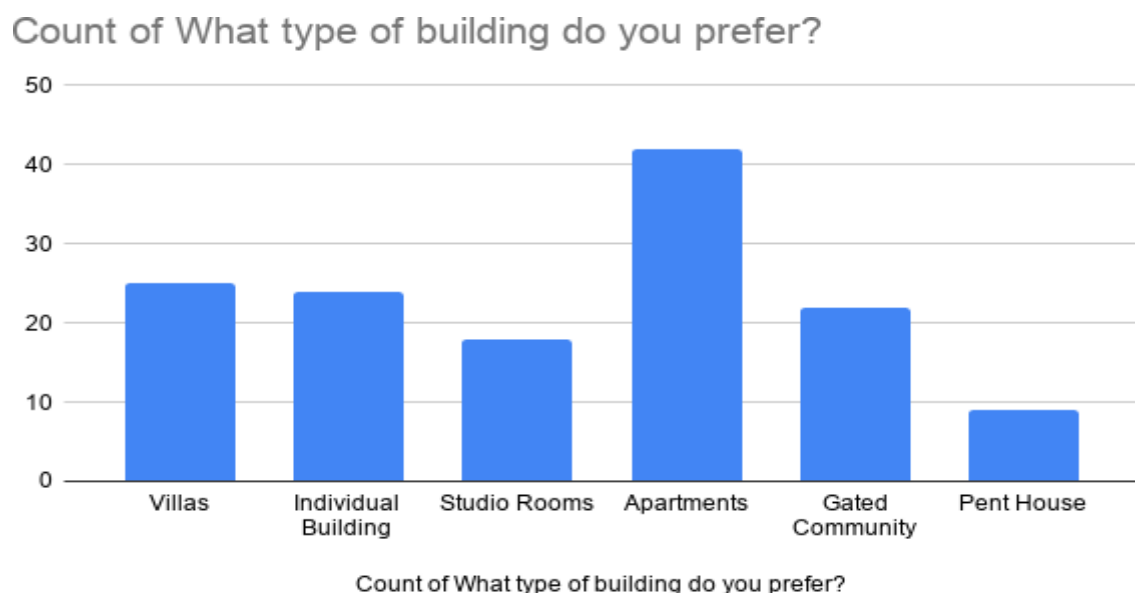


Chart 4.1.8: What type of building does the respondents prefer

Interpretation

From the above table it is interpreted that the number of respondents prefer individual building is 17.1%, apartments 30%, villas 17.9%, gated community 15.7%, pent house 6.4% and studio rooms 12.9%

Inference

Majority (30%) of the respondents prefer Apartments

Table 4.1.9: Expectation of the property furnishment by the respondents

S NO	Particulars	No. of Respondents	Percentage
1	Unfurnished	38	27.1
2	Semi furnished	48	34.3
3	Furnished	27	19.3
4	Fully furnished	27	19.3
TOTAL			100

Source: Primary data

Count of Furnishment of the property

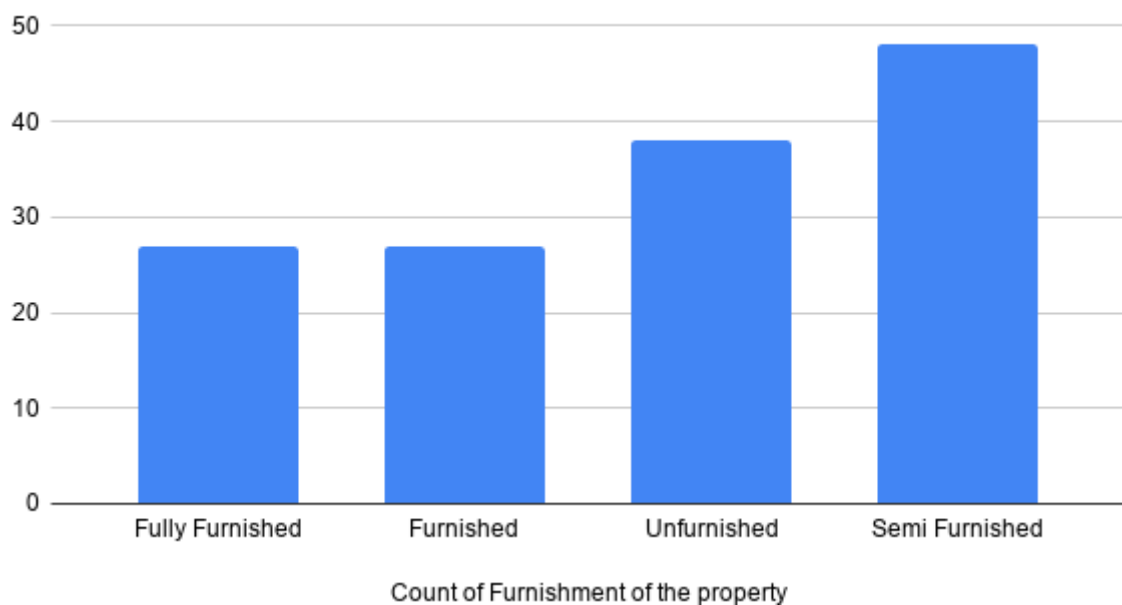


Chart 4.1.9: Expectation of the property furnishment by the respondents

Interpretation

From the above table it is interpreted that the number of respondents prefer unfurnished property is 27.1%, semi furnished 34.3%, furnished 19.3%, fully furnished 19.3%

