

Importance Performance Analysis Matrix: An Empirical Study Based on Mukhya Mantri Gruh Yojana Scheme

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Abstract

The focus of this paper is to evaluate the performance of affordable housing under Mukhya Mantri Gruh Yojana (MMGY) scheme. In this research, the Importance-Performance Analysis (IPA) grid was used to measure the performance of affordable housing from the beneficiaries' perspective. A list of 54 facility criteria was identified from Surat Municipal Corporation (SMC) and each of the facility criteria was rated using a five point Likert scale. On a five point Likert scale, the survey enables the beneficiaries to rate the relative importance of the facility criteria, followed by another facility criteria performance of these facility criteria. The purpose of the survey is not only to measure the actual satisfaction level, but also to highlight important areas for improvements. The IPA, a two-dimensional grid, is broken into four categories like Concentrate Here, Keep up the Good Work, Low Priority, and Possible Overkill to enable each of the satisfaction to be plotted into the grid. It is a clear and powerful evaluation tool for the official of the affordable housing under MMGY to find out attributes that are doing well and attributes that need to be improved, which require action immediately. The results are useful in identifying areas for strategic focus to help official to improve certain area.

Keywords: Importance-Performance Analysis Matrix, MMGY

1) Introduction

IPA is widely used because it is an effective technique for practitioners to evaluate an existing strategy, identify improvement priorities for service attributes, and develop new effective marketing strategies (Hansen & Bush, 1999). IPA is a popular tool for formulating a management strategy as it is simple, intuitive and does not require much knowledge of statistical techniques (Taplin, 2012). Importance Performance Analysis (IPA) is a powerful evaluation tool for practitioners and academics to find out attributes that are doing well and attributes that need to be improved, which require actions immediately. In short, this IPA evaluation tool is used to prescribe the prioritisation of attributes for improvement and it can also provide guidance for strategic development. IPA has been applied in profile marketing (Crompton &

Duray, 1985), manufacturing (Platts & Gregory, 1992); the Importance-Performance Analysis (IPA) grid was used to measure the performance of affordable housing from the beneficiaries' perspective. A list of 54 facility criteria was identified from Surat Municipal Corporation (SMC) and each of the facility criteria was rated using a five point Likert scale. On a five point Likert scale, the survey enables the beneficiaries to rate the relative importance of the facility criteria, followed by another facility criteria performance of these facility criteria. The purpose of the survey is not only to measure the actual satisfaction level, but also to highlight important areas for improvements. It is a clear and powerful evaluation tool for the official of the affordable housing under MMGY to find out attributes that are doing well and attributes that need to be improved, which require action immediately. The two dimensional IPA model is divided into four quadrants with performance on the x-axis and importance on the y-axis. As a result of this, four quadrants namely concentrate Here, Keep up the Good Work, Low Priority, and Possible Overkill is created. The quadrants can be used to generate suggestions for official of affordable housing.

Quadrant I (High Importance/Low Performance) is labelled *Concentrate Here*. Attributes that fall into this quadrant represent key areas that need to be improved with top priority. Quadrant II (High Importance/High Performance) is labelled *Keep up the good work*. All attributes that fall into this quadrant are the strength and pillar of the organisations, and they should be the pride of the organisations. Quadrant III (Low Importance/Low Performance) is labelled *Low Priority*. Thus, any of the attributes that fall into this quadrant are not important and pose no threat to the organisations. Quadrant IV (Low Importance/High Performance) is labelled as *Possible Overkill*. It denotes attributes that are overly emphasized by the organisations; therefore, organisations should reflect on these attributes, instead of continuing to focus in this quadrant, they should allocate more resources to deal with attributes that reside in quadrant I.

2) Importance- Performance Analysis Matrix Evaluation

Table 1: Beneficiaries Importance and Performance Rating criteria for Affordable Housing under MMGY

