## Introduction

Urban growth in the twentieth century increased the urban population proportion strongly and converted urbanization as the mainstream way of life. Although urbanization is the most important indicators of well-being and social and economic development, its rapid growth, can reduce the per capita possession of many social and economic opportunities and the consequences of the loss of quality of life in urban areas will appear; the concept of quality of urban life, was one of the early subjects which was studied with urban growth from 1930. Quality of life is a multidimensional and complex concept which is affected by factors such as time and location; there are personal and social values, so it has been different meaning among different groups of people. Some see it as the potential viability of an area, to the attraction and some others as much as welfare, social welfare, happiness, satisfaction, and those cases have interpreted; Therefore quality of life is associated with complex terms and conditions of the population of the area. It encompasses the psychological aspects, such as the index of satisfaction, happiness and security covers (index - subjective), in some cases, also called social satisfaction. However, in recent studies, quality of life is measured in two ways. First, uses objective criteria to measures the quality of life. Objective criteria are measurable social and economic indicators to reflect the needs of human which are analyzed using official reports and statistics. These indicators show the physical and tangible status of life. In this method, parameters such as GDP, indicators of progress, and social health of the human development index are used for national and international comparisons.

In the second method, parameters are subjective satisfaction levels of subjective well-being of individuals and groups are evaluated. These indexes are based on reports of perception of different cases and aspects of their life. These indicators, which are complementary variables of social, economic and environmental considerations, represent People's perceptions and evaluations of their objective conditions of life. Subjective indicators are obtained from exploring the residents' urban life perceptions, evaluations and satisfaction, while objective criteria are related to observable facts which are mostly based on secondary data.

Consideration of subjective dimension is one of the attitudes which are used in research related to quality of life. This approach that is called the American approach to quality of life has been proposed against Scandinavian approach. In most researches that has been done in the U.S. about the quality of life, most researchers have focused on the subjective experiences of people of their lives.

## Materials and methods

Method for measuring the quality of life is a descriptive survey. Using documentary studies provide criteria for assessing the subjective quality of life in urban areas and the related areas in urban quality of life are studied. And with field studies of urban areas the required data is collected. The data collection is based on a library study, content analysis and the field study. For collecting primary information, sampling was carried out in Kashan city. Field information was obtained from observations, questionnaires and gathering information from the area. The obtained data was collected through questionnaires and assessed with SPSS software statistics such as the chi-square method, multiple regression analysis to assess the subjective quality of life. Random sampling was used in this study. Number of samples according to the method of Morgan will be 300 people. Life promotion indicators can be studied in many areas of life, including economic, social, political and environmental studies. Therefore, the quality of urban life is often evaluated by subjective indicators such as subjective perception and satisfaction of urban residents and also objective criteria and by using secondary data in three dimensions, the economic, environmental and social - cultural, is presented.

## Finding and results

Subjective quality of life in different domains of life satisfaction is a cumulative amount. Based on this method life is a divided to different domain (economic,

physical - environmental and social - cultural). In this study, we evaluate the satisfaction level of citizens then study and analyze the factors influencing them.

Different domains of life satisfaction of urban residents: As mentioned earlier, one of the domains of subjective quality of life, is the economic dimension that is included 6 items in the economic dimension, 6 items in the spatial- environmental and 7 items in the cultural- social factors within the range of 5 Likert scale ranging from very high to very low. In this study for evaluating subjective quality of life and economic satisfaction of the citizens of the city of Kashan, a chi-square test in SPSS software was used. In the economic sphere, the highest satisfaction factors are the satisfaction of economical status of family and cost of life with a significant level of 99% achieved for both components (sig =0.000) and the lowest levels is job satisfaction, this factor is not significant (sig =0.136).

The results obtained from analysis of citizen satisfaction from spatial- environment factors reveal their satisfaction of the residential neighborhoods, streets and green spaces, public transport, health and environment. In such a way that most of theme have significant level of 99% with (sig =0.000). Only item on the satisfaction of traffic, has a low level of satisfaction between citizens and non-significant showing (sig =0.165).

Factors affecting subjective satisfaction of citizens: to investigate the relationship between socio - economic situation of citizens and satisfaction subjective component of quality of life, a multiple linear regression was used to test the results and indicates a significant relationship between socio - economic status of citizens (as independent variables) and their subjective satisfaction of life (the dependent variable), this means that there is a difference between level of education and relationship between age and income. Whatever the age and the income increases, the level of satisfaction are increased (significance level %99) and as level of education increases, satisfaction will decrease. This means that people with higher levels of education the using communication media such as TV, Internet, newspaper, etc will be increased and increase citizens' expectations of the services provided by the city management organizations. Also by increasing age, the level of satisfaction of citizens from these

organizations will be increased, which shows the difference between the expectations that young citizens will be added at a young age.

## Conclusion

Quality of life is a multidimensional and complex concept influenced by factors such as time, location, social and personal values so there are different definitions among different groups. Some see it as the potential viability of an area, to the attraction and some others have measure like welfare, social welfare, happiness, satisfaction to interpret this subject. The quality of life is a complex term associated with conditions of the population in the area. The index encompasses the psychological aspects such as satisfaction, happiness and security is on (indicator - subjective). In some cases, it is also called social satisfaction. Considering the subjective concept of life quality, is an attitude which is used in research related to quality of life This American approach to quality of life, is proposed against the Scandinavian approach.

Subjective quality of life is measured by various measuring tools available. One of the most important methods is an aggregated level of satisfaction with the quality of life in various domains of life. Based on this approach, life is divided into different areas, and the level of satisfaction is the composition of each of the territories, and shows the overall quality of life. This study examined three subjective indicators: economic, spatial - environmental and social - cultural factors. The measured factors of subjective quality of life are included are: 6 items in the economic dimension, 6 items in the spatial- environmental and 7 items in the cultural- social factors within the range of 5 Likert scale ranging from very high to very low.

The results of the three domains of satisfaction of the spatial environment, social and economic in Kashan reveal that lowest level of satisfaction is related to job satisfaction and satisfaction with social relationships and levels of traffic-related and highest are economical satisfaction, environmental health, happiness and the sense of security in the community. We also examine the relationship between socio - economic situation of citizens' satisfaction with subjective component of quality of

life using a multivariate regression test and understand that there is a difference between level of education and relationship between age and income. Whatever the age and the income increases, the level of satisfaction are increased (significance level %99) and as level of education increases, satisfaction will decrease.