Inference

Majority (34.3%) of the respondents prefer Semi furnished

Table 4.1.10: What are the 24hrs facilities preferred by the respondents

S NO	Particulars	No. of Respondents	Percentage
1	Security	84	18.5
2	Power backup	113	24.8
3	CCTV	117	25.7
4	Piped gas	105	23.1
5	Reception Service	36	7.9
TOTAL			100

Source: Primary data

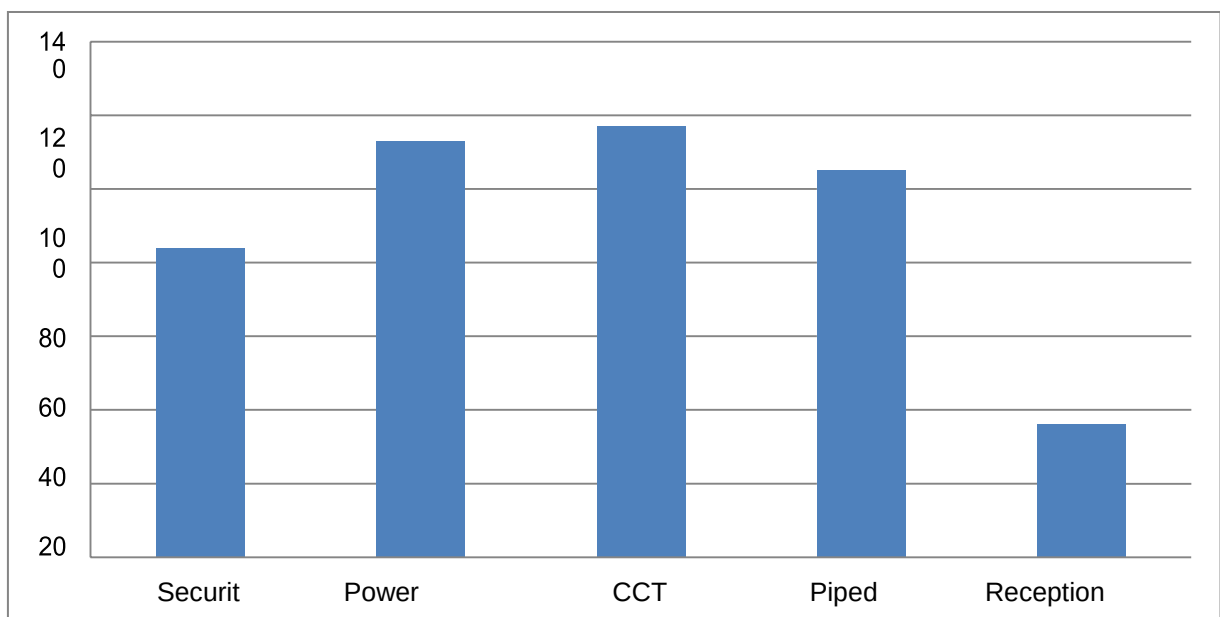


Chart 4.1.10: What are the 24hrs facilities preferred by the respondents

Interpretation

From the above table it is interpreted that the number of respondents prefer security 18.5, power backup 24.8%, CCTV 25.7%, piped gas 23.1%, reception service 7.9%

Inference

Majority (25.7%) of the respondents prefer CCTV as their main 24hr facility

Table 4.1.11: What are the amenities respondents expect

S NO	Particulars	No. of Respondents	Percentage
1	Fitness center/ GYM	23	14.5
2	Swimming pool	25	15.8
3	Children's play Area	24	15.2
4	Walking track	25	15.8
5	Indoor & Outdoor play area	19	12.02
6	Laundry room	20	12.6
7	Community hall	22	13.9
TOTAL		158	100

Source: Primary data

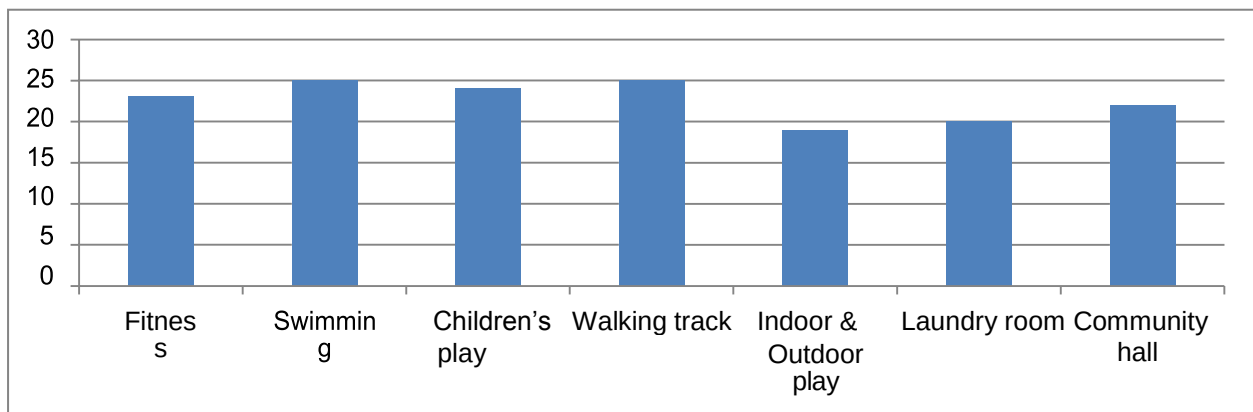


Chart 4.1.11: What are the amenities respondents expect

Interpretation

From the above table it is interpreted that the number of respondents who prefer gym is 14.5%, swimming pool is 15.8%, children's play area 15.2%, walking track is 15.8%, indoor & outdoor play area is 12.1%, laundry room is 12.6% and community hall 13.9%

