

ABSTRACT

RESEARCH PAPER: Resident Satisfaction in the Apartment Industry:
Identifying Factors That Determine Satisfaction

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In this research study, the researcher attempted to find key variables that determined resident satisfaction and affected the likelihood of whether or not a person would renew their lease for their apartment home or recommend their apartment community to a friend. The study used previously gathered data to run analyses to see which of many factors played key roles on the satisfaction, likelihood of renewal, and recommendation of the residents. This study was able to draw statistically significant results to provide strong evidence for the relationship between each measured factor and the resident's likelihood of renewal or recommendation to a friend. In addition, the research findings also support previous literature that satisfaction perceived by residents has a strong and positive influence on their decisions.