

**THE DETERMINANTS OF REAL ESTATE BUSINESS DEVELOPMENT
EFFICIENCY IN DAR ES SALAAM CITY, TANZANIA**

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**A DISSERTATION SUBMITTED IN PARTIAL FULLFILMENT OF THE
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CERTIFICATION

The undersigned certifies that she has read and hereby recommends for the acceptance by the Open University of Tanzania a dissertation titled; **“The Determinants of Real Estate Business Development efficiency In Dar es Salaam, Tanzania”** in partial fulfilment of the requirements for award Master degree in Project Management (MPM).

.....

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.....

Date

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.....

Signature

.....

Date

DEDICATION

This work is dedicated to my beloved family; my wife Edna Nzota Kizamuri, my daughters Edith, Elisa and my sons Edwin, Edgar and Ezra for their family prayers, personal encouragement and moral support throughout the whole journey of attaining my Masters in Project Management at the Open University of Tanzania.

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ABSTRACT

Real estate business development in Tanzania has been considered as the very important sector in the development of the country, However the issues related with development of real estate business development in urban areas has been challenging in its efficiency. This study investigates the determinants for efficiency of real estate business development specifically, on effect of service quality, land accessibility, legal compliance and real estate related costs, to achieve this objective, the study employed descriptive research design and inferential research design. Convenient sampling technique was used to select the sample size. Data was collected using structured questionnaire from respondents in Ubungo, Ilala and Kinondoni in Dar es Salaam. A total of 150 questionnaires were administered to various respondents who were actively engaged in the Real estate industry in Dar es Salaam but the researcher managed to obtain 150 completed questionnaires representing a response rate of 100%. The collected data was edited, coded and analyzed using Statistical Package for Social Science (SPSS) version 20 and Microsoft Excel computer package. The research findings revealed that there was a strong positive relationship ($R = 0.791$) between service quality, land accessibility, legal compliance, real estate related other costs and efficiency of real estate business development. Lastly, the study recommends the need for the government, local government authorities and real estate developers on enhancing service quality by investing in customer service training and developing efficient communication.

Keywords:

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LIST OF ABBREVIATIONS

FDI	Foreign Development Investors
GDP	Gross Domestic Product
IBM	International Business Machine
OLS	Ordinal Least Square
SPSS	Statistical Package for Social Services
TIC	Tanzania Investment Centre
TRA	Tanzania Revenue Authority
UK	United kingdom
URT	United Republic of Tanzania
USD	United State Dollar

CHAPTER ONE

INTRODUCTION

1.1 Background to the Study

Real estate market is among the important sector that drives economy of the most countries in the world for example the contribution of commercial estate in GDP in 2010 was (USA 28%,UK 25%, Germany 18%, French 15%, Italy 8% and Spain 8%,in 2009 the sector accounted for 3% and 12.6% of India and China country GDP. (Kongela,2013).In Tanzania the real estate market is developed by the public and private sectors such as the Tanzania mortgage refinance company(TMRC), Tanzania investment centre (TIC) , Tanzania Building Agency ,NHC etc.

But despite those developers the real estate market is not developed highly in Tanzania, such that the average growth rate for the past twenty years (1992-2011) was 4-9% over the same period the sectors average contribution to the GDP was 4.5%. But also since the mid 1980's Tanzania took macroeconomic policy and structural reforms which have created conducive for private sector and foreign investment growth the average annual GDP growth between 2000 and 2010 has stood at 6.7% making Tanzania one of the countries with higher GDP growth in sub Saharan Africa.

The real GDP growth slowed in 2011 to around 6.4% however real GDP growth by 6% reaching at 6.8% in June 2012 so this reflects that the growth of national GDP had also increased the investments in real estate market in the country (Kusiluka & Kongela, 2020; Kongela, 2021). Property market is one of the right essential factors for the economy of the country real estate market is closely attached with the

financial together with real sector of economic development and viewed as the modality of consumer behaviour analysis (Nyangarika, *et al.*, 2020). The markets for investors in the real estate sector include: opportunities for the development of retail, office building, multi-family properties including students housing properties, warehouses facilities, lodging properties, medical office building and healthcare related facilities and triple-net single use properties (World Bank, 2021). Real estate is used for the diversification of the investment portfolio, with the stock market, and investment portfolio information (Feng, *et al.*, 2021). The development in construction services as well as increases in the overall population growth of the country have created a demand for real estate and the sector is therefore primed for investment (Tanzania Real Estate Report, 2020).

Resource-based view adopted as the exploration of a firm's resources geared towards gaining sustainable competitive advantage over other competing firms in the industry. (Edwards, 2014) The philosophical ideology of the theory suggests that competitive advantage can only be achieved by the effective and efficient employment of all resources available to a firm (Rabetino, *et al.*, 2021). Hence, this study focused in assessing the efficiency of real estate development business in relation to service quality, land accessibility, real estate related legal compliance, and real estate related costs.

1.2 Statement of the Research Problem

Real estate development business has been considered very important in facilitating not only economic prosperity in a country but also stimulating better housing and settlement in urban and peri urban areas (Izar, & Limbumba, 2021). For many years,

the real estate sector has had marginal contribution to the country's GDP in Tanzania. For instance, between 1993 and 2006, the average contribution of the real estate sector to the GDP was only 2.3%. Despite its low share of GDP, real estate sector is regarded to have had great potential of attracting more investments following liberalization of the financial sector, trade and exchange regimes. Although the last two decades of economic reforms have witnessed a sharp increase in commercial real estate development projects (especially in large urban centres such as Dar es Salaam, Mwanza and Arusha cities) (Kavishe, et al., 2019; Kongela, 2013).

However, the issues related with development of real estate development business in urban areas has been challenging in the context of its service quality, land accessibility, legal compliance and real estate related costs. Despite the initiatives that have been taken to improve real estate development business, the information regarding real estate efficiency is limited. Hence, this study seeks to assess the real estate development business efficiency in real estate developers and/or investors in regard to service quality, land accessibility, real estate legal compliance, and real estate related costs in Dar es Salaam city.

1.3 Research Objectives

1.3.1 General Research Objective

The main objective of this study is to investigate the determinants for efficiency real estate business development in Dar es Salaam.

1.3.2 Specific Research Objectives

- i. To determine the effect of real estate service quality for efficiency real estate

- ii. To determine the effect of real estate land accessibility for efficiency real estate business development.
- iii. To determine the effect of real estate related legal compliance for efficiency real estate development.
- iv. iv. To determine the effect of real estate related costs for efficiency real estate business development.

1.4 Relevance of the Research

The study findings may be useful for real estate agents/managers, real estate financial institution/banks, policy makers real estate developers and/or investors in Tanzania. It provides useful and accessible information for the scholars for real estate business development in Tanzania. Furthermore, the findings of this study provides an insight to policy makers of the local government organs on issues related to real estate development from the individual level, company level, corporate to public real estate management in business process.

1.5 Organization of the Research Proposal

This dissertation is composed of five chapters. Chapter one provides the background information, while chapter two provides Literature Review which entails of definition of key terms, theoretical review, empirical literature review, research gap, conceptual framework, theoretical framework and statement of hypothesis. Chapter three is about Research Methodology which entails material and methods, variables and measurement procedure, methods of data collection, data processing and analysis as well as expected results of the study. Chapter four entails of the research findings and finally the chapter five presents conclusion and recommendation.

CHAPTER TWO

LITERATURE REVIEW

2.1 Overview

This chapter comprises definition of key terms, theoretical review, empirical literature review, research gap, conceptual framework, theoretical framework and statement of hypothesis.

2.2 Conceptual Definitions

Efficiency: is the (often measurable) ability to avoid wasting materials, energy, efforts, money, and time in doing something or in producing a desired result (Schmid *et al.*, 2019; Tran, 2020). In a more general sense, it is the ability to do things well, successfully, and without waste (Sickles & Zelenyuk, 2019; Tran, 2020).

Real estate: refers to property consisting of land and any structures or improvements built on it. It encompasses both the physical land and the rights associated with it, including ownership, use, and transfer. Real estate can include residential, commercial, industrial, and agricultural properties (Hedge, 2012).

Business: Is an organization or enterprising entity that engages in professional, commercial or industrial activities (Alfonsius, 2021). There are different types of businesses depending on various factors. Some are for-profit, while some are non-profit. For instance, sole proprietorships, partnerships and corporations (Hinton, 2020). also the term can be referred to mean an organization or entity engaged in commercial, industrial, or professional activities with the aim of generating profits. It involves various activities such as production, marketing, sales, finance, and operations to provide goods or services to customers in exchange for monetary value

(Eldred, 2012).

Real Estate Business: specifically pertains to the buying, selling, renting, and management of properties such as land, buildings, and other immovable assets. It encompasses activities related to real estate development, property investment, property management, and real estate brokerage. The real estate business can involve various sectors such as residential, commercial, industrial, and agricultural properties. It typically involves the purchase or acquisition of properties for the purpose of generating income through rental income, property appreciation, or real estate transactions (Eldred, 2012).

Real Estate Development: Real estate development is a business process, encompassing activities that range from the renovation and re-lease of existing buildings to the purchase of raw land and the sale of developed land or parcels to others (Lin et al., 2020; Long, 2021). Or the term can be defined as the process of creating, improving, or transforming properties to enhance their value and functionality. It involves various activities, including land acquisition, planning, design, construction, and management of real estate projects. The goal of real estate development is to generate profit by creating or enhancing properties that meet market demand (Richard, 2019).

Real Estate Business Development: refers to the strategic activities and initiatives undertaken by real estate companies or professionals to expand their operations, generate growth, and maximize opportunities in the industry. It involves identifying and pursuing new avenues for business growth, forging partnerships, and implementing strategies to increase market presence and profitability.(david 2018).

Dar es Salaam city: Dar es Salaam, (Arabic: “Abode of Peace”), also spelled **Dār al-Sālam**, seat of government, largest city, industrial centre, and major port of Tanzania, eastern Africa (Britannica, 2019).. The largest city and former capital of Tanzania with 5.3 population based on the census of 2022 (NBS, 2022).

