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(SLADS) -BAGAMOYO

RESEARCH REPORT ON:

EVALUATION OF CUSTOMER SERVICE DELIVERY IN THE ORGANIZATION. A CASE STUDY OF LAND REGISTRY IN BAGAMOYO DISTRICT COUNCIL.

BY

FIDES KAVISHE

A Research Report Submitted at the School of Library, Archives and Documentation Studies for the Partial Fulfillment of the Requirement Award of Ordinary Diploma in Records and Archives Management.

2026

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CERTIFICATION

The undersigned certify that he has read and hereby recommend for acceptance by the School of Library, Archives and Documentation Studies (SLADS) Bagamoyo. A Research Report entitled "***Evaluation of Customer Service Delivery in the Organization".*** A case study at Land Registry In Bagamoyo District Council in Fulfillment of the Requirements for award of Ordinary Diploma in Record and Achieves Management.

Signature _____

Name SIR NIVARD LWINGA

(Supervisor)

Date_____

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I, **Fides Kavishe** declare that this research report is my own original work and that it has not been presented and was not be presented to any other college for a similar or any diploma award.

Signature_____

Date_____

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DEDICATION

I dedicate this research report to my family and who encouragement and enthusiasm during this period while providing all necessary support to my studies.

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LIST OF ABBREVIATIONS

CS	Customer service1
CSD	Customer Service Delivery
LGA	Local Government Authority
ICT	Information and Communication Technology
PSRT	Public Service Reform Programmer
SERVQUAL	Service Quality Model
SLADS	School of Library Archives and Documentation Studies
SLADSSO	School of Library Archives and Documentation Studies Students Organization
SPSS	Statistical Package for the Social Sciences
USAID	United States Agency for International Development

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ABSTRACT

This study assessed the evaluation of customer service delivery at the Land Registry. The study was conducted to assess the quality of customer service provided at the registry, examine customers' level of satisfaction with the services offered, and identify challenges affecting effective customer service delivery. Effective customer service delivery is essential in ensuring timely access to services, improving customer satisfaction, strengthening public trust, and enhancing the overall performance of land administration institutions.

The study employed a descriptive survey research design and adopted a mixed methods approach, combining quantitative and qualitative methods. Data were collected from 25 respondents through questionnaires and interviews. Quantitative data were analyzed using descriptive statistics such as frequencies and percentages with the assistance of Microsoft Excel, while qualitative data were analyzed thematically. The findings were presented using tables and narrative explanations.

The findings revealed that the Land Registry generally provided satisfactory customer services, with the majority of respondents reporting positive experiences regarding service quality, staff attitude, and service accessibility. The study found that 60% of respondents rated customer service quality positively, while 76% expressed satisfaction with the services provided. However, the study identified several challenges affecting effective service delivery, including lack of clear information, poor communication, long waiting times, and complicated service procedures.

The study concludes that customer service delivery at the Land Registry was generally effective; however, improvements are required to address existing service gaps and enhance customer experiences. The study recommends strengthening customer communication, simplifying service procedures, reducing waiting times, improving

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feedback mechanisms, and providing continuous customer service training for staff to ensure efficient and customer-centered service delivery.

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CHAPTER ONE

INTRODUCTION AND BACKGROUND OF THE STUDY

1.0 Introduction

This section provided a comprehensive overview of the study on the evaluation of customer service delivery within the organization. It presented the background of the study, statement of the problem, research objectives, research questions, significance of the study, and scope of the study.

1.1 Background of the Research Problem

Globally, customer service delivery has become a central concern for organizations due to increased competition, globalization, and rising customer expectations. Scholars such as Kotler et al., (2016) argue that organizations that deliver high-quality customer service gain competitive advantage by improving customer satisfaction, loyalty, and retention. In both public and private sectors, customer service is viewed as a strategic tool for enhancing organizational performance and reputation. Poor service delivery, on the other hand, often leads to customer dissatisfaction, negative perceptions, and loss of trust in organizations (Zeithaml et al.. 2018).

Worldwide studies further emphasize that effective customer service delivery depends on factors such as responsiveness, reliability, assurance, empathy, and communication. (Zeithaml et al., 2018) developed the SERVQUAL model, which highlights these dimensions as key indicators of service quality. Many organizations across the world continue to struggle with maintaining consistent service standards due to limited resources, inadequate staff training, and weak customer feedback mechanisms (Grönroos, 2017). As a result, evaluating customer service delivery has become essential for organizational improvement.

