

Influencing Factors of Property Management Satisfaction in Q Community of Guiyang City

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Abstract

Community is the shared living space of community residents. The level of community property management is directly related to the satisfaction of community residents. Community property management is a behavioral process to maintain order and meet residents' living needs. The purpose of studying the satisfaction of community property management is to understand the perception of community residents and deeply explain the principal-agent relationship between owners and property management companies. Community property management company's service supply, community owners have a larger say.

A detailed analysis of community residents' satisfaction with property management is a breakthrough to improve the level of community property. Therefore, this paper starts with the fundamental problems, common problems, and latest problems of property management, selects Q Community in Guiyang City as a case for investigation and analysis, uses a questionnaire survey, individual interviews, and SPSS data analysis methods, focuses on the management behavior of community property management companies, and deeply reveals the sense of acquisition and experience of community owners.

The study found that the service consciousness of the property management company is not strong, the residents' opinions are not enough, the residents' service satisfaction is not high, and the relationship between the two parties may not be harmonious. Property management companies must reference community residents' experience and satisfaction to improve the property service level. In other words, community property management companies need to pay attention to owners' ideas, take the initiative to improve service methods, face up to the factors affecting property management, and better cater to owners' needs to improve owners' satisfaction and sense of belonging.

Key words: community; Property management; Satisfaction; Sense of identity

Background and significance of the problem

Community usually refers to the home where people live in an area or place, apartment, or condominium. People in the community are from different places, and all respect each other their privacy and live in harmony. In China, the community is a foreign term, a proprietary term that extends from the common living area. The concept of community first appeared in the western world. Especially studies represented by Tonnies point out that the community is separated from society, a group association built based on nature, and there must be a certain interactive bond between each other^①. People live in a common home for interaction and group activities, and it has become an interest community (referring to the term “Gongtongti” in the Chinese context).

Both community and Gongtongti are translated into the community, two different concepts in Chinese. *"When a community is defined as a relatively independent regional society, the connotation of community has greatly deviated from the Gemeinschaft concept of the living community of intimate relationship proposed by Tannis."*^② By national definition, Gongtongti usually means *"a group of people based on common goals and independent identity who can make members feel a sense of belonging."* According to the definition of Chinese academic circles, Gongtongti usually means *"a group of people based on common goals and independent identity, who can make members experience a sense of belonging."*^③ Both community and Gongtongti emphasize common interests, consensus, and common appeal, and the construction of community Gongtongti has become the expectation of group owners. Community governance is an important way to achieve a better life. ‘Community residents' committee and property management company, as action entities with different interests, demands, and interact with each other, which is not only an important variable affecting the effectiveness of community governance but also an

analysis object that cannot be bypassed when the academic circle discusses the logic of urban community action."

Presently, the level of urbanization is in full swing, and the community management problem is getting more and more attention. New citizens and new communities have become a hot topic. If property management cannot keep up, it will affect residents' sense of happiness, acquisition, and experience. As a property management company, they also need to pursue certain profits. However, they cannot downplay the task of property service. In order to conform to residents' yearning for a better living environment, understanding community property management is one of the critical points because community property management is the most direct living environment for residents. Only when the property management is good will residents nod and praise.

Research objectives

The content structure is relatively reasonable, and the fundamental problems, common problems, and latest problems of community property management are considered as far as possible. At the same time, the community property charges are controversial, the efficiency of community management is not high, the quality of community service needs to be improved, the owners' opinions are not adopted enough, and so on, all become the main topics of this survey. Thus, the following research objectives are drawn:

- 1) To study the service efficiency of property management companies affect owners' experience.
- 2) To determine whether inadequate maintenance of property facilities will affect owners' sense of gain
- 3) To examine adapting property management to owners' demands will affect owners' happiness.
- 4) To analyze whether the property service level of a residential community is inferior to other communities will affect the satisfaction of owners.

