ABSTRACT

This research attempts to find an alternative measure of performance for property management standards in public housing estates. The intention is to move away from the traditional quantitative tools of measure, which are benchmarked against technical indicators, which are only familiar to property management professionals. The rationale for this shift in dimension is that the measurement of maintenance standards should be benchmarked against the level of satisfaction experienced by the residents. As such, measures of performance should revolve around indicators, which impact the lives of residents. In addition, this study proposes the use of subjective rather than objective indicators as a form of measure. The study found that objective 'presumed' standard of maintenance and the actual role of Town Council is not as important compared to the 'subjective' apparent standards and accountability perceived by residents. This is because in reality, political vote are guided by perception.

KEYWORDS : Quality of Residential Living, Measurement of Performance, Town Council, Property Management, Factor Analysis, Perception