In the public sector, effective service delivery remains a significant challenge in many regions, especially in Africa. Public institutions frequently encounter bureaucratic

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constraints, weak accountability mechanisms, and limited infrastructure, all of which undermine the provision of timely and reliable services to citizens. Although several countries have pursued public service reforms aimed at enhancing customer care, implementation barriers such as resistance to organizational change and insufficient resources have impeded their full impact. As a result, perceptions of slow and ineffective public services persist across many African communities, highlighting the need for ongoing evaluation and reform of service systems to improve outcomes (Kotler, 2016)

Studies conducted in African countries indicate that citizens often perceive customer service in public institutions as slow, ineffective, and unresponsive to their needs. Afrobarometer (2020) reports that dissatisfaction with public service delivery is widespread across Africa, especially in local government authorities. This situation underscores the need for continuous evaluation of customer service delivery to identify weaknesses and improve the quality of services offered to the public (Minogue, 2020).

In Tanzania, customer service delivery has gained increasing attention as the government emphasizes public sector reforms and citizen-centered service provision. The Public Service Reform Programme (PSRP) was introduced to enhance efficiency, accountability, and service quality in government institutions (United Republic of Tanzania [URT], 2018). Despite these reform efforts, several studies indicate that public institutions still experience challenges such as staff shortages, limited customer service skills, delays in service provision, and inadequate mechanisms for collecting and utilizing customer feedback (Mashauri, 2018).

Studies conducted in Tanzanian local government authorities further reveal that weaknesses in customer service delivery continue to influence citizen satisfaction and trust in public institutions. For instance, research by Mollel, (2019) highlights that efficient and responsive service delivery is essential for improving citizens' access to public services and strengthening the relationship between government institutions and the public. However, limited empirical studies have specifically examined customer

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service delivery at the local government level, particularly within district councils such as Bagamoyo District Council. Therefore, evaluating customer service delivery in such institutions is important in order to generate evidence-based insights that can support improvements in service quality and customer satisfaction.

Focusing specifically on Tanzania, customer service delivery has garnered growing attention as part of broader public sector reform efforts aimed at enhancing efficiency, accountability, and citizen-centered service provision (United Republic of Tanzania [URT], 2018). Empirical studies indicate that improvements in service quality are essential for building trust between citizens and government institutions (Lwoga, 2018). For instance, research on public utilities and customer satisfaction in Tanzania shows that reliability in service provision such as consistency in water supply and accuracy in billing plays a crucial role in shaping customer perceptions and overall satisfaction levels (World Bank, 2020).

1.2 Statement of the Problem

Customer service delivery plays a vital role in determining the effectiveness and performance of public institutions, particularly those that provide essential administrative services such as land registration and documentation. In land registries, efficient service delivery is important because clients depend on these offices for services such as land title registration, verification of ownership, and other legal land transactions (Kihampa, 2018). When these services are delivered promptly, accurately, and transparently, they enhance customer satisfaction and strengthen public trust in government institutions. However, despite the importance of effective service delivery, many public organizations continue to experience service-related challenges. These include delays in processing documents, inadequate communication between staff and clients, poor staff responsiveness, and inconsistent service procedures. Such challenges often lead to customer dissatisfaction, reduced confidence in public institutions, and inefficiencies in organizational operations (Kotler, 2020).

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In the context of the Land Registry at Bagamoyo District, concerns have been raised regarding the efficiency and effectiveness of customer service delivery. Clients often rely on the Land Registry for timely and accurate land-related services, yet there is limited documented evidence assessing whether the services provided meet customer expectations (Daft, 2015). In many cases, management decisions aimed at improving service delivery are made without sufficient empirical evidence on the actual experiences and perceptions of service users (Grönroos, 2017).This situation creates uncertainty about the effectiveness of existing service delivery mechanisms. Therefore, it is important to conduct a systematic assessment of customer service delivery at the Land Registry in order to identify existing service gaps, operational challenges, and areas that require improvement. The findings of this study was provide evidence-based insights that can help enhance service quality, improve customer satisfaction, and strengthen the overall performance and credibility of the Land Registry (Ayee, 2017).

1.3 Objectives of the Study

The general objective of this study was to evaluate customer service delivery at the Land Registry in Bagamoyo District, Pwani Region, in order to identify strengths, weaknesses, and areas requiring improvement.

1.3.1 Specific objectives

i. To assess the quality of customer service provided at the registry.
ii. To examine customers' level of satisfaction with the services offered at the registry.
iii. To identify challenges affecting effective customer service delivery at the registry.

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1.4 Research Questions

1. What is the quality of customer service provided at the registry?
2. What is the level of customer satisfaction with the services offered at the registry?
3. What challenges affect effective customer service delivery at the registry?

1.4 Significance of the Study.

This study was helped both two side, between organization i.e land registry and users who receive services in the registry.

Organization (Land Registry)

This study is significant to the organization's management as it provides empirical insights into the current state of customer service delivery. The findings were helping management understand customers' perceptions, levels of satisfaction, and areas that require improvement. By addressing these gaps, the organization was be able to develop effective strategies, policies, and staff training programs aimed at enhancing service quality, improving customer satisfaction, and boosting overall organizational performance. Ultimately, the study was guide decision-making processes to ensure more efficient and responsive service delivery.