Research Hypothesis

The research is based on facts to demonstrate. However, in order to facilitate the understanding of the actual situation of the community, in addition, each resident and each owner may not have the same sense of experience. For this reason, a set of questionnaires was designed before the research. The questionnaire's questions considered the scope of community property management as far as possible. Also, they assumed that people were satisfied with community property management. However, also there might be a phenomenon of low satisfaction and then set the options from strongly disagree to agree strongly. The main assumption of the study is that the owners feel that the property charges are unreasonable, the property management is chaotic, the property security is difficult to guarantee, the property service is not strong, the property security personnel is less, the property work efficiency is not high, the property should not sell the parking space, the owner's opinion is useless and other problems. It was demonstrated with the help of the survey results.

The study argues that previous studies have not taken institutional building into account and lack comparison between communities; Property management companies lack reference to owners' opinions and think their choice is appropriate, but the fact is just the opposite; With the change in living standard and living environment, the demand of owners will also change, but the property management company has not paid attention to the relevant trend. Based on this, in the subsequent research, the extension and demonstration of relevant issues will be carried out, and the in-depth discussion is focused on combining the research hypothesis.

Although the property management company is engaged in operational business, the positioning of the property management company is a service role. The property management company has no superior or subordinate relationship with the owner. The owner entrusts the property management company to handle the community property affairs and places great expectations on the property management company. If the property management company does not provide enough service, the owner's reaction will be reflected, and even dissatisfaction will be generated. To this end, the property management company in the service process shall not be free to lower the standard and can not deviate from the owners' expectations. In order to further demonstrate the role and effectiveness of property management companies, the

following analysis is made based on this point of view:

Hypothesis 1. Owners recognize the property management company as a service provider.

Since the property management company undertakes community property management but also can do a good job in community service work, what the property management company does is easy to win the recognition of the owners. The degree of community owners' experience in property management will also reverse the effect on property management companies, forcing them to make further improvements. Even if the last service is not in place, it will gain the owner's identity in the next service. Not only that, the matters entrusted by the owner are the mission of the property management company. Therefore, the research proposes:

Hypothesis 2. Services provided by property management companies can enhance owners' sense of gain.

The services provided by the property management company are oriented to the owners and meet the owners' needs. The better the service of the property management company, the easier it is to get the recognition of the owner. Property management companies should not only carry out community property management work as entrusted by owners but also respect owners' ideas in actual actions. The owner also has the right to supervise the behavior of the property management company when it is necessary to follow up and respond to the owner's reasonable views. The owner does not approve of the practice. In that case, the property management company should make corresponding improvements and adjustments to make the owner's voice valued as much as possible. With that in mind, the study offers this thought:

Hypothesis 3. The property management company will adopt suggestions put forward by owners.

Since the owner has entrusted the property management company, it can only act according to the owner's wishes. In this way, it also conforms to the owner's demands. Everyone can easily recognize it as long as the property management company has completed and done a good job in the property service work. The more detailed the property management work is done, the deeper the relationship with the owner will be. In order to verify this view, corresponding hypotheses, and arguments

will be made here.

Hypothesis 4. The relationship between the property management company and the owner is harmonious.

From the perspective of the composition of the questionnaire, it finally includes the basic information, the relationship between the property and the owner, the property service project and satisfaction evaluation, and other sections. The content structure is relatively reasonable, and the basic problems, common problems, and latest problems of community property management are considered as far as possible. At the same time, the community property charges are controversial, the efficiency of community management is not high, the quality of community service needs to be improved, the owners' opinions are not adopted enough, and so on, all become the main topics of this survey. Based on this, the research will further analyze the relevant variables.

Sample Selection

The research mainly takes the Q community and surrounding communities in Guiyang City as the survey object to understand the satisfaction of urban community residents with property services. This community is a newly built community with smooth traffic around it. Residents' sense of experience is the most direct barometer of the status of community property management because residents can directly perceive the actual service situation from the property management and will take it as the basis for evaluation. The practice of the property management company protects the interests of the owners. The lack of communication between residents in the community and the property management company ultimately leads to the lack of harmonious relationship. In order to understand the situation of community property management, this paper focuses on community public facilities, public safety, garbage cleaning, greening services, and other practices to further analyze residents' sense of acquisition and experience.