2.3 Theoretical Literature Review

The setup of theoretical framework mainly relies on the literature review of the existing models covering competitiveness of industries/firms. Among the models which focus on explaining factors of enhancing real estate sectors’ efficiency, growth and competitiveness include; Resource based theory and Porter’s Diamond Model.

2.3.1 Resource Based Theory

The resource-based theory of a firm was propounded by Wernerfelt, (1984) and is regarded as one of the theories of strategic management that is widely referenced because of its practical relevance to contemporary management practices (Asikhia, et al., 2021). The key theme of the resource-based view is the exploration of a firm’s resources geared towards gaining sustainable competitive advantage over other competing firms in the industry (Helfat, 2021). Thus, the philosophical ideology of the theory suggests that competitive advantage can only be achieved by the effective and efficient employment of all resources available to a firm (Rabetino et al., 2021).

The Resource Based theory states that in a firm, the resources comprise skills, technologies, capabilities and infrastructure (Aydiner, 2019). The resources and capabilities have to be coordinated and deployed in order to generate competitive

advantages (Wang et al., 2020). Resource based view of the firm provides valuable insights for understanding how competitive advantage within firms is created and how the advantage is sustained over time (varadarajan, 2020).

The resource-based view of the firm is a contemporary and promising theory that provides insights on both strategic and organizational issues regardless its critics. Resource-based view critics are welcomed as an important way to enhance the theoretical soundness of what Williamson (1999, p.1093) characterized as a would-be theory. Resources based theory is precisely the organization attribute in order to being the link between the other features and capabilities of the firm, confirming the view that this attribute has more significant strategic weight than others (Mohamed et al., 2020), hence its adoption in this study.

Real estate business development **know-how** improves real estate development operations in particular to real estate developers/investors, and in turn results into real estate business development efficiency which led into competitive advantage and gains a firm's market share (Mung'uri, 2021). In this study, the argument is that real estate business development efficiency may help real estate developers/investors to manage real estate business development quickly and softly. Based on Resource based theory, this study attempts to understand the associates between the service quality, availability of land, real estate legal compliance and related costs on real estate business development efficiency. Resources are considered valuable when they enable a company to adopt strategy to improve their efficiency (Yong et al., 2020).

2.4 Empirical Literature Review Related to the Specific Research Objectives

2.4.1 Service Quality on Real Estate Business Development Efficiency

Service quality plays a crucial role in the efficiency and success of real estate business development on a global scale. Real estate businesses are highly dependent on providing exceptional service to clients, whether they are buyers, sellers, tenants, or investors. The level of service quality directly impacts various aspects of real estate business development, including reputation, customer satisfaction, client retention, and overall profitability (Gronroos, 2010).

The objective of this study was to determine the effect of service quality on real estate business development efficiency. Pakurár et al., (2019) defined service quality construct as comprised of three dimensions: interactive, physical and corporate. Zaineldeen (2020) provided six criteria which are based upon technical quality and functional quality dimensions: professionalism and skills, attitudes and behaviour, accessibility and flexibility, reliability and trustworthiness, recovery, and reputation and credibility. Service quality is one of the main determinants of customer satisfaction (Jou & Day, 2021; Alnawas and Hemsley-Brown, 2019).

Businesses using service quality to measure and manage service quality deploy a questionnaire that measures both the customer expectations of service quality and their perceptions of the service they receive (Aburayya et al., 2020). When customer expectations are greater than their perceptions of received delivery, service quality is deemed low (Giao & Ha, 2020). Thus, service quality is “a global judgment or attitude, concerning the superior nature of the service” (Biscaia et al., 2021; Özkan et al., 2019).

2.4.2 Land Availability/Accessibility on Real Estate Business Development

Efficiency

Land availability and accessibility play a crucial role in the efficiency of real estate business development globally. The availability of suitable land for development and its accessibility to infrastructure and amenities can significantly impact the success and profitability of real estate projects (Charles, 2020). The objective of this study was to determine the effect of availability of land on real estate business development efficiency.

According to Kongela (2021) and Kongela (2013) Tanzania is endowed with abundant land resources which offer good investment opportunities in real estate sector. The country is measured at 945,087 km², however, there are no data to show to what extent that land has been developed. It should also be noted that, the investment potential of the land sector has not been fully realized due to a number of challenges. Among the challenges include lack of mortgage finance, lack of serviced and surveyed land, failure of the land delivery system, and lack of land bank especially for foreign investors (Kongela, 2021; Solomoni, 2020; Nyangarika and Ngasa, 2020).

Despite the mentioned challenges, the sector offers a number of opportunities to the investors. Also, the government has put a lot of efforts through its agencies to address the weaknesses in the land sector. For instance, through TIC, the government is finalizing the process of consolidating a land bank, hence facilitating access to investment land (Kongela, 2021). Although the country has a lot of undeveloped land, accessing land is not an easy task. One has to go through a

number of discouraging bureaucratic procedures (Solomoni, 2020); Makwarimba and Ngowi, 2012).

2.4.3 Real Estate Related Legal Compliance on Real Estate Business

Development Efficiency

The compliance with real estate-related legal requirements significantly impacts the efficiency of real estate business development globally. Adhering to legal frameworks and regulations ensures that real estate projects are carried out in a compliant and transparent manner, minimizing legal risks and fostering a conducive business environment. for example in Regulatory Framework. Compliance with real estate-related regulations and legal frameworks is crucial for efficient business development.

Nations vary in their regulatory environments, but some examples include: United States: The real estate sector in the United States is subject to various federal, state, and local regulations, such as zoning laws, building codes, environmental regulations, and fair housing laws. (Dwight and Salkin,2012) United Kingdom: The UK has its legal framework for real estate, including planning laws, land registration requirements, and property taxation. (Murdoch and Hopkins, 2017).Australia: Australia has its legal system governing real estate, including state-based legislation on land use, planning, and property transactions. (Hopkins and Dixon, 2019).

The real estate sector plays a catalyst role in fulfilling the call for housing and infrastructure development in the country (Misra & Goel, 2014). The land use-planning function must be viewed as an integral part of the national development

process that cannot be viewed in isolation from the other critical elements of that process, namely social and economic planning (Land-use policies and plans address a number of issues which the development control staff, especially the building inspectors face on a daily basis while evaluating applications for development permission (Fior, 2021; Thomas, 2001). However, plans and policies are only useful if they are implemented and enforced consistently with every application. It is also important to ensure that land-use considerations are fully integrated into the analysis of development applications and that this takes place prior to evaluating the structural integrity of proposed buildings (Fior, 2021; Qurix et al., 2020).

A wide range of national and local regulations, including building codes, environmental laws, land use regulations, and impact fees, as well as the government procedures to administer these regulations, reduces the real estate development business and generates substantial costs (Misra & Goel, 2014). On the legal compliance aspects the laws that involved in real estate development business efficiency includes the land act no.4 of 1999, Tanzania investment act of 1997, urban planning act of 2007, mortgage act of 2008, valuers registration act of 2016 and other legislation pertaining to real estate. All these legislation must be complied for effective development of the real estate business.

2.4.4 Real Estate Related Costs on Real Estate Business Development Efficiency

Real estate-related costs have a significant impact on the efficiency of real estate business development globally. Understanding and managing costs effectively is crucial for the success and profitability of real estate projects. An example of the costs includes Construction costs that encompass expenses associated with building

or renovating real estate properties. They can include materials, labor, permits, and other related expenses. Construction costs affect business development efficiency by: **Affordability and Feasibility:** High construction costs can make projects less feasible or financially viable, particularly in areas with limited demand or lower price points. Nations such as the United States, China, and the United Arab Emirates (UAE) have experienced fluctuations in construction costs in recent years.

Cost Management and Planning: Effective cost management and accurate project planning are essential for ensuring that real estate developments stay within budget and are completed on time. (Greenhalgh and Moavenzadeh, 2015) have written on construction cost management and project planning strategies. **Land Costs:** Land costs refer to the price of acquiring or leasing land for real estate development. They can vary significantly based on location, demand, and availability.

Land costs affect business development efficiency by: **Profitability and Return on Investment (ROI):** High land costs can impact the profitability and ROI of real estate projects, particularly if the potential revenues from sales or rentals do not justify the initial investment. Nations like Singapore, Hong Kong, and Luxembourg are known for their high land costs.

Land Acquisition Strategies: Efficient land acquisition strategies, such as negotiating favorable purchase or lease terms, can mitigate costs and enhance development efficiency (Levy and Dunne, 2015). Taxes on land have impact on rents which can affect both the uses to which land is put and its price. Investment in properties in Tanzania is subjected to a series of taxes this includes the property tax, value added

tax and withholding tax and other related taxes to real estate.(Kang & Kim, 2022; Malima et al., 2022). According to Shirima (2021), absence of proper taxation policy enables officials in the tax administration to solicit bribes during tax assessment which delays the development process of the real estate sector in the country.

Irregular payments and bribes in annual tax payments and tax refund are insignificant issue signed out by companies, business, and investment portfolios in Tanzania (Shirima, 2021; Oyalowo et al., 2021). Primary evidence suggest that the government loses large sums in revenue exchanged by corruption. The underlying assumption is that high level of corruption in taxation, results in low level of compliance and the vise-versa (Shirima, 2021). In this research the real estate business related other costs includes but not limited to the costs pertaining to land acquisition, legal fees, planning permission fees, development fees and others .

2.5 Empirical Literature Review Related to the Study in Dar es Salaam City

Newell et al. (2004) examined the research priorities of institutional real estate investors and academics in Germany and the UK. The role of real estate in a mixed asset portfolio was a top area of research in the UK. In addition, UK research priorities included analysis of macroeconomic factors that affect real estate, and real estate and portfolio risk management (Tiwari & Miao, 2022). For Germany, with its bank-dominated financial system and vehicles such as open-ended real estate funds for investment in real estate, the top research priority was real estate and portfolio risk management (Tiwari & Miao, 2022; Patalano & Roulet, 2020). The review of real estate research in Asia identified cross-section analysis of housing markets as the key focus. A focus on policy issues has been another characteristic of research on

Asia (Tiwari & Miao, 2022; Wang & Hartzell, 2021).