Users (Customers)

For customers, the study is equally valuable as it highlights ways to improve service experiences. Enhancing customer service delivery was result in timely, efficient, and customer-centered services, reducing complaints and promoting positive interactions. This was strengthen the relationship between the organization and its clients, increasing trust and loyalty. Furthermore, the study contributes to academic knowledge, providing students, researchers, and academicians with useful insights and a foundation for future research on customer service management and organizational practices.

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1.6 Scope of the Study

The scope of the study defined the boundaries within which the research was conducted, indicating the areas covered by the study and those that were excluded (Kothari, 2019). The study focused on assessing customer service delivery at the Land Registry in Bagamoyo District, located in Pwani Region, Tanzania. The geographical scope of the study was therefore limited to the Land Registry in Bagamoyo District, where the organization provided services to its clients.

In terms of time scope, the study was conducted over a period of seventeen (17) weeks, from January to May 2026. This period provided sufficient time for data collection, analysis, and interpretation of findings related to customer service delivery. The study used both primary and secondary data sources. Primary data were collected directly from respondents through questionnaires and interviews to obtain firsthand information regarding customer service practices. Secondary data were obtained from relevant sources, including books, journals, articles, and organizational documents, which supported the analysis and understanding of customer service delivery at the Land Registry.

1.7 Limitations of the Study

Financial constraints: This is a challenge to a researcher during the preparation of research proposal and report because the effective preparation of research proposal depends on the availability of financial resources which enable researcher to afford various costs that he faced during the field. Therefore, financial resources support must be provided to overcome that situation so as to enable researcher being able to tackle problems encountered.

Time limit: Also challenge to a researcher during the field of conducting research. In order for a researcher to conduct brilliant research it required to have enough time in respect of research schedule. Time enabled researcher to collect adequate data that

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relates to the problem. During preparation of research proposal also there was a need to schedule well the project to ensure that researcher prepare suitable information.

Inadequate material resource: This limit researcher during the preparation of research proposal and in the field of preparing research report. Preparation of research depends on the availability of appropriate materials that assist researcher to collect data effectively and prepare research proposal and research report. Researcher required preparing adequate materials that were needed in the field such as notes books, Computer, pens, pencils and handbag.

1.8 Definition of Key Terms

Customer Service

Customer service refers to the assistance and support provided by an organization to its customers before, during, and after service delivery in order to meet their needs and expectations (Kotler et al., 2016).

Customer Service Delivery

Customer service delivery is the process through which an organization provides services to customers, focusing on efficiency, responsiveness, reliability, and courtesy to ensure customer satisfaction (Zeithaml et al., 2018).

Service Quality

Service quality is the extent to which a service meets or exceeds customer expectations. It is commonly measured by comparing customers' expectations with their perceptions of the actual service received (Parasuraman et al., 2017).

Customer Satisfaction

Customer satisfaction refers to the customer's overall evaluation of a service after comparing their expectations with the actual service performance (Kotler et al., 2016).

Organization

An organization refers to a structured entity, either public or private, established to achieve specific goals through coordinated activities and the use of human and material resources (Daft, 2015).

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Land Registry

A land registry is a government office responsible for the registration, recording, and maintenance of land ownership and related legal documents to ensure security of land tenure (UN-Habitat, 2016).

Public Service Delivery

Public service delivery refers to the provision of services by government institutions to citizens in an efficient, transparent, and accountable manner (United Republic of Tanzania [URT], 2018).

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CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

Literature review refers to the process of identifying or locating, reading, evaluating, summarizing and incorporation in the study the documents involving materials that are related to the problem under investigation (Kothari, 2018). This section presents a detailed review of relevant literature in relation to the specific objectives of the study. It examines the quality of customer service provided, assesses customers' level of satisfaction with the services offered, identifies the challenges affecting effective customer service delivery, and discusses the strategies used by the organization to improve customer service delivery at the Land Registry. The section also highlights the existing research gap based on the reviewed literature.

2.1 Quality of Customer Service at the Land Registry

Customer service quality in public institutions has been widely studied because of its direct influence on citizen satisfaction and institutional performance. Parasuraman et al., (2019) emphasize that service quality is determined by reliability, responsiveness, assurance, empathy, and tangibility, which remain widely used in contemporary research (Zeithaml et al., 2018). In land administration institutions such as Land Registries, service quality is particularly critical because services involve legal documents, property rights, and ownership security, which have significant economic and social implications (Wasiamson et al., 2010). Poor service quality in such institutions can lead to land disputes, corruption, and public dissatisfaction.