Community property management has its complex side. Some communities are relatively large and exposed to more management problems. Some community property management costs are low, affected by insufficient funds, and the level of property management is not necessarily high. There are also some newly established

communities, and property management is not mature. Property management may encounter a variety of problems. In order to facilitate an in-depth understanding of community property management, this survey and research, combined with the problem of high concern in reality, set up the related questions. According to the principle of local proximity, the research scope of this survey mainly includes the Q community in Guiyang, where the researcher lives, and the surrounding communities (communities). This community is located in the south of Guiyang and is also a newly built community. The first and second phases have been moved in.

Currently, the property management company is involved in providing the corresponding property services in the community, which also exposes some property management problems, and the owners are often dissatisfied with the property management. The study chooses Q community as an example, will comprehensively reflect on the community property management problems, in-depth reveal the operating logic of property management, from which to grasp the factors affecting the community property management problems. In order to have an in-depth understanding of the overall situation of community problem management, 450 questionnaires were sent out in this study, among which 433 questionnaires were collected, and 410 were valid after screening. The research focus on the relevant questionnaire information for in-depth discussion.

Research Methods

Community property management is a systematic and complex business. Residents' sense of experience is the most direct barometer of the status of community property management because residents can directly perceive the actual service situation from the property management and will take it as the basis for evaluation. The practice of the property management company protects the interests of the owners. Suppose the property management company cannot keep up with the management and service. In that case, it may become a hot topic for the owners to discuss and even oppose the practice of property management. To facilitate a comprehensive understanding of property management and its influencing factors, the research mainly adopts the following methods: Questionnaire survey method, Individual interview method, Software Analysis Method

Analysis of influencing factors

Understand the basic situation of community property management and further grasp the influence factors of recognition of property management. To this end, the study also considers the relevant content, using detailed analysis to reveal correlations. Of course, research explains the causal factors. In order to facilitate the understanding of the real thoughts of the owners, as well as to provide statistical convenience for the research, the questionnaire sets up options such as strongly disagree, disagree, not bad, agree, strongly agree, etc., for different questions and in-depth analysis is carried out here.

Research Conclusions

Conclusion 1. The low service efficiency of property management companies has a profound impact on owners' sense of experience

Community property management companies are not good at listening to owners' views, in the efficiency of follow-up. Delay in meeting problems, or delay handling, lack of effective management. The team members were not well managed. One owner, a security guard in the community, mentioned such a problem: After a security guard appeared stealing behavior, the property management company did not dismiss him in time but continued to let him work. Finally, there was no follow-up. The work efficiency is not high, and sometimes the incentive mechanism of the team members is ignored, resulting in poor management and low-efficiency problems. It has to be said that the owners' experience is not highly affected.

Conclusion 2. Inadequate maintenance of property facilities profoundly affects owners' sense of gain

The community is the owner's home. The owner lives here and hopes the community needs to be cleaned and orderly once the home has a comfortable mood. Research shows that there are loopholes in property management of the property management company. Not only is the maintenance not timely, but even the maintenance is not in place. For example, after the corridor door card is damaged, there is no maintenance for a long time, entertainment facilities are no longer updated after the damage, the wall is no longer repaired, and there are security risks in some places

because, The owner is likely to be at the foot of the turret, if continued to fall off the wall could cause similar problems. In some places, maintenance is not in place, affecting appearance. As the community environment construction, especially the community construction, cannot keep up with the intensity, it is unsurprising that the owners lack a sense of gain.

Conclusion 3. Deviation of property management from owners' expectations has a profound impact on owners' happiness

Property management companies should not only be good at management but also cater to the demands of owners. The owner entrusts the property management company to participate in the community property management affairs, and the two parties have an equal contractual relationship. Property management companies are not allowed to go their own way. They should actively communicate with owners' demands, whether reasonable or not, to absorb valuable views and jointly maintain the community so that owners can live in peace of mind and rest assured. Once the property management company deviates from the owner's expectations, it will inevitably lead to everyone's dissatisfaction and, as mentioned above, may be kicked out of the community by the owner. The owners' dissatisfaction is justified, and it cannot be ruled out that their expectations are high. However, the property management company should refer to and implement the affairs entrusted by the owners rather than treat them casually, let alone ignore them. The research shows that the property management company has an arrogant side, thus affecting the owners' happiness.