While the real estate research topics that have been pursued during 2000–2020 or even before are still relevant, and the research along these beaten paths continues to hold interest and add to the literature (Nethercote, 2020). With the availability of data and development of researchers, research on real estate markets such as in developing Asia, Central and Eastern Europe and Africa is also emerging (Tiwari & Miao, 2022).

Nyangarika and Mwera (2020) conducted a study on challenges facing real estate marketing and its impact on economic development in Tanzania.. On the relationship to economic development they found that although the government had put in place good number systems in place such as taxation policies, infrastructural development among other legislation however their implementation deployment was still limited which was indicative of lack of good will to expedite the process. Similarly, the practice of business strategic management was still low depicting lack of awareness of the importance of offering strong guidance in the sector in guiding growth and development, regulating policies, mitigating bureaucracies, enforcing laws for land adjudication and survey and improving the general infrastructure to provide support to real estate.

From the finding, they recommend reforms flexibility and improvement on laws especially land ownership which should be conventional to the local experiences and knowledge base. They also recommended a need for affirmative action to regulate real estate pricing, rental values to attract more local participation/clients thus be

able to generate more revenue to facilitate capital accumulation, financial sustainability, and economic growth. So this study fills the gap by addressing the determinants that influence the development of the real estate development business efficiency.

Nyangarika and Ngasa (2020) assessed impact of real estate investment towards economic development opportunities in Tanzania.. In relation to the technical nature of the real estate business especially the marketing and investment components, they recommended that pro-active measures are needed to inject professionalism in the sector and the need for implementation of real estate management systems. They suggested further that reforms that support real estate marketing and investment should put in place mechanisms to ensure reasonable flexibility and improvement on laws especially land ownership which should be conventional to the local experiences and knowledge base. Improvement should address mechanisms for land surveying, titling and licensing depending on the size and complexity of the operations.so this study fills the gap by assessing on how the land availability/accessibility affects the real estate development business efficiency.

Izar & Limbumba (2020) assessed the scope and effects of Tanzania's national housing corporation's development strategy on Dar es Salaam's urban neighbourhood. The analysis was based on a case study of two new NHC middle to high-income development projects and housing practice in the neighbourhood surrounding these projects.. The findings indicated that NHC operates like a private corporation, prioritizing market-rate developments over low-income housing projects, and promoting segregated developments based on land value criteria, while

also lacking protocols regarding its trickling down approach. High input costs and declining state subsidies were some of the factors mentioned as a challenge towards meeting the housing needs of moderate to low-income households.

Kongela, (2013) carried out an assessment of the Tanzanian real estate sector in the context of the competitiveness Model. The results of the study reveal that, the real estate sector is growing slowly. The findings also showed that, a number of foreign developers and investors have been attracted into the local market. With due regards she suggests that addressing the sector's weaknesses, improving existing business environment and making rational development and investment decisions based on a decision criteria framework which would enhance competitiveness and hence the growth of the both private and public sector.

Klimczak, (2010) studied on determinants of real estate investment. In his study defines current and future value of the estate in the local authorities' policy on town and country planning. He came up to familiarity with sources of value as well as factors of which determine the value and impact upon the attractiveness of a capital market segment in question, allows capital owners to make effective and rational investment decisions. The results indicated that issues concerning economic and physical properties of the estate that constitute its value, are of great importance for prospective investors on the real estate market.

Further, his findings indicated that one of basic factors that determine the attractiveness of real estate investment and influence investment value is the location, and suggested that, a geographical location factor may be one of the main

determiners of making investment decisions. So from the above arguments the determinants such as the land accessibility, service quality, legal compliance and real estate related other costs were identified as the gap of the study.

2.6 Research Gap Identified

While the **articles** used in this study agree that excellent implementation of service quality; availability of land; real estate related policies, laws and regulations; real estate tax and related costs manage and control real estate development (Nyangarika and Mwera, 2020; Nyangarika and Ngasa, 2020; Izar & Limbumba, 2020; Kongela, 2013; Klimczak, 2010 however, disagree that the negative effect on real estate development market is high due to bureaucracy and corruption. From the analysis of empirical literature, the authors and researchers have investigated mostly on challenges facing real estate marketing (Nyangarika and Mwera, 2020), land tenure reforms and investment (Sylvester, 2013), impact of real estate investment towards economic development opportunities (Nyangarika and Ngasa, 2020), real estate sector in the context of the competitiveness model (Kongela, 2013),

Other literature have been based on real estate in general and has been used variables such as scope and effects, housing development strategy and urban neighbourhoods (Izar & Limbumba, 2020), current and future value of the estate (Klimczak, 2010), and employed qualitative as well as mixed methods in data collection while this study is specifically based on real estate development business efficiency and has employed variables including service quality, land accessibility, real estate related legal compliance as well as related costs on real estate development business efficiency in Dar es Salaam city and will employ quantitative

method in data collection.

2.7 Conceptual Framework

The purpose of the study is to investigate the determinants of real estate business development efficiency in Dar es Salaam city, Tanzania. The influence of independent variables are service quality, land accessibility, real estate related legal compliance, real estate related costs in Dar es Salaam city, and the dependent variable being real estate business development efficiency.

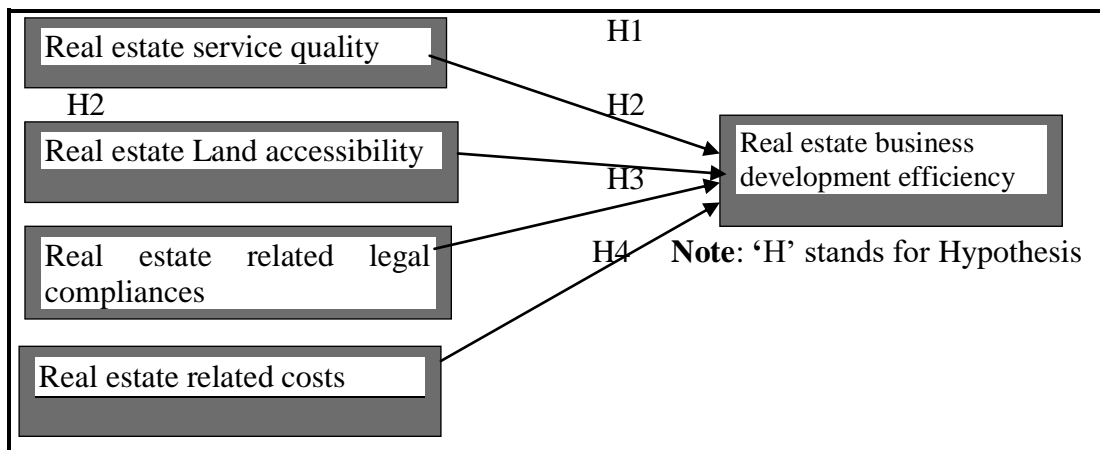


Figure 2.1: Conceptual Framework for Real Estate Service Quality, Land Accessibility, Legal Compliance and Costs on Real Estate Business Development Efficiency
Source: Own Construct, (2023)

2.8 Theoretical Framework

The study focused on four research hypotheses. The first hypothesis attempted to test the relationship between service quality (in terms of real estate related service regulatory authorities for example from the local government level and other public authorities dealing with real estate business development such as from TRA,TIC, Ministry of lands, housing and settlement development, municipal councils etc) and real estate development business efficiency. It was expected that there is a positive relationship between service quality and real estate development business efficiency.

An increase in social interaction and friendship between the trading partners expected to enhance real estate business development efficiency on the relationship with their real estate developers and/or investors.

The second hypothesis investigated the role of the relationship between availability of land and real estate development business efficiency. It was claimed that availability of land takes time to develop where its positive impact on real estate development business used to be realized later than in its early stages. The third hypothesis was about the role of real estate related policies, laws, and regulations on real estate business development efficiency.

It was expected that real estate related policies, laws, and regulations has a positive association with real estate development business efficiency under high dependence situation and has insignificant influence on real estate development business efficiency under low dependence situation. The fourth hypothesis investigated the role of related costs on real estate business development efficiency. It was expected that taxes and related costs has positive association with real estate development business efficiency.

2.9 Research Hypotheses

This part discusses the hypothesis section that has been divided into the null (H0) and the alternative hypothesis (H1). The following are the alternative hypothesis identified labeled from the alternative hypothesis in each of the specific objectives, as H1, H2, H3 and H4) respectively.

2.9.1 Real Estate Service Quality and Real Estate Business Development

Efficiency

Seth, Deshmukh & Vrat (2005) defined service quality as the ability for service providers to match expected service with perceived service to achieve customer satisfaction. According to Saei, et al., (2010) the dimensions of service quality included: available, communications, competencies, humility, reliability, trust, responding, security, understand and tangible factors. Service quality is critical to the survival and profitability of an organization and also it is a profitable strategy for the organization's efficiency and satisfaction (Marhamat et al., 2013). Aga & Safakli (2007) Ismail, et al., (2006) suggests that service quality positively impact on efficiency and satisfaction. Thus, with that point of view this study hypothesized that:

H1: There is a positive relationship between service quality and real estate development business efficiency.