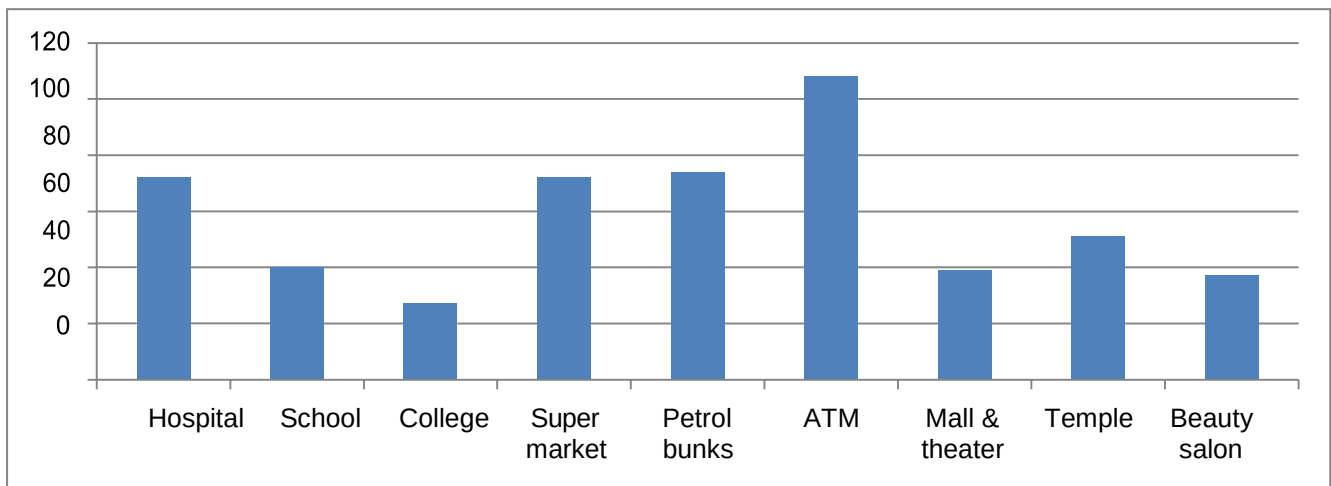
Inference

Majority (15.8%) of the respondents prefer Swimming pool and Walking track

Table 4.1.12: Other expectations such as nearby

S NO	Particulars	No. of Respondents	Percentage
1	Hospital	72	13.8
2	School	40	7.7
3	College	27	5.2
4	Super market	72	13.8
5	Petrol bunks	74	14.2
6	ATM	108	20.8
7	Mall & theater	39	7.5
8	Temple	51	9.8
9	Beauty salon	37	7.11
TOTAL		520	100

Source: Primary data

**Chart 4.1.12: Other expectations such as nearby****Interpretation**

From the above table it is interpreted that the number of respondents who preferred hospital is 13.8%, school is 7.7%, college is 5.2%, super market is 13.8%, petrol bunks 14.2%, ATM is 20.8%, mall & theatre is 7.5%, temple 9.8% and beauty salon is 7.11%

Inference

Majority (20.8%) of the respondents preferred ATM

Table 4.1.13: Satisfaction level of respondents on repairs and maintenance service provided by OMR Rentals

S NO	Particulars	No. of Respondents	Percentage
1	Very dissatisfied	2	1.4
2	Dissatisfied	4	2.9
3	Neutral	36	25.7
4	Satisfied	33	23.6
5	Very satisfied	65	46.4
TOTAL			100

