



Measuring the factors affecting the satisfaction of housing in low-income Urban groups (Case study: Shahreza Mehr-Housing)

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Extended Abstract

Objective: Shahreza is one of the cities of Isfahan province of Iran. It is located 70 km southwest of Isfahan. Its climate is relatively warm and dry. According to the census of 2016, the population of this city is 159797 people. Also, 50983 households reside in urban areas of the city, of which 15294 households lack proprietary housing. Therefore, according to the statistics, about 30 percent of the households in the region do not have any proprietary housing, and many of those households are severely in the lower-income groups. Therefore, as stated above, a so-called Mehr Housing program was implemented in the housing sector of low-income groups for all urban areas of the country, including Shahreza. In Shahreza, there are 17 cooperative companies and 4 mass production companies (trilateral) in the Mehr housing sector. It needs to be explained that these cooperative companies delivered 1,600 residential units to the applicants by the end of 2016, and with the 4 massive companies (trilateral) was concluded a contract for 1,630 residential units, which by the end of 2016 would result in 800 residential units delivered to the requested applicants. It should be noted that according to the statistics of Isfahan Department of Roads and Urban Development (2018), about 2500 units of Mehr Housing of Shahreza are under construction and are in the process of being completed. However, due to various reasons, such as Supply market fluctuations and primary materials, the lack of necessary infrastructure, the length of the construction period, and so on, the completion of other remaining units is in a halo of ambiguity. In general, the government's goal of implementing the Mehr housing plan is to create social justice through fast, cheap and high-quality housing for low-income groups. Therefore, in view of the above, the purpose of this study is to evaluate the factors affecting the housing satisfaction of low-income urban groups (Mehr Housing) of Shahreza, in which the present study will address the following questions: What factors affect the satisfaction of low-income urban groups with the Mehr Shahreza housing project? How is the impact of each of the determinants of satisfaction of low-income urban groups on the Mehr Shahreza housing project?

Methods: The present study is an applied type that is conducted by descriptive and analytical method. A questionnaire was used to collect information. The statistical population of the study included all residents of Mehr Reza housing (N = 2400). Using the Bartlett et al. (2001) table, 145 households (head of households) were selected from households residing in the Mehr housing in question by random

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sampling. The tool used in this study was a researcher-made questionnaire. Data analysis was done through correlation analysis and structural equation modeling using SPSS and Smart PLS software.

Results: Based on the results of the Fornell and Larker matrices, it can be stated that the variables in the present model interact more with their observations than with other structures. In other words, the divergent validity of the model is appropriate and verified. The results showed that the relationship between the design principles and satisfaction was 0.421 which is significant at t (6.26). Also, the results showed that the relationship between neighborhood interaction variable and satisfaction and the relationship between policy variable and planning and satisfaction indicate a significant relationship. According to the results, the strongest relation between independent and dependent variables is related to policy and planning and satisfaction variable (0.701) and the weakest overall relationship in this model is related to the relationship between two variables of neighborhood interaction with satisfaction of Mehr Shahreza housing (0.282). Overall, structural equation modeling showed, policy and planning components ($\gamma = 0.701$, $t = 14.15$), design principles ($\gamma = 0.421$, $t = 6.26$), neighborhood interaction ($\gamma = 0.2282$, $t = 3.05$), are explaining 66% of the variance of satisfaction with the Shahreza Mehr housing.

Conclusion: In order to increase the satisfaction of low-income urban segments of Mehr housing, it is necessary to take into account such issues as policy and planning in this area, design principles and interactions with neighbors. In addition to the above, other practical suggestions can be made regarding the results:

- Improving access to the city's public transport services by obliging the city's bus and taxi units to provide regular services;
- Improving the quality of the facilities of the complexes constructed through the participation of the residents themselves (resident participation in maintenance);
- Allocating part of the Mehr housing areas to the green spaces and playgrounds for children and completing them at the time of delivery to the applicants;
- Providing and completing all necessary infrastructure and services before delivering the desired housing to its applicants;

Keywords: Satisfaction, Housing, Urban Low Income Groups, Mehr Housing, Shahreza.

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