Conclusion 4. The property service level of residential community is inferior to that of other communities, which profoundly affects the satisfaction of owners

Most previous studies lack horizontal comparison. This study shows that there are inevitably gaps in property management between different communities. Of course, other communities may have high property management costs and enjoy better property service levels. The comparison shows that the property management fees in the surrounding communities are the same or similar. However, the owners give examples of the benefits of property management in other communities. After comparison, they feel that the community environment and property management services are not ideal. Therefore, some think the dispute with the property management company increases

their sense of loss, and home is not like home. Living here obviously lacks experience, and the owners' satisfaction is not high.

Countermeasures and Suggestions

In order to further improve the satisfaction of community property management and strengthen the sense of gain of community owners, community property management companies should focus on the needs and ideas of owners, according to the earlier property entrustment agreement, actively participate in community governance and assume the responsibilities of property management companies. Therefore, countermeasures should be strengthened.

Countermeasures and Suggestions to improve community property management satisfaction

(1) Continuously improve service efficiency. Actively develop service skills, strengthen the construction of the property service team, and cultivate several excellent and capable service teams. Improve the way of property service, perfect the incentive mechanism of community property service, support employees to change their ideas in the service, quickly respond to the needs of owners, and resolutely avoid the work style of procrastination.

(2) Strengthen the construction and implementation of the property system. Community property management must have a set of standard systems and implementation procedures and agree with the owners on detailed property management rules to ensure that there are regulations to follow for property services. Any deviation in the implementation process, whether supervised by the owner or selected by the employee, needs to refer to avoid subjective and random blindly following behavior. At the same time, with the system's requirements, the owner can also ask the property management company to correct its disadvantages.

(3) Effectively respond to the basic demands of the owners. The owners' appeals are diverse, but the problems that owners pay more attention to are worthy of the property management company's follow-up and response. The property management company turns a blind eye to them or simply takes some actions. In that case, it will inevitably lead to the owners' dissatisfaction and may be driven away by

quarrels. This result has been shown in many places. The idea of the owner may not be reasonable, but most of the owners have raised questions or objections. The property management company should not only show the attitude but also come up with a practical action plan. Including some sensitive, complex issues also need a positive response from the property management company. Rather than treating the owner as a subordinate, the appearance of indifference is ineffective. Property management companies participate in property management through the market mechanism, of course, but also to make profits to participate, owners cannot always be entangled in this problem. However, the property management company cannot just run for benefits, but to carry out good community property services.

(4) Learn from the property management experience of surrounding communities. Property management companies play an active role in community property service and governance. They need to stimulate owners' participation and understand the main practices of property management in surrounding communities and draw lessons from them, especially the experience that owners expect to introduce. They can exchange ideas with owners and show sincerity to manage and serve the community well jointly.

The follow-up prospect of community property management

Facing the future, community property management companies still need to pay attention to the adjustment of relevant actions, including academic research still worthy of attention. Due to limited samples, the conclusions and suggestions drawn in this study are not comprehensive enough. Next, the property management projects and status quo will be studied. It is necessary to do

(1) A Differentiated analysis of the property management of communities of different natures. The differences in property management between different communities may be ignored. Even if it is similar to this study, it does not rule out that the probability is relatively low.

(2) The influencing factors of community property management problems are multiple. Some communities may not have the same degree of influence factors in property management or even the influencing factors. This requires an in-depth analysis

of the actual situation or the participation of community owners, property management companies, and other subjects to reveal the correlation.

(3) Community property management is an ongoing topic, and there may be differences in different stages. Therefore, in the follow-up research, it may be necessary to look at the situation of community property management dynamically, especially with improving owners' living standards. The pursuit of a better living environment may be enhanced. Of course, property management costs may also increase at that time. Owners will be what kind of mentality and ideas, still worth further discussion.

(4) With the further advancement of informatization and digitalization, future-oriented digital property management also needs to be further followed up.

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