Source: Primary data

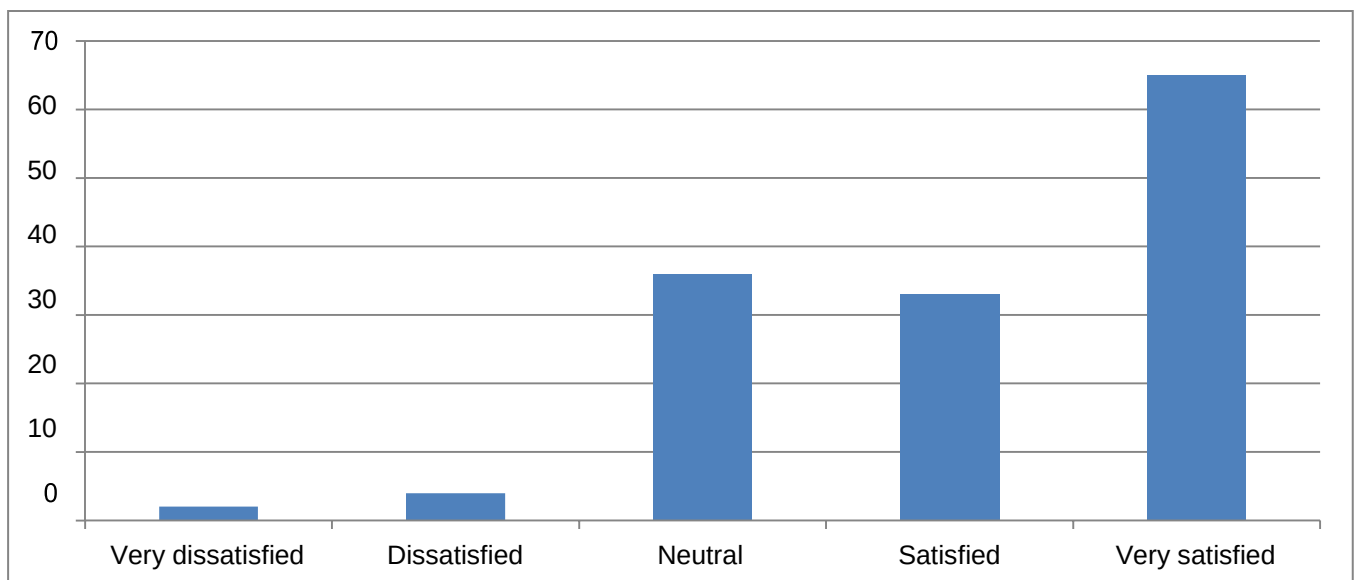


Chart 4.1.13: Satisfaction level of respondents on repairs and maintenance service provided by OMR Rentals

Interpretation

From the above table it is interpreted that the number of respondents who are very dissatisfied is 1.4%, dissatisfied is 2.9%, neutral is 25.7%, satisfied is 23.6, very satisfied is 46.4%

Inference

Majority (46.4%) of the respondents are Very satisfied

Table 4.1.14: Respondents satisfaction on the professionalism of the property care management personnel

S NO	Particulars	No. of Respondents	Percentage
1	Very dissatisfied	2	1.4
2	Dissatisfied	1	0.7
3	Neutral	17	12.1
4	Satisfied	66	47.1
5	Very satisfied	54	38.6
TOTAL			100

Source: Primary data

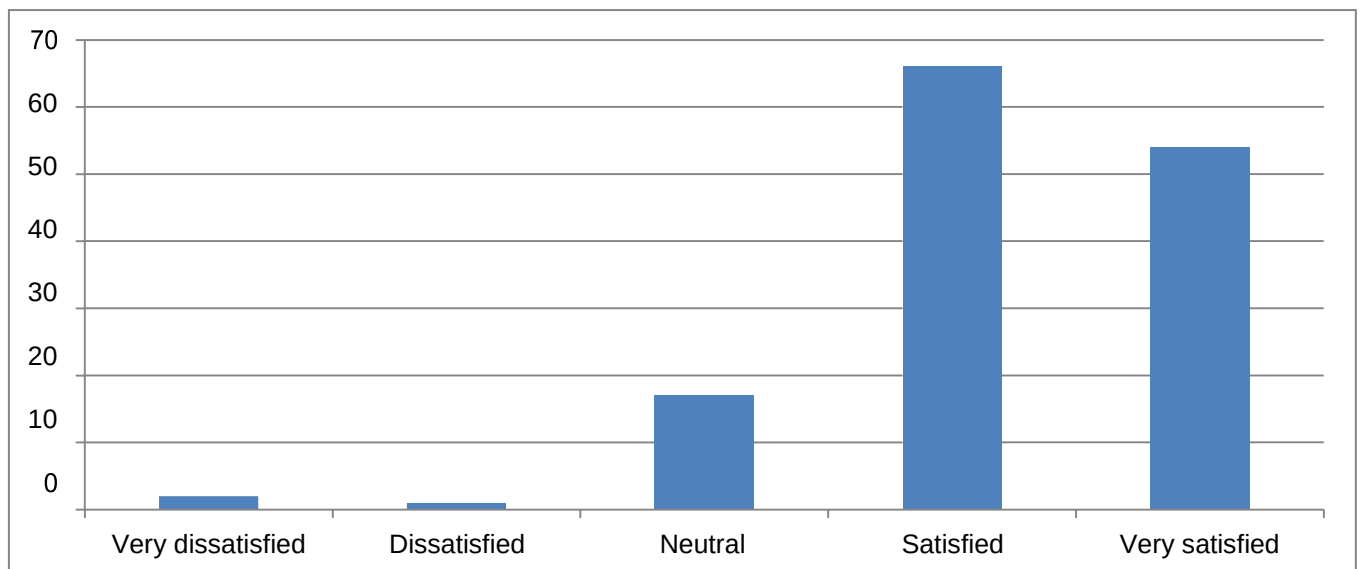


Chart 4.1.14: Respondents satisfaction on the professionalism of the property care management personnel

Interpretation

From the above table it is interpreted that the number of respondents who are very dissatisfied is 1.4%, dissatisfied is 0.7%, neutral is 12.1%, satisfied is 47.1%, very satisfied 38.6%