2.9.2 Real Estate Land Accessibility and Real Estate Business Development

Efficiency

Ways of acquiring land ranging from buying from private land owners, buying government plots, buying plots on tender from institutions, and to taking advantage of joint venture with those who already have land (Yesaya, 2020; Kongela, 2013). Regarding the cost of acquisition, which depend on size and is negotiable, costs of transfer and compensation costs (this is when a developer identified land for which relocation of existing land owners is necessary). Due to that, the exact figure for the total acquisition costs could hardly be obtained (Brunori & Giuggioli, 2022; Kongela, 2013). The problems in land acquisition included: In most cases the

acquisition involved surveyed land which resulted into extra costs of surveying, and costs of service and basic infrastructure provision; when acquired land from private land owners, developers had to go through bureaucratic procedures in transfer of ownership;

In some cases it is difficult to get best location for commercial project development; Sometimes developers buy plots which has double allocation problems; Some developers buy land which is into dispute; this has been experienced by developers who acquired village/farm land. Practically, disputes take long to resolve (Kongela, 2013). Hence, this study suggested that:

H2: There is a positive relationship between land accessibility and real estate development business efficiency

2.9.3 Real Estate Related Legal Compliance and Real Estate Business Development Efficiency

The National Land Policy formed the basis for the Land Act No. 4 and Village Land Act, Tanzania has identified the need to reform the land laws by developing a coherent and comprehensive land policy that would clearly define the land tenure which enhances proper management, administration and allocation of land in the rural and urban areas (Sylvester, 2013; Kongela, 2013). In 1995, the National Land Policy was formulated to deal with land matters. No. 5 of 1999. However, besides the two Land Acts, there are numerous statutes and policies governing land administration in Tanzania. Some of these include Land Acquisition Act No. 47 of 1967, Urban Planning Act No.8 of 2007, Courts (Land Disputes Settlements) Act No. 2 of 2002, Investment Act No. 26 of 1997, and Environmental Management Act

2004, Mortgage Finance (Special Provisions) Act, 2008, and Unit Titles Act, No. 16 of 2008 (Kongela, 2013).

It was during the policies reform period that real estate sector regained ground. The growth of the private investment started to take shape (Kongela, 2013; UN, 2002). The improved environment as a result of the reforms of land policy attracted a wide range of real estate investors ranging from local investors to foreign investors (Contractor et al., 2021; Contractor et al., 2020). With due regards this study suggested that:

H3: There is a significant association between real estate related legal compliances and real estate business development efficiency.

2.9.4 Real Estate Costs and Real Estate Business Development Efficiency

Investment in properties in Tanzania is subjected to a series of running costs (Kongela, 2013). Given that property is held on what are, in effect, leases from the government, land rent is due on all properties and is legally payable by the owner (Fisher et al., 2022). The rent depends on the location, size and use and is calculated on a fixed amount per square meter per annum (Ma et al., 2020). Other costs on land allocation include; survey fee (paid once based on size, location, intended use and accessibility), stamp duty (paid once based on the amount of land rent), plot registration fee (paid once based on the amount of land rent), deed plan fee, fee for the certificate of Right of Occupancy and one year's land rent which is paid annually (Kongela, 2013). Regarding taxes in Tanzania, tax rates and tax regulations were regarded as the most problematic factors of doing business in Tanzania (Mkembe, 2019; Kongela, 2013). When there is related costs on real estate development

business, it results into trustworthy and willingness to pay. Then the study hypothesized that:

H4: There is a positive association between real estate related costs and real estate business development efficiency.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Overview

This chapter covers research design, survey population, area of the research and justification, variables and measurement procedure, methods of data collection, data processing and analysis as well as expected results of the study. This study adopted the positivism philosophy this is because the study focuses on scientific testing of hypothesis and finding logical or mathematical proof that derives from statistical analysis (Collis and Hussey, 2014, P.50).

3.2 Research Design

According to (Kothari,2017), research design is an arrangement of all conditions, methods of data collection and analysis in such a way that it combines the relevant of the research purpose with economy in procedure. Correlation research design measured the degree of association or relation between two or more variables using statistical procedure of correlational analysis (Cherry, 2019). Descriptive research design was adopted to summarize the data into their meaningful form.

3.2.1 Survey Population

A population is the total collection of elements about which we wish to make some inferences (Malhotra and Birks, 2020). This study aimed at assessment the role of service quality, availability of land, real estate related policies, laws, and regulations, taxes and related costs on real estate development business efficiency. Therefore, the target population of this study comprised all the real estate developers and/or investors in public (National Housing Corporation-NHC, Tanzania Mortgage

Refinancing Corporation-TMRC, Tanzania Building Agency-TBA) and private sectors operating in Dar es Salaam city. The study used a sample frame of not less than 100 people to be interviewed within Dar es Salaam city.

3.2.2 Study Area and Justification

The study was conducted in Dar es Salaam city. This area was chosen due to the fact that it has a good volume of real estate business. Dar es Salaam is Tanzania's main engine of economic growth and serves as an industrial and commercial centre. According to Izar & Limbumba, (2021) most of the substantial real estate development and investment projects are concentrated in Dar es Salaam city. Dar es Salaam is the economic capital and, like many rapidly developing African cities, is undergoing great change in all its property sectors (Todd et al., 2019; Wolff et al., 2021). As such the available real estate investment records for Tanzania are those of properties in Dar es Salaam (Mfungahema, 2020). In particular the study was conducted in Ilala, Kinondoni and Ubungo municipalities.

3.3 Sampling Design and Procedures

A sample is a subgroup of the elements of the population selected for participation in the study (Creswell, 2014). According to Kothari, (2017) sampling is a type of technique/or procedure used in selecting the sample needed for the study. Sampling techniques are classified as probability and non probability sample (Kothari, 2017). In probability sampling, each element in the population has an equal chance of being included in the sample however non probability sampling involves the choice based on convenience and availability (Anderson, Sweeney, and Williams 2011; Kothari, 2017). Therefore, convenient sampling was used to select the representative sample

from real estate developers and /or investors.

3.4 Variables and Measurement Procedures

According to Mari et al., (2020) measurement is the assignment of numerals to objects according to rules. Multi-item scales from previous studies will be modified accordingly to fit the context of real estate business development efficiency. This is to ensure the operationalisation of each of the constructs in the model (Glavee-Geo, 2012). This study employed multi item measures for independent and dependent variables namely real estate development business efficiency, service quality, land availability/accessibility, real estate related legal compliance and real estate related costs for measuring the phenomenon of real estate business development efficiency.

In this study, all multiple item scales was assessed using an ordinal seven-point Likert scale (1 = strongly disagree, 2 = somehow disagree, 3 = disagree, 4 = neither agree nor disagree, 5 = somehow agree, 6 = agree, and 7 = strongly agree). In the analysis phase items in their respective variables was organized to obtain good results and those items that was found cannot fit for analysis was dropped.

3.5 Methods of Data Collection

Data collection in this study was done through surveying where by questionnaires was administered by mail, telephone or by personal interviews. Face-to-face interviews using a structured questionnaire were employed. Face-to-face interviews are very common method of data collection specifically in research settings where the administration of questionnaires by mail was likely to result in very low response rate; and where facilities for such means are not well developed. Administrations by

means of telephones were also not convenient within the research setting because a long questionnaire with many question items is likely to result in very low response rate.

3.6 Data Processing and Analysis

In this study descriptive statistic, factor analysis and regression model using Statistical Package for Social Services (SPSS v.20) was used. Shapiro will test were run for the variables checking for normality. This is important according to Hair *et al.*, (1998) because when it is not normal it will compromise the results of the correlation and the factor analysis. According to Balasundaram (2009) factor analysis aims to simplify complex and diverse relationships that exeunt among a set of variables by uncovering factors that link together the seemingly unique variables and provide insight into the significance of underlying structure of the data. Hence, the scale reliability for each of the latent construct was measured.

Reliability refers to the extent to which a measurement scale produces consistent results in what it is intended to measure (Aykan, *et al.*, 2020). The approaches for assessing reliability include the test–re-test, alternative forms, and internal consistency methods. Internal consistency reliability was used to assess the reliability of a summated scale where several indicators were summed to form a total score (Olafsson, 2020). Cronbach’s alpha is the most widely used measure of internal consistency reliability (Peterson and Kim 2013; Bratt & Fagerström, 2020).

Thus, the Cronbach alpha which a general accepted rule is 0.6-0.7 of each factor was used in assessing the internal consistency in this study. Since it is a very important

indicator of reliability without its other tests will have no meaning. The Cronbach alpha was used to compare how well each of the questions in a questionnaire correlates with the other questions measuring the construct (Glavee-Geo, (2012). Validity was assessed by examining construct, convergent, discriminant and face validity (Cano, 2020). The regression model that was applied in this study was the Ordinal Least Square (OLS) estimation regression. All the variables were included in the regression model. That is independent variables and dependent variable. Dependent variables:

- i. real estate development business efficiency;
- ii. Independent variables: service quality; Availability of land; real estate related policies, laws and regulations; real estate tax and related costs.

3.7 Expected Results of the Study

In line with independent and dependent variables, the findings of this study expected to support that: there is a positive relationship between service quality and real estate business development efficiency; there is a positive relationship between availability of land and real estate business development efficiency; there is a positive association between real estate related policies and real estate business development efficiency; There is a positive relationship between real estate taxes and related costs and real estate business development efficiency.

CHAPTER FOUR

RESEARCH FINDINGS AND INTERPRETATION

4.1 Introduction

This chapter presents the findings and interpretation of the data collected and analyzed which is in line with the objectives of the study and research questions that form the base of the study. The presentation of findings is in the order of the specific objectives and research questions. Profile of surveyed projects, General characteristics of the respondents, Specific findings and descriptive statistics and inferential statistics.

4.2 Profile of the Surveyed Projects

The surveyed project for the study included 22 commercial buildings equals to 14.7%, 36 bungalows equal to 24%, 33 apartments equals to 22%, 20 row houses equals to 13%, 22 town houses equals to 15%, 3 schools equals to 2%, 3 go-down equal to 2%, 2 hospitals equals to 1% and 9 petrol stations equals to 6% making a total of property types equals to 100%. This information has been summarized in the Figure 4.1.