Several studies indicate that service quality in land registries is often affected by bureaucratic procedures and slow administrative processes. Deininger et al., (2021) argue that traditional land administration systems in developing countries are characterized by lengthy procedures, which negatively affect service efficiency. Similarly, Burns et al. (2016) note that lack of modern technology and reliance on

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manual records contribute to delays and errors in service delivery. This suggest that assessing service quality in land registries requires examining both human and technological factors and other within the organization by provide better services to the customer

Staff competence and professionalism also play a crucial role in determining service quality. According to Lwoga (2019), well-trained and motivated employees are more likely to provide efficient and customer-friendly services in public institutions. However, many land registries in Tanzania face staff shortages and limited training opportunities, which affect their ability to serve customers effectively (URT, 2018). This highlights the importance of evaluating staff capacity when assessing service quality and skillful in the whole process of providing services to the customer because it can help in reduce customer complaint and make them satisfaction to the process of provide document on time and responsible for all letter received in registry.

As well, accessibility and transparency are key components of service quality in land administration. World Bank (2020) emphasizes that transparent procedures, clear service standards, and effective communication enhance public trust in land institutions. In many cases, lack of clear information about service requirements and processing time leads to confusion and dissatisfaction among customers (Munro-Faure & Palmer, 2015). Therefore, evaluating the quality of customer service at the Land Registry requires a comprehensive assessment of efficiency, staff behavior, transparency, and technological support.

2.2 Customers' Level of Satisfaction with Land Registry Services.

Customer satisfaction is a major indicator of service effectiveness and reflects how well an organization meets customer expectations. Kotler et al., (2020) define customer satisfaction as the degree to which perceived service performance matches or exceeds expectations. In public institutions such as Land Registries, satisfaction is influenced by service speed, fairness, accuracy, and staff behavior (Lwoga, 2019). When services are

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slow or unfair, customer satisfaction tends to decline significantly. This may lead customer to lost trust in the organization and affect all reputation that organization made between them.

Empirical studies show that delays in processing land documents are among the main causes of dissatisfaction in land registries. Deininger et al., (2019) found that prolonged waiting time and complex procedures reduce public confidence in land institutions. Similarly, Burns et al. (2016) argue that inefficiencies in land administration systems contribute to frustration among service users. This suggests that timeliness is a critical determinant of customer satisfaction and should be no more wasting time for the service delivery in order to reduces customer complaints.

Communication and transparency also influence satisfaction levels. World Bank (2020) highlights that customers are more satisfied when they receive clear information about service procedures, costs, and timelines. However, in many public offices, lack of proper communication leads to misunderstandings and dissatisfaction (URT, 2018). This emphasizes the need to assess how effectively the Land Registry communicates with its clients. Communication between service provider and customer its very crucial in whole process of customer satisfaction, if happen misunderstanding may lead customer complaint and conflict in the land registry.

Likewise, staff behavior and professionalism significantly affect customer perceptions. According to Parasuraman et al. (2019), empathy and assurance are essential dimensions of service quality that shape customer satisfaction. Studies in Tanzanian public institutions show that unfriendly or unresponsive staff negatively affects citizen satisfaction (Lwoga, 2019). Therefore, examining customers' level of satisfaction at the Land Registry is important to understand their experiences and expectations.

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2.3 Challenges Affecting Effective Customer Service Delivery at the Land Registry.

Effective customer service delivery in land registries is often hindered by various organizational and structural challenges. One major challenge is inadequate staffing, which leads to workload pressure and slow service delivery (URT, 2018). Many land registries in Tanzania operate with limited personnel, making it difficult to handle high customer demand efficiently. This results in long queues and delays in processing documents. Although the Tanzanian government has implemented public sector reforms aimed at improving service delivery, few studies have systematically evaluated how these reforms translate into improved customer service at local government land offices such as Bagamoyo District Land Registry.

Another significant challenge is limited use of modern technology. According to Burns et al. (2016), many land registries in developing countries still rely on manual record systems, which increase the risk of document loss, errors, and inefficiency. Although some institutions have introduced digital land management systems, implementation remains slow due to lack of infrastructure and technical skills (World Bank, 2020). This technological gap affects service quality and reliability. There is also limited research examining the strategies currently used by such institutions to enhance customer service and whether these strategies effectively address existing service delivery challenges.

Bureaucratic procedures also pose a major barrier to effective service delivery. Deininger et al., (2019) argue that complex administrative processes in land institutions discourage public participation and reduce efficiency. Customers often have to move from one office to another to complete a single transaction, which increases frustration and dissatisfaction (Munro-Faure & Palmer, 2018). This indicates that procedural inefficiencies are a key challenge in land administration.

Moreover, lack of customer feedback mechanisms limits service improvement. Lwoga (2019) notes that many public institutions do not have structured systems for collecting and responding to customer complaints and suggestions. Without feedback, management cannot effectively identify service gaps or implement appropriate improvements (Kotler

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et al., 2020). Therefore, identifying these challenges at the Bagamoyo Land Registry is essential for improving service delivery.

