

Perception About Quality of Urban Life Amid Covid-19

Ananya Nandy
Mohammad Rokibul Kabir
Nafisa Sayed
East Delta University, Bangladesh

In recent years with the population growing and people migrating from rural to the urban sector, the quality of urban life (QOUL) has been in the spotlight. The scarce resources of the urban environment are being used up, and the urban quality of life is decreasing significantly in developing countries. Quality of life (QOL) is assumed to be associated with an individual's conscious experience by weighing their hedonic feelings or cognitive satisfaction to estimate their well-being. So, researchers focus on subjective opinions to understand QOUL. Due to COVID-19, more factors are associated with QOUL and other dimensions due to lockdown and related restrictions. The survey was conducted by utilizing Google form, and the respondents of the survey are the residents of Chattogram city, Bangladesh. Data were examined using PLS-Structural Equation Modeling (PLS-SEM). The exogenous constructs include Economic Environment (EE), Physical Environment (PE), Social Environment (SE) amid COVID-19 Environment (CE) to measure the perception of QOUL in Chattogram city. The results ensure that all the direct hypotheses are accepted at a 5% level of significance. Among the variables, PE has the most influential role in explaining the QOUL amid COVID-19, followed by EE. The model proposed in this research can help understand the QOUL amid COVID-19 that might help policymakers formulate the strategy for improving the sustainable urban environment.

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