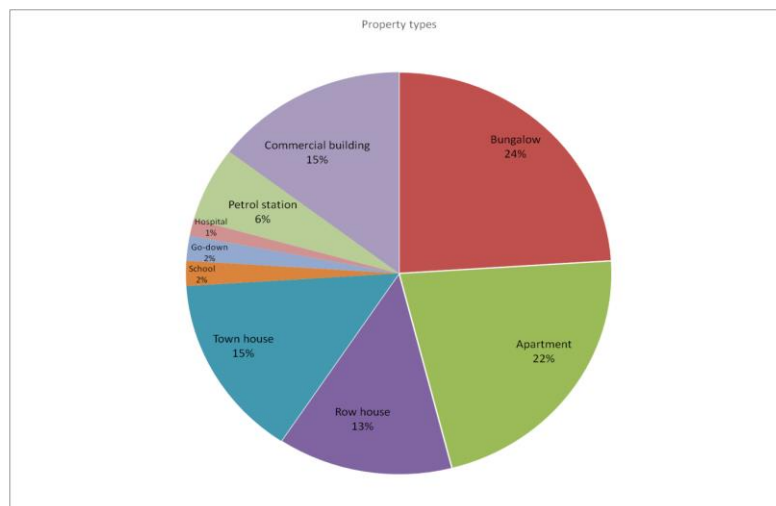


Figure 4.1: Profile of Surveyed Projects

4.3 Characteristics of Respondents

This study used 150 respondents who were actively engaged in real estate industry in Dar es Salaam. The respondents included the real estate developers and/or investors in public and private sectors in Dar es Salaam, Tanzania from three municipal councils namely Ubungo, Ilala and Kinondoni, due to their active in the real estate issues in Dar es Salaam city. A total of 150 questionnaires were distributed and all these were filled and returned thus making a response rate of 100%. The respondents included 106 property owners architects that is equivalent to 70.7%, and 44 non property owners that is equivalent to 29.3%. These information has been summarized in the Figure 4.2.

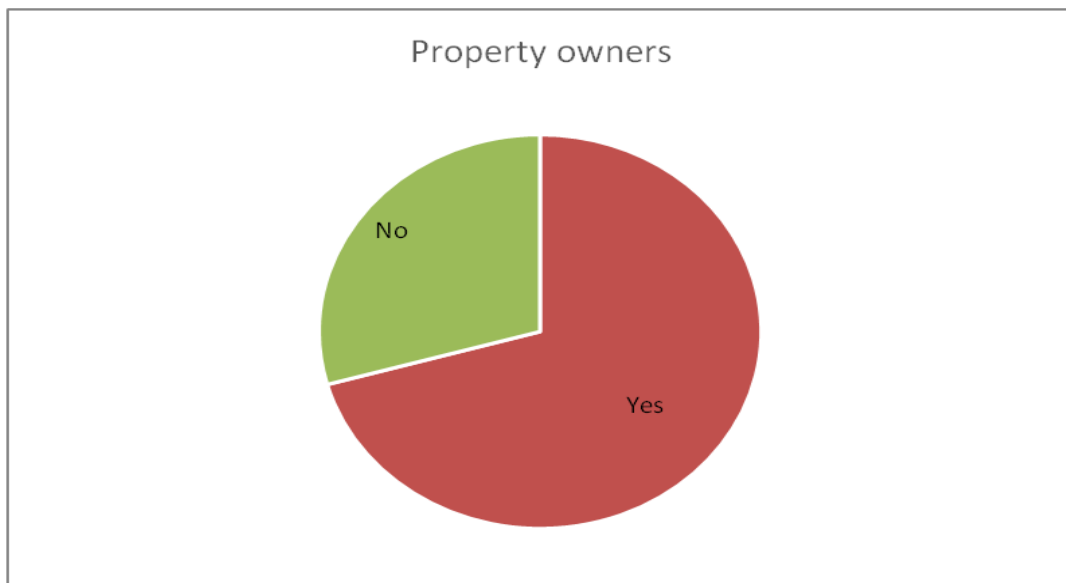


Figure 4.2: Respondents' Response on Property Ownership
Key: Yes-Property owners, No-Non-property owners

4.4 Specific Findings and Descriptive Statistics

The descriptive statistics was applied to provide the simple summaries about the sample and the measures of the central tendencies of the data.

Table 4.1: Mean Responses on the Measurement item in Percentages (%)

Level of agreement 1 -7 where 1=Strongly Disagree, 2= Disagree, 3= Somewhat disagree, 4= Neutral, 5=Somewhat Agree, 6=Agree 7=Strongly Agree

	Real estate development business efficiency	1	2	3	4	5	6	7	Total	Mean	Std deviation
1.1	Our documents are always released on time	3.3%	16.7%	34.7%	14%	16%	14.7%	0%	100%	3.673	1.402
1.2	Average time for document clearance is very short	4%	32%	22%	7.3%	22.7%	10.7%	1.3%	100%	3.5	1.549
1.3	It always takes a very short time from the launching of real estate development/ investment documents to the release/exit of the document	3.3%	37.3%	17.3%	18.7%	13.3%	9.3%	7%	100%	3.32	1.444
1.4	Institution involved in the real estate development/investment are very efficient	2%	8%	15.3%	17.3%	24.7%	31.3%	1.3%	100%	4.54	1.412
1.5	The institutions involved in real estate development/investment can process real estate documents within a short time	2.7%	15.3%	18%	16%	33.3%	14%	7%	100%	4.067	1.413
1.6	The real estate development/investment process is very efficient	1.3%	6.7%	15.3%	36%	22.7%	15.3%	2.7%	100%	4.287	1.244

Source: Field Data, (2013).

From the table 4.1, it indicates that as the average mean for the real estate development business efficiency is 3.89, this shows that respondents disagrees to the some extent that their real estate business efficiency has been achieved as the means falls on number 3 of the Likert scale which is somewhat disagree.

Table 4.2 Respondents' Response on Service Quality to Real Estate Investors against Decision Authorities in Percentages (%)
Level of agreement 1 -7 where 1=Strongly Disagree, 2= Disagree, 3= Somewhat disagree, 4= Neutral, 5=Somewhat Agree,
6=Agree 7=Strongly Agree

S/No	Real estate service quality	1	2	3	4	5	6	7	Total	Mean	Std deviation
2.1	The institutions involved in real estate development process are very consistent in providing real estate development/investment service	1.3%	7.3%	22%	16.7%	40%	12%	7%	100%	4.253	1.233
2.2	The institutions involved in real estate development/investment process always meet our service requirement	1.3%	8.7%	16%	16%	27.3%	30%	7%	100%	4.52	1.379
2.3	The institutions involved in real estate development/investment process when they promise to do something within a certain period, they full fill their promise	2%	31.3%	20.7%	16%	24%	4.7%	1.3%	100%	3.48	1.388
2.4	When we face problems, the institutions involved in the real estate development/investment process shows sincere interest in solving our problem	3.3%	10%	12.7%	18.7%	39.3%	13.3%	2.7%	100%	4.31	1.381
2.5	When we face problems, the institutions involved in real estate development/investment are always quick in solving our problems	2%	12.7%	13.3%	20.7%	42%	7.3%	2%	100%	4.18	1.301
2.6	The Institutions involved in real estate development/investment process are always speedy in responding to our requests	2.7%	10.7%	36%	16.7%	23.3%	10%	7%	100%	3.8	1.301

From the table 4.2, it indicates that as the average mean for the service quality is 4.09, this shows that respondents neither disagree nor agree that the quality-of-service provision has been attained in achieving real estate business efficiency as the means falls on number 4 of the Likert scale which is Neutral

Table 4.3: Respondents' Responses on Land availability or Accessibility in Percentages (%)

Level of agreement 1 -7 where 1=Strongly Disagree, 2= Disagree, 3= Somewhat disagree, 4= Neutral, 5=Somewhat Agree, 6=Agree 7=Strongly Agree

S/No	Land Availability and/or Accessibility	1	2	3	4	5	6	7	Total	Mean	Std deviation
3.1	There is a very high level of cooperation among institutions and agencies involved in the real estate development/investments process to ensure the land is efficiently accessible/available for real estate developers/investors	4.7%	2.7%	17.3%	14.7%	38.3%	20%	1.3%	100%	4.467	1.345
3.2	There is a very high level of cooperation in processing land documents among the institutions involved in processing	18%	9.3%	14%	17.3%	23.3%	16%	2%	100%	3.747	1.773
3.3	The level of cooperation in solving land conflicts and/or problems among the institution involved in real estate development/investment is very high	4%	10.7%	15.3%	20%	26%	22.7%	1.3%		4.267	1.473
3.4	The degree of sharing information of availability of land among the institutions involved in the real estate development/investment process is very high	2.7%	11.3%	30.7%	14%	24.7%	13.3%	3.3%	100%	4	1.447
3.5	The information systems of all institutions involved in the real estate development/investment process are well interacting	4.7%	11.3%	16%	14.7%	16%	33.3%	4%	100%	4.42	1.652

From the table 4.3, it indicates that as the average mean for the land accessibility is 4.18, this shows that respondents neither disagree nor agree that the land accessibility has been attained in achieving real estate business efficiency as the means falls on number 4 of the Likert scale which is Neutral

Table 4.4: Respondents' Responses on Real Estate related Legal Compliance in Percentages (%)

Level of agreement 1 -7 where 1=Strongly Disagree, 2= Disagree, 3= Somewhat disagree, 4= Neutral, 5=Somewhat Agree, 6=Agree 7=Strongly Agree

	Real Estate related legal compliance	1	2	3	4	5	6	7	Total	Mean	Std deviation
4.1	Procedures provided by the legislation before getting a permit to start development are too many and sometimes complicated	2%	4%	4.7%	15.3%	18%	30%	26%	100%	5.373	1.495
4.2	Sometimes the real estate related policies, laws and regulations delays the process of real estate development/investment because of bureaucracy	7%	2%	4.7%	12.7%	22.7%	39.3%	18%	100%	5.446	1.235
4.3	Sometimes the real estate related policies, laws and regulations setback real estate development/investment because of corruption problems	7%	2.7%	3.3%	13.3%	28.7%	39.3%	12%	100%	5.327	1.179
4.4	Sometimes the Legal institutions in the land sector provide support to the real estate operations.	0%	2%	3.3%	21.3%	28%	43%	2%	100%	5.133	1.014
4.5	Sometimes we are not able to accomplish on time real estate development documentation because of lack of consistency of real estate related policies, laws and regulations.	2%	3.3%	6.7%	14.7%	24%	40.7%	8.7%	100%	5.12	1.336
4.6	Sometimes the present real estate related policies, laws and regulations discourage local and foreign real estate developers/investors because of long process of getting of certificate which results majority of real estate developers to start property development without obtaining building permits.	7%	5.3%	4.7%	8%	31.3%	38.7%	11.3%	100%	5.253	1.281