2.4 Strategies Used to Improve Customer Service Delivery at the Land Registry.

Organizations adopt various strategies to enhance customer service delivery, particularly in public sector institutions. One common strategy is staff training and capacity building. According to Zeithaml et al. (2018), training improves employees' competence, responsiveness, and professionalism, leading to better service quality. In Tanzania, public sector reforms emphasize continuous training as a means of improving service delivery (URT, 2018). This suggests that examining staff development programs at the Land Registry is important.

Another key strategy is digitalization of records and services. Burns et al. (2016) argue that electronic land registration systems enhance efficiency, transparency, and accuracy in land administration. World Bank (2020) further highlights that digital platforms reduce processing time, minimize corruption risks, and improve customer experience. However, successful implementation depends on infrastructure and staff readiness. Implementation of service charters and standard operating procedures is also an important improvement strategy. According to Lwoga (2019), clear service standards help employees understand their responsibilities and inform customers about expected service timelines. Public institutions that adopt service charters tend to be more accountable and customer-focused (URT, 2018). Therefore, assessing whether the Land Registry has clear service standards is necessary.

Lastly, customer feedback and performance monitoring are crucial for continuous improvement. Kotler and Keller (2020) emphasize that organizations that regularly collect and analyze customer feedback are more likely to enhance service quality. World Bank (2020) supports this by stating that performance evaluation and customer surveys help identify weaknesses and guide decision-making. Examining whether the Land

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Registry uses such mechanisms was provide insights into its commitment to service improvement.

2.5 Research Gap

Despite the extensive literature on customer service delivery and service quality, most existing studies have largely focused on general public institutions, private organizations, or sectors such as banking, telecommunications, and healthcare, with limited attention to land administration institutions. While previous studies have highlighted the importance of service quality dimensions such as responsiveness, reliability, assurance, empathy, and communication in influencing customer satisfaction (Parasuraman et al., 2019), there remains insufficient empirical evidence specifically examining how these dimensions operate within Land Registries, particularly at the district level in Tanzania.

Also, much of the available research on land administration in Tanzania has concentrated on land tenure security, land policy implementation, and land management systems, rather than explicitly assessing customer service delivery from the perspective of service users. As a result, there is limited documented evidence on customers' perceptions of service quality, their level of satisfaction, and the specific challenges they experience when accessing services at the Land Registry. This creates a gap in understanding the actual effectiveness of customer service delivery in these institutions.

Hence, this study seeks to bridge these gaps by providing empirical evidence on the quality of customer service, customers' level of satisfaction, the challenges affecting service delivery, and the strategies used to improve services at the Bagamoyo District Land Registry. The findings was contribute to both academic knowledge and practical policy recommendations for enhancing customer service in land administration institutions.

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CHAPTER THREE

RESEARCH METHODOLOGY

3.0 Introduction

This chapter presented the overall procedures that were used in conducting the study. It consisted of various sections, including the research design, which explained the plan used to conduct the study; study area; study population; sampling techniques and sample size; data collection methods; data collection instruments; validity and reliability; ethical considerations; data analysis; and data presentation.

3.1 Research Design

According to Collis, (2003) research design simply means a detailed plan or framework for conducting a research study. It serves as a link between research questions and execution of the research, explaining how the researcher intends to conduct the research. The study was adopted a descriptive research design, which was appropriate for assessing effectiveness on quality service provided by organization. This design allows for a systematic exploration of the current state of training programs, the challenges faced, and strategies for improvement.

3.2 Research Type/Approach

Research approach refers to the systematic and structured ways that researcher used to conduct his or her study (Donaris, 2023). In this current study researcher was adopted mixed research approach. This was helped researcher to gain a detailed understanding and interpretation of respondents‟ views, experiences and suggestions related to effectiveness on quality service provided by organization. This study, the research was adopted mixed design qualitative and quantitative. The researcher was interested in fact finding, it was the most appropriate method of describing the variables as it reports situations and conditions as the way things occurred.

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3.3 Area of the Study

The area of the study refers to the specific geographical location or context in which the research was conducted. This study was conducted at Bagamoyo District Council and was purposively selected because they have registry that provide various services within the organization, making them relevant for assessment for students awareness on the library service.

The researcher was used Bagamoyo District Council registry because they were expected to provide sufficient and relevant data regarding the types of information provided, the channels used for the effectiveness of quality services provided by organization. Additionally, limited studies have specifically assessed effective on quality services within the registries settings, which makes the selected area appropriate for addressing the research problem.

3.4 Population of the Study

Population refers to the entire group of individuals or elements that the researcher intends to study and from which generalizations were made (Baldwin, 2018). It includes all members who share common characteristics relevant to the research problem.