Inference

Majority (47.1%) of the respondents are Satisfied

Table 4.1.15: Respondents satisfaction on the competence (skills and knowledge) of the property care management personnel

S NO	Particulars	No. of Respondents	Percentage
1	Very dissatisfied	1	0.7
2	Dissatisfied	1	0.7
3	Neutral	26	18.6
4	Satisfied	57	40.7
5	Very satisfied	55	39.3
TOTAL			100

Source: Primary data

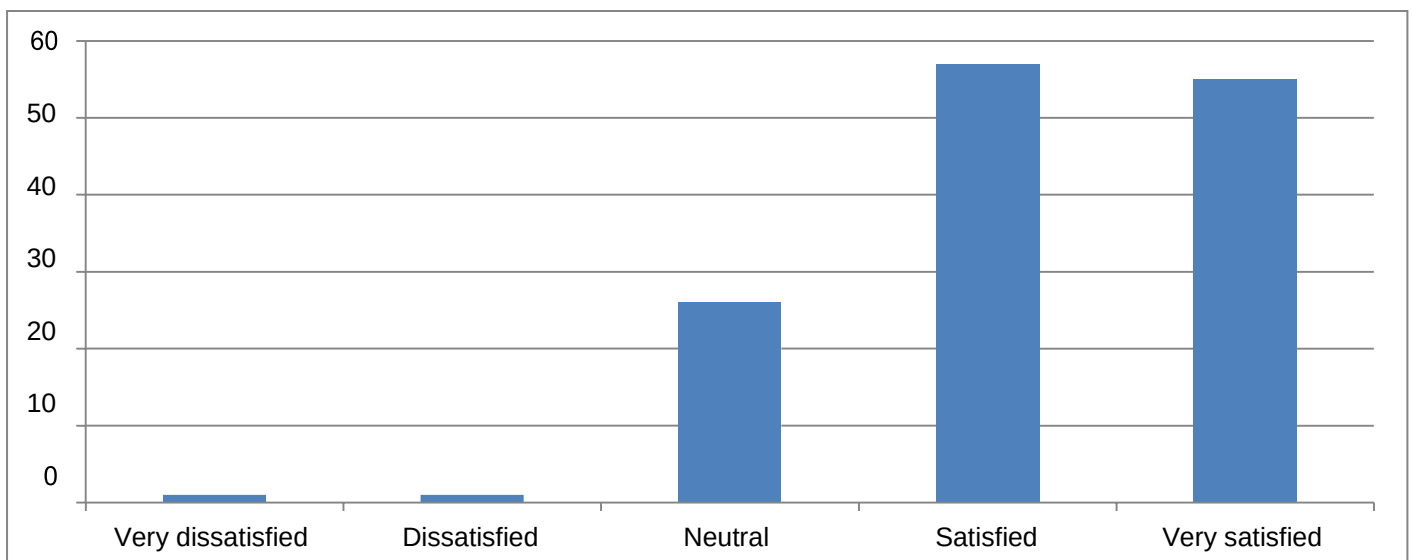


Chart 4.1.15: Respondents satisfaction on the competence (skills and knowledge) of the property care management personnel

Interpretation

From the above table it is interpreted that the number of respondents who are very dissatisfied is 0.7%, dissatisfied is 0.7%, neutral is 18.6%, satisfied is 40.7% and very satisfied is 39.3%

Inference

Majority (40.7%) of the respondents are Satisfied

Table 4.1.16: Respondents satisfaction with the reliability of the property care management personnel

S NO	Particulars	No. of Respondents	Percentage
1	Very dissatisfied	0	
2	Dissatisfied	0	
3	Neutral	27	19.4
4	Satisfied	58	41.4
5	Very satisfied	55	39.2
TOTAL			100