From the table 4.4, it indicates that as the average mean for the real estate related legal compliance is 5.27, this shows that respondents agrees to the little extent that they adhere to real estate related legal compliance in their operation in achieving real estate business efficiency as the means falls on number 5 of the Likert scale which is Somewhat agree

Table 4.5: Respondents' Responses on Real Estate related other Costs in Percentages (%)

Level of agreement 1 -7 where 1= Strongly Disagree, 2= Disagree, 3= Somewhat disagree, 4= Neutral, 5=Somewhat Agree, 6=Agree 7=Strongly Agree

S/No	Real estate related other costs	1	2	3	4	5	6	7	Total	Mean	Std deviation
5.1	Tax and other costs related to real estate development business is reasonable and affordable.	4%	11.3%	29.3%	16.7%	25.3%	12.7%	7%	100%	3.887	1.388
5.2	Systems used in collecting tax and other costs related to real estate development business are reliable and trusted to the users.	5.3%	6%	22%	12.7%	25.3%	19.3%	9.3%	100%	4.42	1.623
5.3	Government ministries involving in taxation and other costs related with real estate development business are charitable to real estate developers/investors	4.7%	12.7%	10.7%	18%	28.7%	24.7%	7%	100%	4.3	1.514
5.4	Investment in real estate development is subjected to a series of taxes.	2%	2.7%	7.3%	14%	38%	23.3%	12.7%	100%	5.04	1.32
5.5	The actual amount tax and other related costs is fairly minimal.	7.3%	13.3%	33.3%	20.7%	20%	2%	3.3%	100%	3.52	1.374
5.6	Fee for the certificate of Right of Occupancy adjusted periodically is it favourable for real estate developers/investors.	6%	8%	6%	42%	20%	15.3%	2.5%	100%	4.187	41.397
5.7	In case of transfer/sale of the property, a tax of 10% for residents and 20% for non-residents charged is it reasonable and fair.	8%	9.3%	9.3%	38%	19.3%	14%	2%	100%	4.013	1.461

From the table 4.5, it indicates that as the average mean for the real estate related other costs is 4.2, this shows that respondents neither disagree nor agree that they adhere to real estate related other costs in their operation in achieving real estate business efficiency as the means falls on number 4 of the Likert scale which is Neutral.

4.5 Inferential Statistics

In order to show the relationship among dependent variable and the independent variable the linear regression model was run, that presented the model summary, analysis of variance (ANOVA), correlation analysis and the multiple linear regression model analysis.

4.5.1 Model Summary Results

The data was inserted in the linear regression model analysis to be analyzed, and the following data was obtained;

Table 4.6: Regression Coefficients

Model	Unstandardized Coefficients B	t	Sig.	95.0% Confidence Interval for B	Collinearity Statistics			
					Lower Bound	Upper Bound	Tolerance	VIF
1 (Constant)	1.987	0.438	4.534	0.000	1.121	2.853		
service quality	0.495	0.081	6.090	0.000	0.334	0.656	0.467	2.141
land availability	0.428	0.074	5.744	0.000	0.281	0.575	0.471	2.123
Real estate Legal compliance	-0.277	0.062	-4.474	0.000	-0.399	-0.155	0.928	1.077
Real estate related other costs	-0.110	0.067	-1.644	0.102	-0.242	0.022	0.734	1.363

According to the regression coefficients of the independent variables, it shows that any unit increase for any of the independent variables it is likely to lead to a rise in

the real estate market business efficiency (positive causal-effect), as other independent variables were kept constant owing to the fact that the other independent variables were kept constant since regression coefficients was kept constant. This implies that an increase in real estate market business efficiency would lead to a rise would lead to an increase in service quality with the other independent variables kept constant due to the regression coefficients being positive.

Table 4.7: Model Summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.791 ^a	.626	.615	.63906
a. Predictors: (Constant), service quality,real estate related legal compliance, real estate related other costs, land availability/accessibility				

From the results, it can be said that the regression coefficient of service quality was 0.495 meaning that any unit rise in service quality would lead to 0.495 in real estate business efficiency (as other independent variables remained constant). Further, a unit rise in land availability would lead to a 0.428 rise in real estate market business efficiency as other independent variables remained constant. Equally, a unit rise in real estate legal compliance would lead to a 0.277 fall in real estate business efficiency, as other independent variables remained constant. Finally, a unit rise on real estate related other costs would lead to a decrease of 0.110 in real estate market business efficiency, as other factors remained constant.

4.5.2 Analysis of Variance (ANOVA)

From the ANOVA table, we see that the significant value (p-value < 0.05) which implies that the entire model has acceptable goodness to fit.

Table 4.8: ANOVA

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	98.937	4	24.734	60.563	.000 ^b
	Residual	59.218	145	.408		
	Total	158.155	149			
a. Dependent Variable: real estate development business efficiency						
b. Predictors: (Constant), service quality,real estate related legal compliances, real estate related other costs, land availability/accessibility						

4.5.3 Correlation Analysis

In this section, Pearson's correlation is employed to test all four hypothesis of our study. The hypothesis examines the relationship between service quality,real estate related legal compliance, real estate related other costs, land availability/accessibility, and real estate development business efficiency. To test the relationship, the service quality,real estate related legal compliance, real estate related other costs, land availability/accessibility are treated as independent variables, while real estate business development efficiency as dependent variable.

Correlation coefficients are able to provide a numerical overview of the direction and strength of the linear relationship between the independent variables and dependent variables. Pearson's correlation coefficients (r) range from -1 to +1 for the indication of positive or negative correlation.

The findings of the correlations between the independent variables, and the dependent variable are summarized and presented in Table 4.6. From the summary of the output in Table 4.6, the correlation coefficient between service quality and real estate business development is 0.683 indicating the positive strong correlation. The correlation coefficient between land availability and real estate business

development efficiency is 0.710 indicating the positive strong correlation. The correlation coefficient between real estate legal compliance and real estate business development efficiency is -0.2 indicating the negative weak correlation.

The correlation coefficient between real estate real estate related other costs and real estate business development efficiency is 0.334 indicating the positive weak correlation. From the above output it indicates that increasing land availability and service quality results to the rapid improvement on the real estate development business efficiency, but the relationship between real estate legal compliance and the real estate business development efficiency is negative to mean that decreasing legal compliance in real estate leads to the improvement in the real estate business efficiency.

Table 4.9: Correlation Analysis

Correlations						
		Business efficiency	Service quality	land availability	Real estate Legal compliance	Real estate related other costs
Real estate development business efficiency	Pearson Correlation	1	.683**	.710**	-.200*	.334**
	Sig. (2-tailed)		0.000	0.000	0.014	0.000
	N	150	150	150	150	150
Service quality	Pearson Correlation	.683**	1	.700**	0.104	.443**
	Sig. (2-tailed)	0.000		0.000	0.207	0.000
	N	150	150	150	150	150
Land availability	Pearson Correlation	.710**	.700**	1	-0.057	.466**
	Sig. (2-tailed)	0.000	0.000		0.490	0.000
	N	150	150	150	150	150
Real estate legal compliance	Pearson Correlation	-.200*	0.104	-0.057	1	-0.139
	Sig. (2-tailed)	0.014	0.207	0.490		0.089
	N	150	150	150	150	150
Real estate related other costs	Pearson Correlation	.334**	.443**	.466**	-0.139	1
	Sig. (2-tailed)	0.000	0.000	0.000	0.089	
	N	150	150	150	150	150
**. Correlation is significant at the 0.01 level (2-tailed).						
*. Correlation is significant at the 0.05 level (2-tailed).						

Table 4.10 Hypothesis Test Summary

Hypothesis	Statements	P value	Tested in	Implication
H1	H1 ₀ -There is no relationship between service quality and real estate business development efficiency H1 ₁ –There is a positive relationship between service quality and real estate business development efficiency .	.000	One sample t test	Reject H1 ₀
H2	H2 ₀ –There is no significant relationship between land accessibility and real estate business development efficiency. H2 ₁ -There is a positive relationship between land accessibility and real estate business development efficiency .	.0000	Correlation analysis	Reject H2 ₀
H3	H3 ₀ –There is no association between real estate related legal compliance and real estate business development efficiency. H3 ₁ -The association between real estate related legal compliance and real estate business development efficiency is positive	.0000	Correlation analysis	Reject H3 ₀
H4	H4 ₀ .There is no association between real estate related costs and real estate business development efficiency. H4 ₁ .There is a positive association between real estate related costs and real estate business development efficiency.	0.0000	Correlation analysis	Reject H4 ₀

4.6 Discussion of Findings

This section includes the interpretation of the results obtained above, with the purpose to explain what the results of our study mean and how they relate to the hypothesis posed. Comparing results with the previous research, discussing the limitation. In this paper this section consists of the discussion of the findings basing on research objectives basing, basing on the research hypothesis and basing on the theoretical review.

4.6.1 Discussion of the Findings basing on the Research Objectives

A) To determine the effect of Real Estate Service Quality on Real Estate Business development Efficiency

The first objective of this study was to determine the effect of real estate service quality on real estate business development efficiency. The results from regression analysis reveal that the service quality has a positive effect on real estate development business efficiency this effect is significant at 5% level ($p = .0000$). The coefficient for service quality is 0.495, which means that if service quality differs by one-unit real estate business development efficiency will differ by 0.495, also this means that keeping other factors constant the service quality alone affects real estate development business efficiency by 49.5%.