In this study, the population was consist of staff who provides service to the users, as well as relevant administrative staff responsible for providing quality services to customers. These groups were chosen because they are directly involved in or affected by the registry in providing service. Customers was provide information regarding their awareness, understanding, and experiences, while administrative staff was provide

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insights into how registry provides quality services to all customers who engaged with registry within the organization.

3.5 Sample and Sample Size

According to Ryan (2013) sample refers to a collection of some parts of population on the basis of which judgment could be made, it should be small enough for convenience and large enough for true representation in the process of data collection.

Sample size refers to the actual member of respondents selected from a large population for the purpose of collecting the information or data. The reason behind the selection of the sample size instead of using the whole sample available was rooted from time and money constraints. Thus the study was used 25 sample sizes to represent a targeted population.

The method was use to get sample size of 25 respondents by obtain using Yamene's formula as indicated below;

$$n = \frac{N}{1} + N(e)2 \quad OR \quad \frac{N}{(1+N(e)^2}$$

Where, **n:** represents the number of samples

N: represents the size of target population

e: represents the estimated error

The target population at Bagamoyo District Council is 100 staffs, and the estimated error is 10% = (0.10) then sample size was obtain as follows;

$$n = \frac{100}{1 + 100(0.10)^2} = 25$$

$$= \frac{100}{1+200(0.0050)}$$

$$= \frac{100}{1+3}$$

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n= 25

n= 25 sample sizes

3.6 Sampling Techniques

Sampling is the process of selecting units (e.g. people or Organization) from a population of interest so that by studying the sample one may generalize the results back to the population from which they were chosen (Mugenda et al., 2003). The main Sampling techniques include probability sampling and non-probability sampling. In this study, the researcher was used probability sampling and non-probability sampling techniques.

3.6.1 Probability sampling

Probability sampling refer to that method of sample selection which gives each possible sample combination an equal probability of being picked up and each item in the entire population to have an equal chance of being included in the sample. Probability sampling includes, simple random sampling, lottery (Kothari, 2004), also is known as random sampling, or chance sampling, there are types of probability sampling which include stratified sampling, systematic sampling, and cluster sampling. In this study the researcher was use simple random sampling.

(a) Simple Random Sampling

According to Kothari (2004), simple random sampling is defined as a technique in which each person from the targeted population has a chance to be selected and included in a sample. This can be done using one of the two ways; either lottery or random number method. This study was employ simple random technique so as to avoid biases from respondents.

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3.6.2 Non-probability sampling

Non-probability sampling used non-randomized methods to draw the sample. On non-probability sampling method mostly involved judgment. Instead of randomization, participants are selected because they are easy to access, some non-probability methods of sampling are; convenience sampling, purposive sampling, quota sampling, (Orodho & Kombo, 2002). So in this study by employing non-probability sampling the researcher was use purposive sampling.

(b) Purposive Sampling

Purposive Sampling is a technique that enables a researcher to select a sample based on his or her knowledge of population on research element and objectives (Danniel, 2021). This study was employ purposive sampling technique to approach the Head of Departments because they are responsible for formulating policies and administering regulations and standards are adhered by junior employees so due to their positions in the organization may be useful to get relevant Information, the researcher employed purposive because helps the researcher to get the accurate data from the respondents.

3.7 Data Collection Methods

According to Kumar (2011) data collection can be defined as a systematic, focused and orderly collection of data in order to get relevant information for solving the existing research objectives. Usually, there are two types of data collection methods which are primary data collection and secondly data collection.

Primary data is collected from the first-hand experience and is not used in the past. The data collected by primary data collection method are specific to the research's motive and highly accurate, and types of primary data are interview and questioners the researcher was used both of them.

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3.7.1 Interview

This refers to data collection method in which data is collected through discussion (King et al., 2020) .Or the method of data collection that involve two parts such as interviewee and interviewer which characterized by verbal interaction among two parts. There are three types of interview which include structured, un-structured, and semi-structured interview. In this study, both structured and unstructured interviews were use (face to face conservation). Structured interview is a quantitative research method where the interviewer a set of prepared closed-ended questions in the form of an interview schedule, which he or she reads out exactly as worded (McLeod & Hare, 2015), so the structured interview was be used for the purpose of obtaining the specific information and to avoid collection of large data which could be difficult to analyze in data analysis stage.

3.7.2 Questionnaire

Questionnaire is a method of gathering information about a population by administering a standardized set of questions to a sample of individuals (Clifford, 2018). There are two types of questionnaire such as open-ended questionnaire and closed-ended questionnaire whereby open–ended questionnaire is the type of questionnaire which give a respondent free room of explanation, while closed-ended questionnaire is the types of questionnaire where by researcher limit the respondent to answer questions example" Yes" or "No". In this study, the questionnaires was be prepared by the researcher and distributed to the respondent's open-ended questionnaires. In addition, the researcher distributed questionnaire from different students at Bagamoyo District Council.