Source: Primary data

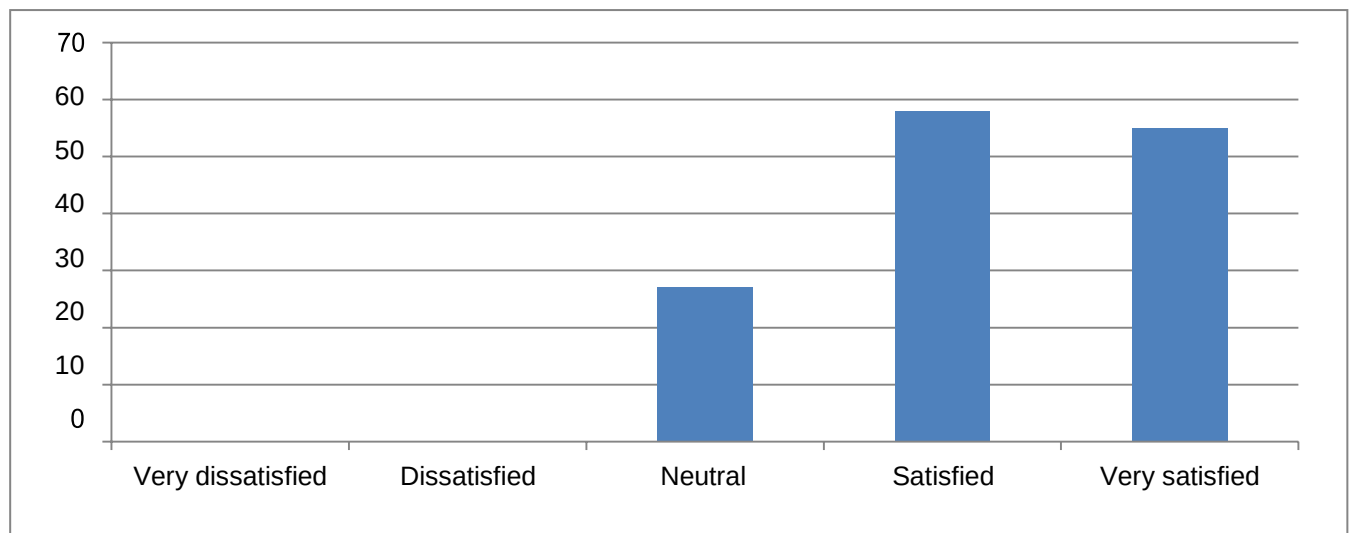


Chart 4.1.16: Respondents satisfaction with the reliability of the property care management personnel

Interpretation

From the above table it is interpreted that the number of respondents who are very dissatisfied is 0%, dissatisfied is 0%, neutral is 19.4%, satisfied is 41.4% and very satisfied is 39.2%

Inference

Majority (41.4%) of the respondents are Satisfied

Table 4.1.17: Respondents satisfaction with the responsiveness of the property care management personnel

S NO	Particulars	No. of Respondents	Percentage
1	Very dissatisfied	2	1.4
2	Dissatisfied	1	0.7
3	Neutral	18	12.9
4	Satisfied	63	45
5	Very satisfied	56	40
TOTAL			100

Source: Primary data

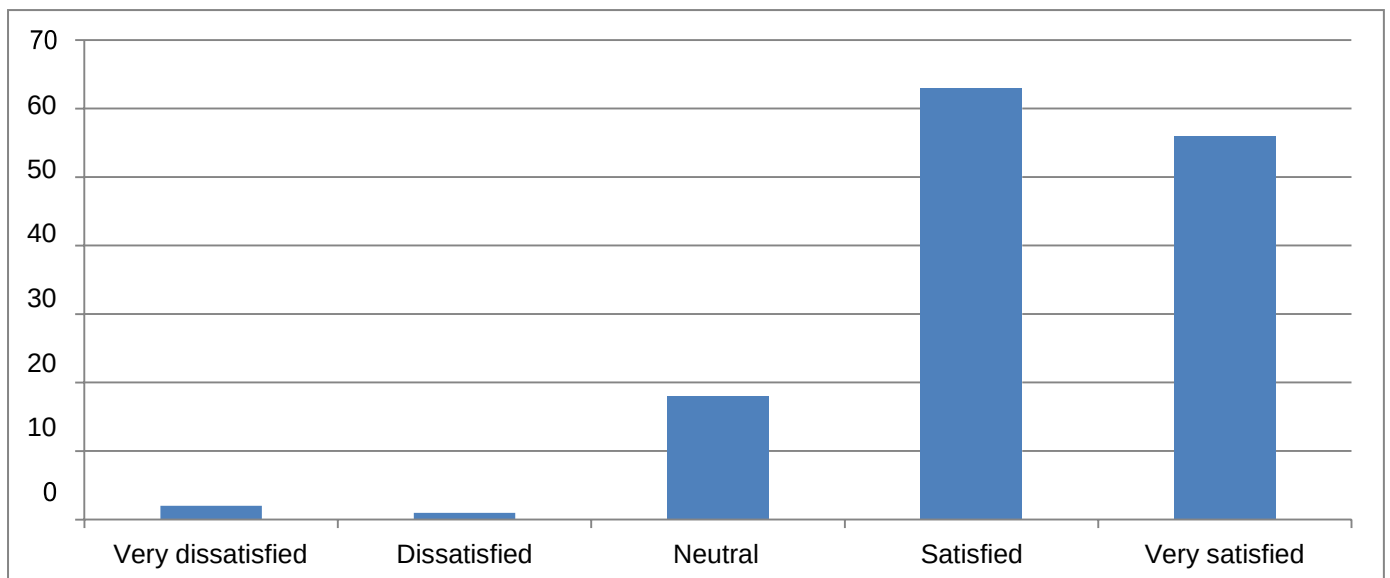


Chart 4.1.17: Respondents satisfaction with the responsiveness of the property care management personnel

Interpretation

From the above table it is interpreted that the number of respondents who are very dissatisfied is 1.4%, dissatisfied is 0.7%, neutral is 12.9%, satisfied is 45% and very satisfied is 40%

Inference

Majority (45%) of the respondents are Satisfied

Table 4.1.18: Respondents satisfaction on extent to which the property care management personnel showed an interest in you as a customer

S NO	Particulars	No. of Respondents	Percentage
1	Very dissatisfied	0	
2	Dissatisfied	0	
3	Neutral	18	13
4	Satisfied	59	42
5	Very satisfied	63	45
TOTAL			100

