

**Perception of Community Service Quality and Expectation of Quality of Life:
A Case Study of Residence in Bangchalong, Prachanives and
Huamark Aur – Arthorn Housing Project (NHA)**

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Abstract

The purpose of implementing Aur–Arthorn Housing Project was not only to construct the building, but also to sustain development of the community and quality of life of the residence. The objective of this research were to study perception of community service quality and the expectation of quality of life of the residence in Bangchalong, Prachanives and Huamark Aur–Arthorn Housing Project, which consisted of 4,142 units of condominiums under the integrated community services pilot project of National Housing Authority. Base on 500 samples, 57% were female, and the average age was 35.8 years old. Sixty one percent were married, 29.4% were single, and 9.6% were divorced, widowed or separated. The samples average number of children was 1.4 persons. More than 80.0% of the samples completed primary and secondary levels, 59.4% working in private sector and in factories. The average family income was 13,200 Baht. There was an average of 2.8 persons per household. They reported living in the community for 6.5 month on average. The samples perceived the quality of community services as moderate to good with 2.5 average from 4.00 point scale. The quality of community services perception was correlated to type of unit and number of persons living in each unit. The residence's primary expectation of quality of life was the general community services (29.4%). Other expectations were family well-being and good neighbors (23.2%), family financial situation (20.0%), location of the project (15.2%) and social condition within the community (12.2%) respectively. The expectation of quality of life in general relating to general services was correlated to sex. Family financial situation was correlated to education level and type of housing.