3.8 Data Analysis Techniques

Data analysis is the process of categorizing, manipulating and summarizing of data in order to obtain answers to research questions (Lecompte et al., 2020).

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This study analyzed data by employing both qualitatively and quantitatively respectively.

3.8.1 Qualitative data analysis

Qualitative data was analyzed by using thematic analysis technique in which data transcribed, coded and reviewed to identify the common themes, and then the common themes was combine into larger themes for drawing conclusion. The qualitative data for each specific objective presented in the form of direct quotations from the interviewees.

3.8.2 Quantitative data analysis

Blanche (2016) Quantitative data analysis involves transformation of data statistically to assist the researcher in describing the data in a brief and clearly expressed manner. The quantitative data analysis can be used when the data under study can be expressed in form of quantity, number or amount, for instance in terms of mean or averages, frequency and percentage**.** Quantitative data was coded and analyzed through Microsoft Excel computer program. Descriptive analysis technique was used to reveal the aspects related to the research topic.

3.9 Ethical Consideration

In conducting this study, the researcher paid attention on avoiding plagiarism from various scholars except when dealing with citations and references. The data of this study was collected by adhering of all procedures required in the whole process of collecting data. The language used is British English; citations relied on American Psychological Association (APA) writing style as per Bagamoyo district council research guideline. But also formal language was used by escaping the use of abusive language and the names of respondents were not be mentioned purposeful for maintaining high degree of confidentiality.

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CHAPTER FOUR

DATA ANALYSIS, PRESENTATION AND DISCUSSION OF FINDINGS

4.0 Introduction

This chapter focuses on the presentation of data on the evaluation of customer service delivery at the Land Registry. The findings are presented and organized according to the specific objectives of the study. Data are analyzed using frequencies and percentages with the help of Microsoft Excel and are presented through tables, frequencies, and percentages.

4.1 Response Rate

The study distributed 25 questionnaires to respondents at the Land Registry. Out of the 25 questionnaires distributed, all 25 questionnaires were successfully returned and properly filled in by the respondents, representing a response rate of 100%. This high response rate indicates the willingness and cooperation of respondents to participate in the study. According to Babbie (2007), a response rate above 50% is considered acceptable, above 60% is good, and above 70% is regarded as excellent for analysis and reporting purposes. Therefore, the response rate of 100% obtained in this study was excellent and adequate for data analysis, interpretation, and drawing conclusions.

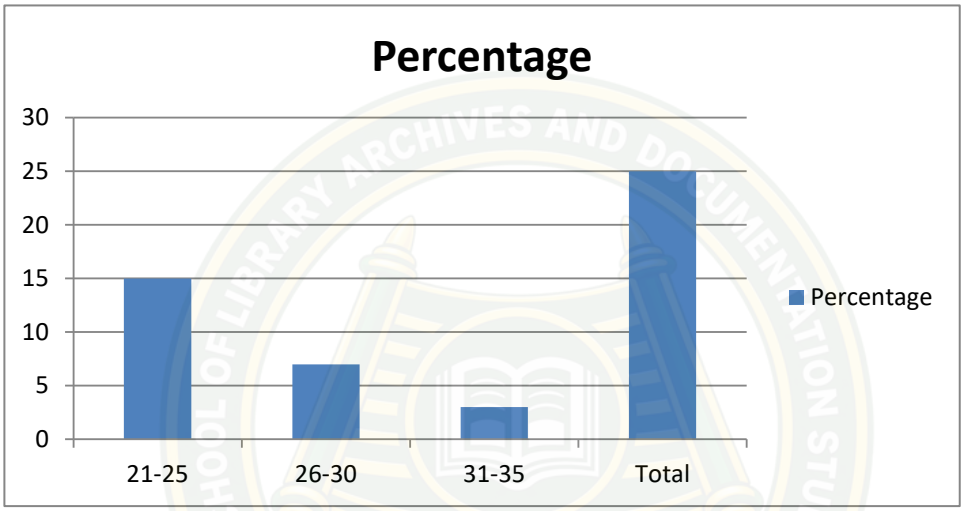
This implies that all selected respondents participated fully in the study by completing and returning the questionnaires. A high response rate increases the reliability and validity of the findings because the collected data are more likely to represent the actual views and experiences of the target population. In this study, the full participation of respondents enhances the credibility and trustworthiness of the research findings regarding customer service delivery at the Land Registry.

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4.2 Distribution of Respondents by Age

The data also indicates that 25 (100%) were indicate 21 above years old. The results are presented in figure 4.1. Below;

Figure 4.1 Age of Respondents (N=25)



Sources: Field Data (2026)

The findings from the figure indicate that all 25 respondents, representing 100% of the sample, are adults aged 18 years and above. This demographic characteristic is important because it ensures that the study collects information from mature individuals who are capable of providing reliable views and experiences regarding customer service delivery at the Land Registry. The involvement of adult respondents increases the credibility of the findings, as they are more likely to have direct experience with the services provided by the organization.