Source: Primary data

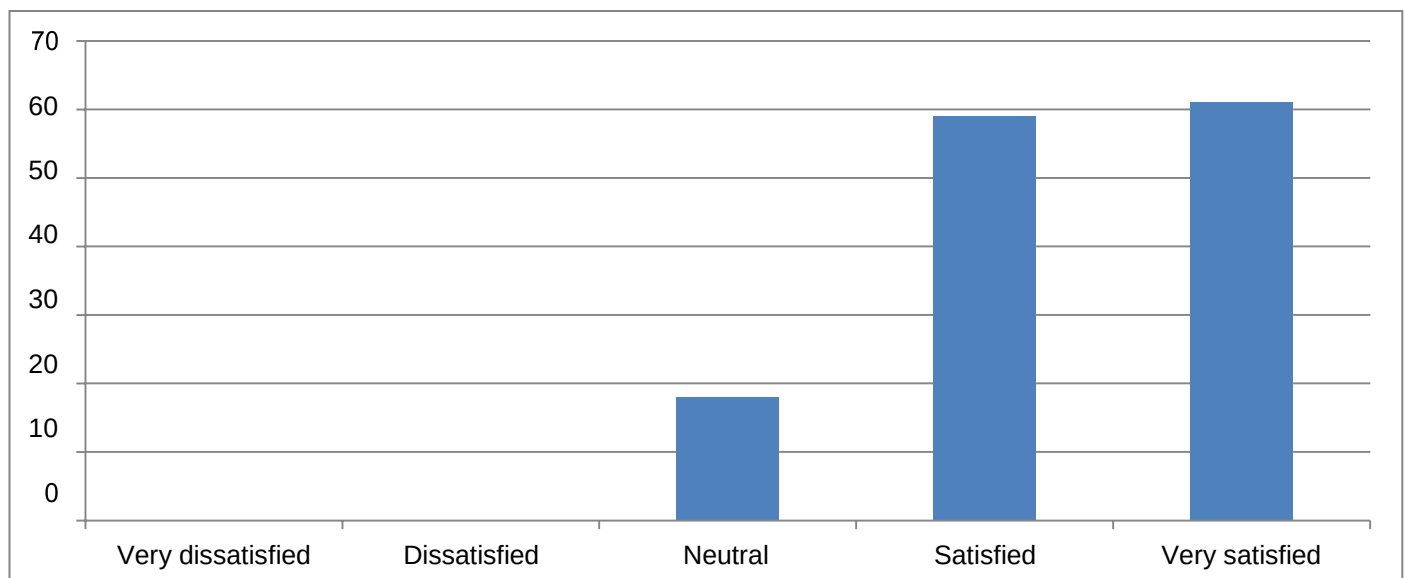


Chart 4.1.18: Respondents satisfaction on extent to which the property care management personnel showed an interest in you as a customer

Interpretation

From the above table it is interpreted that the number of respondents who are very dissatisfied is 0%, dissatisfied is 0%, neutral is 13%, satisfied is 42% and very satisfied is 45%

Inference

Majority (45%) of the respondents are Very satisfied

Table 4.1.19: Respondents overall satisfaction with OMR Rentals

S NO	Particulars	No. of Respondents	Percentage
1	Very dissatisfied	0	
2	Dissatisfied	0	
3	Neutral	10	7.1
4	Satisfied	51	36.4
5	Very satisfied	79	56.4
TOTAL			100