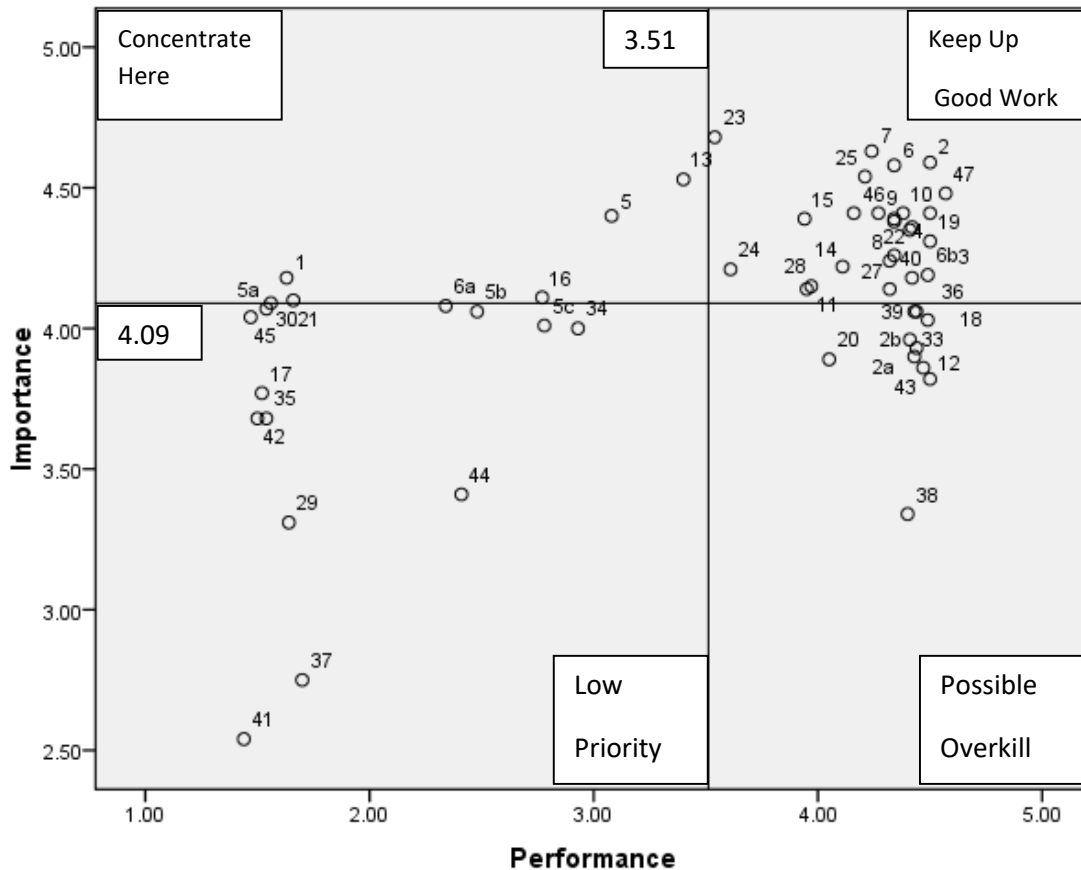
Factor Code	Facility Criteria	Mean Actual Performance	Mean Importance Criteria	Actual-Importance (A-I)
1	Adequate plumbing facilities	1.63	4.18	-2.55
2	Continuous electrification facilities	4.50	4.59	-0.09
2a	Adequate number of electric point	4.44	3.93	0.51
2b	Reasonable quality material used for cabling	4.41	3.96	0.45
3	Adequate Pucca Surrounding Pavement	4.34	4.26	0.08
4	Adequate drainage facilities	4.50	4.41	0.09
5	Kitchen facilities	3.08	4.40	-1.32

5a	Adequate loft in Kitchen	1.54	4.07	-2.53
5b	Good quality wash basin facility	2.48	4.06	-1.58
5c	Kota stone platform in kitchen with glazed tile dado	2.78	4.01	-1.23
6	Toilet facilities	4.34	4.58	-0.24
6a	Glazed tiles flooring 2 dado in toilet	2.34	4.08	-1.74
6b	Reasonable good material of commode (Tub of toilet)	4.49	4.19	0.3
7	24 hours water supply network	4.24	4.63	-0.39
8	Underground & Overhead tank with pump	4.32	4.24	0.08
9	Surrounding pucca road facilities	4.27	4.41	-0.14
10	Compound wall with entry gate facilities for feeling safety	4.38	4.41	-0.03
11	Adequate number of streetlight	3.97	4.15	-0.18
12	Pleasant environment & facilities at garden	4.50	3.82	0.68
13	Reasonable raw material used for construction	3.40	4.53	-1.13
14	Adequate entry gate security	3.95	4.14	-0.19
15	Easily accessible location of house	3.94	4.39	-0.45
16	Tree plantation for green atmosphere and feeling of happiness	2.77	4.11	-1.34
17	Sufficient space available for all games within the play ground	1.52	3.77	-2.25
18	Bath-room with separate balcony (Wash facility)	4.49	4.03	0.46
19	Nearness to vegetable Market	4.50	4.31	0.19
20	Accommodation and sufficient space in community hall	4.05	3.89	0.16
21	Adequate anganwadis facilities	1.66	4.10	-2.44
22	Adequate parking facilities	4.34	4.38	-0.04
23	Adequate storm drains facilities	3.54	4.68	-1.14
24	Nearness shop (For purchasing stuff, shopping etc.)	3.61	4.21	-0.6
25	Health center with state of art medical equipment, latest technology for diagnosis	4.21	4.54	-0.33
26	Reasonable earth quake proof R.C.C. frame structure	4.34	4.39	-0.05
27	Adequate water proofing on terrace	4.32	4.14	0.18
28	Vitrified tiles flooring with reasonable quality of material	4.11	4.22	-0.11
29	Aluminum glass sliding window with marble frame work	1.64	3.31	-1.67