The findings from this relationship is in line with the research written by (Berry, 1996) that supports the prior knowledge that the service quality has the positive relationship to the real estate business development efficiency as it have been from our findings the correlation coefficient between service quality and the real estate business development efficiency was 0.683 which is positive strong correlation.

B) To determine the effect of Real Estate Land Accessibility on Real Estate Business development Efficiency

The second objective of this study was to determine the effect of real estate land accessibility on real estate business development efficiency. The results reveal that land accessibility has a positive effect on real estate business development efficiency. This effect is significant at 5% level ($p = .0000$). The coefficient for land accessibility is 0.428, which means that if land accessibility differs by one-unit real estate business development efficiency will differ by 0.428, also this means that keeping other factors constant real estate land accessibility alone affects real estate development business efficiency by 42.8%.

This findings aligns with the result that the author (Florida, 2002) had got in his book of Creative class, that relates to the prior observation of the researcher that the effective land accessibility/accessibility has the great impact towards the real estate development business efficiency, it has been observed that the land accessibility and the real estate business development efficiency has the correlation coefficient of 0.710 equals to the strong positive correlation to mean that the effective land availability/accessibility leads about the significant impact in the real estate business development efficiency.

C) To Determine the effect of Real Estate related Legal Compliance on Real Estate Business Development Efficiency

The third objective of this study was to determine the effect of real estate related legal compliance on real estate business development efficiency. The results reveal that real estate related legal compliance has a negative effect on real estate

development business efficiency this effect is significant at 5% level ($p = .0000$). The coefficient for real estate related legal compliance is -0.277 , which means that if real estate related legal compliance differs by one-unit real estate business development efficiency will differ by -0.277 . This finding aligns with the results written by the Colwell, (2012) in his book of real estate law: Fundamentals for the development process that relates to the prior observation of the researcher that reducing real estate related legal compliance has the great impact towards the real estate development business efficiency.

D) To Determine the effect of Real Estate related costs on Real Estate Business development Efficiency

The fourth objective of this study was to determine the effect of real estate related costs on real estate business development efficiency. The results reveal that real estate related costs have a negative effect on real estate business development efficiency. This effect is significant at 5% level ($p = .0000$). The coefficient for project team collaboration is -0.110 , which means that if real estate related costs differs by one-unit real estate business development efficiency will differ by -0.110 .

This finding aligns with the results written by the Kinnard, (1998) in his article on impacts of costs on real estate performance and efficiency that relates to the prior observation of the researcher that reducing real estate related other costs has the great impact towards the real estate business development efficiency.

4.6.2 Discussion of Findings based on Research Hypothesis

H1 There is a Positive Relationship between Service Quality and Real Estate business Development Efficiency

Based on the result of the correlation analysis conducted above, the finding indicates the rejection of the null hypothesis that said there is no relationship between service quality and real estate business development efficiency in favor of alternative hypothesis. These finding accepts the above-mentioned hypothesis H1 i.e. it is true that there is a positive relationship between service quality and real estate business development efficiency, as seen from the p value of 0.000 that was conducted on the one sample t test. The p value has been observed to be less than 0.005 that indicates the rejection of the null hypothesis.

H2 There is a Positive Relationship between Land Accessibility and Real Estate Business Development Efficiency

Based on the results of the correlation analysis there is a land accessibility and real estate business development efficiency i.e a positive relationship Of 0.710 which is strong positive correlation was realized and also the observed p value was 0.000 which is less than the 0.005 suggesting the rejection of the null hypothesis to mean that there is a positive relationship land accessibility and real estate business development efficiency.

H3 The association between Real Estate related Legal Compliance and Real Estate Business development Efficiency is Positive

Based on the results of the correlation analysis between real estate related legal compliances and real estate business development efficiency i.e a negative relationship Of -0.2 which is weak negative correlation was realized and also the observed p value was 0.014 which is less than the 0.005 suggesting the rejection of the null hypothesis to mean that there is a negative relationship between real estate

legal compliances and real estate business development efficiency.

H4 There is a Positive Association between Real Estate related Costs and Real Estate Business development Efficiency

Based on the result of the correlation analysis conducted above, the finding indicates the rejection of the null hypothesis that said there is no relationship between real estate related costs and real estate business development efficiency in favor of alternative hypothesis. These finding accepts the above-mentioned hypothesis H1 i.e. it is true that there is a positive relationship between real estate related costs and real estate business development efficiency , from the correlation coefficient of 0.334 indicating the positive weak correlation also as seen from the p value of 0.000 that was conducted on the one sample t test. The p value has been observed to be less than 0.005 that indicates the rejection of the null hypothesis.

CHAPTER FIVE

CONCLUSION AND RECOMMENDATION

5.1 Introduction

This chapter presents the conclusions, theoretical and practical implications of this study. Based on the conclusions pertaining to this study's objectives, theoretical and practical implications presented. Lastly, this chapter presents various recommendations and suggestions for area of further studies.

5.2 Summary of the Key Findings

From the measures of central tendencies (mean) it indicated that the average mean for the real estate business development efficiency is 3.89, this shows that respondents agrees to the little extent that the real estate business efficiency is achieved as the means falls on number 3 of the Likert scale which is somewhat agree. On the service quality, it indicates that as the average mean for the service quality is 4.09, this shows that respondents neither disagree nor agree that the quality of service provision has been attained in achieving real estate business efficiency as the means falls on number 4 of the Likert scale which is Neutral.

On land accessibility, it indicates that as the average mean for the land accessibility is 4.18, this shows that respondents neither disagree nor agree that the land accessibility has been attained in achieving real estate business efficiency as the means falls on number 4 of the Likert scale which is Neutral. On real estate related legal compliance, it indicates that as the average mean for the real estate related legal compliance is 5.27, this shows that respondents agrees to the little extent that they adhere to real estate related legal compliance in their operation in achieving real

estate business efficiency as the means falls on number 5 of the Likert scale which is Somewhat agree. On real estate related other costs, it indicates that as the average mean for the real estate related other costs is 4.2, this shows that respondents neither disagree nor agree that they adhere to real estate related other costs in their operation in achieving real estate business efficiency as the means falls on number 4 of the Likert scale which is Neutral.

Basing on the research objectives, to study the relationship that exists among our variables that are service quality, land accessibility, real estate related legal compliance, real estate related other costs and the real estate business development efficiency. A correlation analysis was run, and the results showed that land accessibility has high influence/relationship in the achieving of the real estate business efficiency.

5.3 Conclusion and Implications

5.3.1 Conclusion

In conclusion, this research explored the determinants of real estate business development efficiency, focusing on four key factors: service quality, land accessibility, real estate related other costs, and real estate related legal issues. The findings of this study suggest that these determinants have a significant impact on the efficiency of real estate businesses development. Service quality was found to be a crucial determinant, as it directly affects the satisfaction of clients and the reputation of the business. Land accessibility was also identified as an important determinant, as it affects the ease with which developers can acquire land for development. Real estate related other costs, including construction, marketing, and

financing costs, were also found to significantly impact business efficiency. Finally, legal issues related to real estate, such as property rights and zoning regulations, were identified as an important determinant of business efficiency.

Overall, the results of this study suggest that real estate developers should focus on improving service quality, maintaining good relationships with landowners and local authorities, managing costs effectively, and staying up-to-date with legal regulations to enhance their efficiency and competitiveness. Future research could explore the relationships between these determinants and other variables, such as business size and location, to provide a more comprehensive understanding of real estate business development efficiency.

5.3.2 Implications

A) Theoretical Implication

The findings of this study have several theoretical implications that can provide valuable insights into the field of real estate development. Firstly, the study found that service quality is a significant determinant of the efficiency of real estate business development. This finding highlights the importance of providing high-quality services to clients in order to improve business efficiency. Real estate developers should focus on improving service quality by providing timely and efficient services to clients, maintaining a high level of customer satisfaction and developing a strong reputation for quality service delivery.

Secondly, the study found that land accessibility is another significant determinant of business efficiency. This finding implies that real estate developers should invest in

properties that are easily accessible to potential clients. Developers can consider factors such as proximity to transportation hubs, availability of utilities, and accessibility to major commercial centers when selecting properties for development. By choosing properties that are easily accessible, developers can increase the efficiency of their business operations and improve their overall profitability.

Thirdly, the study found that real estate related costs, such as taxes, fees, and insurance, can significantly impact the efficiency of real estate business development. This finding suggests that real estate developers should carefully consider these costs when making investment decisions. Developers can seek out cost-saving measures such as tax incentives, insurance discounts, and reduced fees to improve the efficiency of their business operations.

Finally, the study found that real estate related legal issues can also impact the efficiency of real estate business development. This finding underscores the importance of complying with all relevant legal regulations and ensuring that legal issues are resolved promptly. Developers can also benefit from working closely with legal professionals to stay up-to-date on changing regulations and to develop effective strategies for resolving legal issues as they arise.

B) Practical Implication

Firstly, the study's finding that service quality is a significant determinant of business efficiency suggests that real estate developers should prioritize providing high-quality services to clients. Developers can achieve this by investing in training and development programs for staff, implementing efficient communication and

project management systems, and ensuring that customer feedback is regularly solicited and acted upon.

Secondly, the study's finding that land accessibility is an important determinant of business efficiency suggests that developers should carefully consider the location of their properties when making investment decisions. By investing in properties that are easily accessible to potential clients, developers can improve the efficiency of their business operations and increase the likelihood of successful project outcomes.

Thirdly, the study's finding that real estate related costs can significantly impact business efficiency suggests that developers should closely monitor their expenses and seek out cost-saving measures where possible. This can include negotiating favorable terms with suppliers, seeking out tax incentives and other government programs, and carefully managing insurance and legal costs.

Finally, the study's finding that real estate related legal issues can impact business efficiency suggests that developers should prioritize compliance with relevant legal regulations and seek out legal advice where necessary. By staying up-to-date on changing regulations and working closely with legal professionals, developers can minimize the impact of legal issues on their business operations and avoid costly delays and disputes.