Source: Primary data

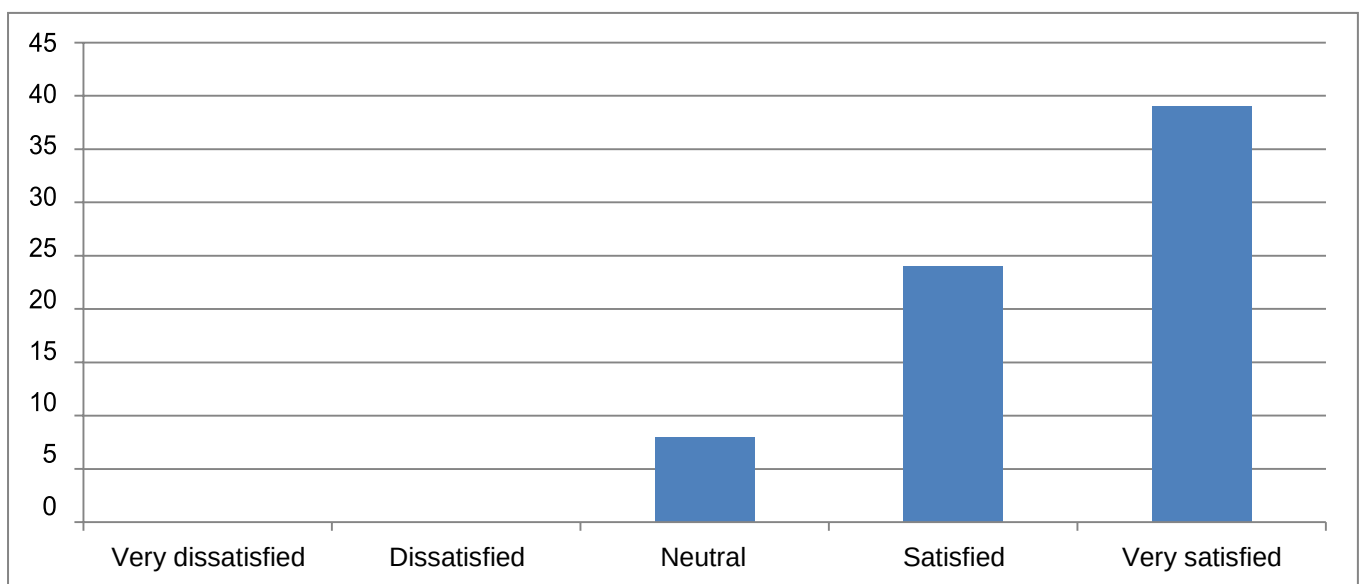


Chart 4.1.19: Respondents overall satisfaction with OMR Rentals

Interpretation

From the above table it is interpreted that the number of respondents who are very dissatisfied is 0%, dissatisfied is 0%, neutral is 7.1%, satisfied is 36.4% and very satisfied is 56.4%

Inference

Majority (56.4%) of the respondents are Very satisfied

CHAPTER 5

5.1 FINDINGS

1. Majority (42.1%) of the respondents are of the age between 22 to 26yrs
2. Majority (52.9%) of the respondents are single
3. Majority (37.1%) of the respondents are Pvt. Employee
4. Majority (51.4%) of the respondents are Outside Tamil Nadu
5. Majority (43%) of the respondents are University
6. Majority (68.6%) of the respondents are Yes, I know
7. Majority (80.7%) of the respondents prefer to use the help of a property care management (renting agent) service
8. Majority (30%) of the respondents prefer Apartments
9. Majority (34.3%) of the respondents prefer Semi furnished
10. Majority (25.7%) of the respondents prefer CCTV as their main 24hr facility
11. Majority (15.8%) of the respondents prefer Swimming pool and Walking track
12. Majority (20.8%) of the respondents preferred ATM
13. Majority (46.4%) of the respondents are Very satisfied
14. Majority (47.1%) of the respondents are Satisfied
15. Majority (40.7%) of the respondents are Satisfied
16. Majority (41.4%) of the respondents are Satisfied
17. Majority (45%) of the respondents are Satisfied
18. Majority (45%) of the respondents are Very satisfied
19. Majority (56.4%) of the respondents are Very satisfied

5.2 SUGGESTIONS

- The clients are very much satisfied with the service provided by OMR Rentals.
- There are few things which has to be taken to the next level that is, they have to put some more efforts in providing their services and bring the clients satisfaction to next level

5.3 CONCLUSION

High quality performance is not always a certainty; therefore standards must be backed by appropriate resources (people, system and technology) and also must be enforced to be effective. In general, property management includes tenant placement, maintenance and repairs, and the ongoing administration of real property. Tenant placement begins with advertising and showing the property, and it ends when the tenant has signed all necessary paperwork, provided all deposits and required rents, and has been handed the key to the property. Maintenance and repairs may occur prior to occupancy or during occupancy as the need arises. With respect to the above study, majority of the people are satisfied with the service of OMR Rentals and people are dependent on property care management service.

ANNEXURE (Questionnaire)

- 1) Name (enter your response)
- 2) Age
 - (a) 22yrs – 26yrs (b) 27yrs – 31yrs (c) 32yrs -36yrs (d) 37yrs and above
- 3) Martial Status
 - (a) married (b) single
- 4) Designation
 - (a) Student (b) govt.employee (c) pvt.employee (d) other<please specify>
- 5) Home Town (enter your response)
- 6) Education
 - (a) Elementary (b) Primary (c) SSC (d) HSC (e) Diploma (f) University
- 7) Do you know what is the role of a property care management person?
 - (a) Yes, I know (b) I don't have a clear idea
- 8) If you want to search for a new house would you
 - (a) Search yourself (b) Use the help of a property care management (renting agent)
- 9) Furnishment of the Property
 - (a) Unfurnished (b) Semi Furnished (c) Furnished (d) Fully Furnished
- 10) What are the Amenities you expect for? (multiple choice)
 - (a) GYM/ fitness centre (b) Swimming Pool (c) Children's Play Area (d) Walking Track (e) Indoor & Outdoor Play Area (f) Laundry room (g) community hall
- 11) What are the 24hrs Facilities you prefer (multiple select)
 - (a) Reception service (b) Security (c) Power backup (d) CCTV Camera (e) Piped gas
- 12) Other expectations such as nearby
 - (a) Hospital (b) school (c) colleges (d) mall & theatre (e) super market (f) petrol bunks (g) ATM (h) Temple (i) beauty saloon

13)What type of building do you prefer?

- (a) Individual building (b)Apartments (c)Villa (d)Gated Community
(e)Pent House (f)Studio Rooms

How satisfied are you with the service provided by OMR Rentals.

1= Very Dissatisfied 2= Dissatisfied 3=Neutral 4=Satisfied 5= Very Satisfied

	(1)	(2)	(3)	(4)	(5)
14) Repairs and maintenance service provided by OMR Rentals?					
15)How satisfied were you with the competence of the property care management personnel?					
16) How satisfied were you with the reliability (ability to perform the promised service dependably and accurately) of the property care management personnel?					
17) Extent to which the property care management personnel showed an interest in you as a customer					

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