30	Easily access to credit-linked subsidy scheme	1.56	4.09	-2.53
31	Easily access to loan facilities	4.42	4.36	0.06
32	Solid waste collection & disposal system	4.41	4.35	0.06
33	Pump sets with sufficient capacity	4.43	3.90	0.53
34	Lift facilities to improve living standard	2.93	4.00	-1.07
35	Solar system facilities to improve living standard	1.54	3.68	-2.14
36	Adequate size of built-up area of house	4.43	4.06	0.37
37	Adequate number of tube wells within the premises	1.70	2.75	-1.05
38	Landscaping of common plot	4.40	3.34	1.06
39	Adequate size of carpet area of house	4.44	4.06	0.38
40	Adequate security facilities	4.42	4.18	0.24
41	Ghodiya Ghar facilities for social benefit	1.44	2.54	-1.1
42	Good atmosphere and adequate number of books in library	1.50	3.68	-2.18
43	Affordable maintenance cost	4.47	3.86	0.61
44	Gym facilities with adequate instruments	2.41	3.41	-1.00
45	Sufficient hawkers space	1.47	4.04	-2.57
46	Water purifiers with clean drinking water	4.16	4.41	-0.25
47	Well-connected transport facilities	4.57	4.48	0.09

According to the table no.1, the facility criteria item with the highest mean of importance was 4.68, that is, adequate storm drains facilities; while the lowest mean of importance was 2.54, that is, ghodiya ghar facilities for social benefit. The highest mean of performance was 4.57, that is, well-connected transport facilities; while the lowest was 1.44, that is, ghodiya ghar facilities for social benefit.

Importance-Performance Analysis Matrix



- i. Quadrant I (Concentrate Here) include elements are: adequate plumbing facilities (code-1), kitchen facilities (code-5), adequate loft in kitchen (code-5a), good quality wash basin facility (code-5b), glazed tiles flooring 2 dado in toilet (code-6a), reasonable raw material used for construction (code-13), adequate anganwadis facilities (code-21), adequate storm drains facilities (code-23), easily access to credit-linked subsidy scheme (code-30). The official of affordable housing should concentrate on improving the performance of these facility criteria.
- ii. Quadrant II (Keep up Good Work) include elements are: continuous electrification facilities (code-2), adequate pucca surrounding pavement (code-3), adequate drainage facilities (code-4), toilet facilities (code-6), reasonable good material of commode (tub of toilet) (code-6b), 24 hours water supply network (code-7), underground & overhead tank with pump (code-8), surrounding pucca road facilities (code-9), compound wall with entry gate facilities for feeling safety (code-10), adequate number of streetlight (code-11), adequate entry gate security (code-14), easily accessible location of house (code-15), nearness to vegetable market (code-19), adequate parking facilities (code-22), nearness shop (for purchasing stuff, shopping etc.) (code-24), health centre with state of art medical equipment, latest technology for diagnosis (code-25), reasonable earth quake proof R.C.C. frame structure (code-26), adequate water proofing on terrace (code-27), vitrified tiles flooring with reasonable quality of material (code-28), easily access to loan facilities (code-31), solid waste collection & disposal system (code-32), adequate size of built-up area of house (code-36), adequate security facilities (code-40), water purifiers with clean drinking water (code-46) and well-connected transport facilities (code-47). These are importance service elements that are being performed well and the official of the affordable housing need to maintain the high performance.

- iii. Quadrant III (Low Priority) include elements are: kota stone platform in kitchen with glazed tile dado(code-5c),tree plantation for green atmosphere and feeling of happiness(code-16), sufficient space available for all games within the playground(code-17),aluminium glass sliding window with marble frame work(code-29),lift facilities to improve living standard(code-34),solar system facilities to improve living standard(code-35), adequate number of tube wells within the premises(code-37), ghodiya ghar facilities for social benefit(code-41), good atmosphere and adequate number of books in library(code-42),gym facilities with adequate instruments(code-44), and sufficient hawkers space(code-45). These elements are labelled Low Priority. Thus, any of the attributes that fall into this quadrant are not important and pose no threat to the affordable housing facility.
- iv. Quadrant IV (Possible Overkill) include elements are: adequate number of electric point(code-2a),reasonable quality material used for cabling(code-2b),pleasant environment & facilities at garden(code-12),bath-room with separate balcony (wash facility) (code-18),accommodation and sufficient space in community hall (code-20),pump sets with sufficient capacity(code-33),landscaping of common plot(code-38),adequate size of carpet area of house(code-39), and affordable maintenance cost(code-43). It denotes attributes that are overly emphasized by the official of the affordable housing; therefore, official of affordable housing should reflect on these attributes, instead of continuing to focus in this quadrant, they should allocate more resources to deal with attributes that reside in quadrant I (Concentrate Here).

3) Conclusion

As per Importance-Performance Analysis Matrix, while purchasing of house some facilities are highly important but provide low performance like adequate plumbing facilities, kitchen facilities, adequate loft in kitchen, good quality wash basin facility, glazed tiles flooring 2 dado in toilet, reasonable raw material used for construction, adequate anganwadis facilities, adequate storm drains facilities, easily access to credit-linked subsidy scheme. The official of the Mukhya Mantri Gruh Yojana scheme should concentrate and need to be improved with top priority. To provide good living conditions and quality of life these facilities will have to provide not just pronouncement but concentrate to improve it in upcoming project.

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