5.4 Recommendations

Based on the findings and practical implications of this study, there are several recommendations that real estate developers can implement to improve the efficiency of their business operations. Firstly, real estate developers should focus on

enhancing their service quality by investing in customer service training and developing efficient communication and project management systems. This can help to improve client satisfaction and lead to more successful project outcomes. Secondly, developers should carefully consider the availability and accessibility of their properties when making investment decisions. By investing in properties that are easily accessible to potential clients, developers can improve the efficiency of their business operations and increase the likelihood of successful project outcomes.

Thirdly, developers should closely monitor their expenses and seek out cost-saving measures where possible. This can include negotiating favorable terms with suppliers, seeking out tax incentives and other government programs, and carefully managing insurance and legal costs. Finally, developers should prioritize compliance with relevant legal regulations and seek out legal advice where necessary. By staying up-to-date on changing regulations and working closely with legal professionals, developers can minimize the impact of legal issues on their business operations and avoid costly delays and disputes.

5.5 Area for Further Studies

As an area for further studies, future research could explore the impact of other determinants on the efficiency of real estate business development. For example, factors such as technology adoption, environmental sustainability, and social responsibility could be explored to determine their impact on business efficiency. Additionally, further research could be conducted to explore the impact of different strategies for improving service quality, such as the use of technology and automation.

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APPENDICES

Appendix 1: QUESTIONNAIRE

REAL ESTATE DEVELOPMENT BUSINESS EFFICIENCY SURVEY AMONG MUNICIPALITIES OF DAR ES SALAAM CITY

KINONDONI	UBUNGO	ILALA
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Mobile number of respondents: _____

SECTION A:

With reference to your experience in real estate development business and interactions with Tanzania Revenue Authority (TRA), Ministry of Land, Housing and Settlement Development, Tanzania Investment Centre and other institutions involved in real estate development respond to each of the statements in the tables below by circling the number that best describe the extent to which you agree or disagree with each of the statements (please circle once for every statement).

	Real estate development business efficiency	Strongly disagree	Disagree	Somewh	Neither	Somewh at agree	Agree	Strongly agree
1.1	Our documents are always released on time	1	2	3	4	5	6	7
1.2	Average time for document clearance is very short	1	2	3	4	5	6	7
1.3	It always takes a very short time from the launching of real estate development/ investment documents to the release/exit of the document	1	2	3	4	5	6	7
1.4	Institution involved in the real estate development/investment are very efficient	1	2	3	4	5	6	7
1.5	The institutions involved in real estate development/investment can process real estate documents within a short time	1	2	3	4	5	6	7
1.6	The real estate development/investment process is very efficient	1	2	3	4	5	6	7

Real estate service quality		Strongly disagree	Disagree	Somewhat disagree	Neither agree Nor disagree	Somewhat agree	Agree	Strongly agree
2.1	The institutions involved in real estate development process are very consistent in providing real estate development/investment service	1	2	3	4	5	6	7
2.2	The institutions involved in real estate development/investment process always meet our service requirement	1	2	3	4	5	6	7
2.3	The institutions involved in real estate development/investment process when they promise to do something within a certain period, they full fill their promise	1	2	3	4	5	6	7
2.4	When we face problems, the institutions involved in the real estate development/investment process shows sincere interest in solving our problem	1	2	3	4	5	6	7
2.5	When we face problems, the institutions involved in real estate development/investment are always quick in solving our problems	1	2	3	4	5	6	7
2.6	The Institutions involved in real estate development/investment process are always speedy in responding to our requests	1	2	3	4	5	6	7

Land Availability and/or Accessibility		Strongly disagree	Disagree	Somewhat at	Neither agree	Somewhat at agree	Agree	Strongly agree
3 1	There is a very high level of cooperation among institutions and agencies involved in the real estate development/investments process to ensure the land is efficiently accessible/available for real estate developers/investors	1	2	3	4	5	6	7
3 2	There is a very high level of cooperation in processing land documents among the institutions involved in processing	1	2	3	4	5	6	7
3 3	The level of cooperation in solving land conflicts and/or problems among the institution involved in real estate development/investment is very high	1	2	3	4	5	6	7
3 4	The degree of sharing information of availability of land among the institutions involved in the real estate development/investment process is very high	1	2	3	4	5	6	7
3 5	The information systems of all institutions involved in the real estate development/investment process are well interacting	1	2	3	4	5	6	7

Real Estate related legal compliance		Strongly disagree	Disagree	Somewhat	Neither agree	Somewhat	Agree	Strongly
4.1	Procedures provided by the legislation before getting a permit to start development are too many and sometimes complicated	1	2	3	4	5	6	7
4.2	Sometimes the real estate related policies, laws and regulations delays the process of real estate development/investment because of bureaucracy	1	2	3	4	5	6	7
4.3	Sometimes the real estate related policies, laws and regulations setback real estate development/investment because of corruption problems	1	2	3	4	5	6	7
4.4	Sometimes the Legal institutions in the land sector provide support to the real estate operations.	1	2	3	4	5	6	7
4.5	Sometimes we are not able to accomplish on time real estate development documentation because of lack of consistency of real estate related policies, laws and regulations.	1	2	3	4	5	6	7
4.6	Sometimes the present real estate related policies, laws and regulations discourage local and foreign real estate developers/investors because of long process of getting of certificate which results majority of real estate developers to start property development without obtaining building permits.	1	2	3	4	5	6	7
Real estate related costs								
5.1	Tax and other costs related to real estate development business is reasonable and affordable.	1	2	3	4	5	6	7
5.2	Systems used in collecting tax and other costs related to real estate development business are reliable and trusted to the users.	1	2	3	4	5	6	7
5.3	Government ministries involving in taxation and other costs related with real estate development business are charitable to real estate developers/investors	1	2	3	4	5	6	7
5.4	Investment in real estate development is subjected to a series of taxes.	1	2	3	4	5	6	7
5.5	The actual amount tax and other related costs is fairly minimal.	1	2	3	4	5	6	7
5.6	Fee for the certificate of Right of Occupancy adjusted periodically is it favourable for real estate developers/investors.	1	2	3	4	5	6	7
5.7	In case of transfer/sale of the property, a tax of 10% for residents and 20% for non-residents charged is it reasonable and fair.	1	2	3	4	5	6	7

SECTION B: RESPONDENT PROFILE

1. Do you own a property? a. Yes b. No

2. Which type of property do you own?

a. Bungalow b. Apartments c. Apartment d. Row house b. No e.

Townhouse f. School g. Godown h. Hospital I. Petrol station j. Commercial

buildings k. others

Appendix 2: Research Clearance Letter

dpgs-supervision@out.ac.tz

THE OPEN UNIVERSITY OF TANZANIA
DIRECTORATE OF POSTGRADUATE STUDIES

Kawawa Road, Kinondoni Municipality,
 P.O. Box 23409
 Dar es Salaam, Tanzania
<http://www.out.ac.tz>



Tel: 255-22-2666752/2668445 ext. 100
 Fax: 255-22-2668759,
 E-mail: dpgs@out.ac.tz


REQUISITION FORM FOR RESEARCH CLEARANCE LETTER

Date:

1. Name of Student: WAKARA EDSON WAKARA
2. Gender: MALE
3. Reg. Number: PG 201801413 Year of Entry: 2018
4. Faculty: BUSINESS MANAGEMENT
5. Programme: MPM
6. Title of Research: DETERMINANTS OF REAL ESTATE DEVELOPMENT BUSINESS EFFICIENCY: EMPIRICAL EVIDENCE FROM THE DAR ES SALAAM CITY, TANZANIA
7. Tentative dates for data collection: From: JANUARY- FEBRUARY
8. Student Email: edsonwakara@gmail.com
9. Student Phone Number: 0693999990
10. Research Location/site: DAR ES SALAAM

S/N	Region	District Council/ Municipality	Name of Organization	Postal Address	Place
1	DSM	KINONDONI	REAL ESTATE-	DAR ES SALAAM	DSM
2		ILALA	DEVELOPERS		
3		UBUNGO	INVESTORS		
4			AGENCIES		
5			MINISTRY OF LANDS		
6					

11. Date of submission: 04/01/2023

Signature 

**JAMHURI YA MUUNGANO WA TANZANIA
OFISI YA RAIS
TAWALA ZA MKOJA NA SERIKALI ZA MITAA**

MKOA WA DAR ES SALAAM
Anwani ya Simu:
Simu:2203156/2203158/286371
Barua pepe ras@dsm.go.tz



OFISI YA MKUU WA MKOA,
3 Barabara ya Rashidi Kawawa
S.L.P 5429,
12880 DAR ES SALAAM.

Unapojibu Tafadhali taja:

Kumb. Na. EA.260/307/02B/178

17 Oktoba, 2023

Mkurugenzi wa Jiji,
Halmashauri ya Jiji la Dar es Salaam,
Dar es Salaam.

Wakurugenzi wa Manispaa,
Halmashauri ya Manispaa Kinondoni na Ubungo,
Dar es Salaam.

Yah: **KUMTAMBULISHA BW. WAKARA EDSON WAKARA
KUFANYA UTAFITI**

Tafadhali husika na somo tajwa hapo juu.

2. Ofisi ya Mkuu wa Mkoa wa Dar es Salaam imepokea barua Kumb. Na. OUT/PG201801413 ya tarehe 24 Januari, 2023 kutoka Chuo Kikuu Huria ikimtambulisha na kumuomba kibali cha utafiti Bw. Wakara Edson Wakara katika Halmashauri yako.
3. Mwanafunzi huyu anafanya utafiti kuhusu "*Determinants of Real Estate Development Business Efficiency: Empirical Evidence from the Dar es Salaam City, Tanzania*"
4. Kwa barua hii, kibali kimetolewa kuanzia 25 Januari, 2023 hadi 25 Februari, 2023.
5. Asante kwa ushirikiano wako.

Samwel R. Magweiga
Kny: KATIBU TAWALA MKOA
DAR ES SALAAM

Nakala: Makamu Mkuu wa Chuo,
Chuo Kikuu Huria,
Dar es Salaam.

Bw. Wakara Edson Wakara