4.3 Gender of Respondents

The respondents were asked to indicate their gender; Information on gender of respondents was needed by researcher so as to identify their participation of respondents depending to their gender. The study considered both male and female so as to avoid bias. More details seen in Table 4.1 below

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Table 4.1: Gender of Respondent (N=25)

Gender	Frequency (n)	Percentage (%)
Male	10	40%
Female	15	60%
Total	**25**	**100**

Source: **Field Study (2026)**

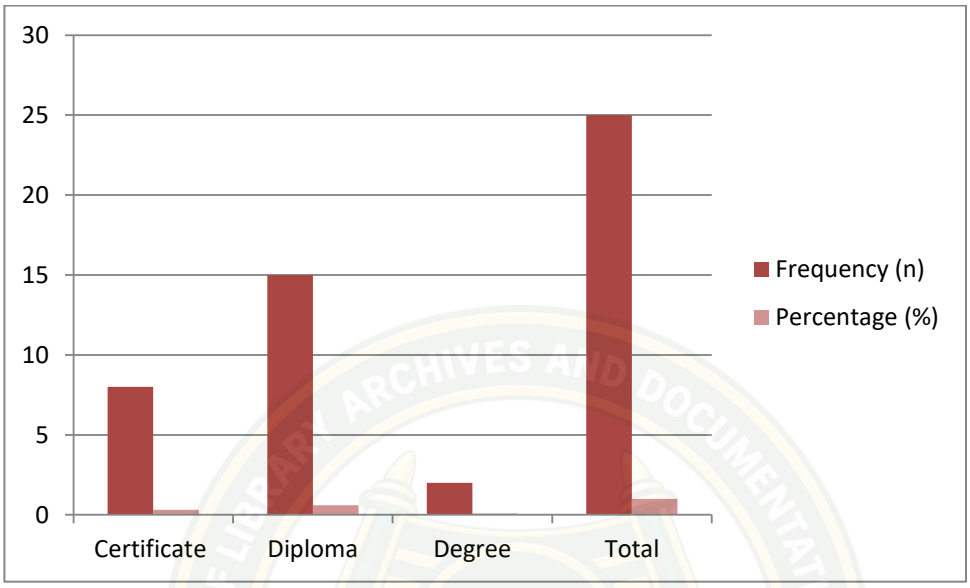
Table 4.1 shows that out of the 25 respondents involved in the study, 10 respondents (40%) were male while 15 respondents (60%) were female. The findings indicate that female respondents constituted the majority of participants in the study. However, the researcher successfully obtained information from both male and female respondents, which helped to ensure diversity of views and experiences regarding customer service delivery at the Land Registry.

4.4 Education Level of Respondents

The study investigated the level of education of respondents in order to understand their background and ability to provide reliable information. Respondents were asked to indicate their highest level of education so as to determine their participation based on educational attainment. This information was important for the researcher because it helped in assessing whether respondents had sufficient knowledge and understanding of customer service delivery issues at the Land Registry. The data obtained are presented in Figure 4.2 below.

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Figure 4.2: Education Level for respondents (N=25)



Source: **Field Study (2026)**

Figure 4.2 shows that 8 respondents (32%) were at certificate level, 15 respondents (60%) were at diploma level, and 2 respondents (8%) were at bachelor degree level of education. The findings indicate that the majority of respondents were at diploma level of education, compared to other education levels represented in the study. However, the researcher obtained information from all categories of respondents, and all participants were considered capable of providing relevant and reliable information for the study due to their educational background and ability to understand issues related to customer service delivery at the Land Registry.

4.5 Service Offered by the Land Registry.

This section presents findings on the type of services respondents accessed at the Land Registry. Understanding the services sought by clients is important as it helps to identify the most frequently demanded services and assess how effectively the registry responds to user needs.

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Table 4.2: Services Accessed by Respondents (N = 25)

Service type	Frequency (n)	Percentage (%)
Land title registration	15	60%
Verification of land ownership	8	32%
Land transfer services	2	8%
Total	**25**	**100%**

Source: **Field Study (2026)**

The findings in Table 4.2 indicated that the majority of respondents, 15 (60%), visited the Land Registry for land title registration services. This suggests that land title registration was the most commonly accessed service among respondents. The second most accessed service was verification of land ownership, reported by 8 respondents (32%), while only 2 respondents (8%) accessed land transfer services. This indicates that land transfer services were the least utilized among respondents.

These views recommend that land title registration represents the core service demand at the Land Registry, largely due to increasing land formalization and the need for legal ownership security. This finding is consistent with Williamson et al. (2010), who note that land registration services are among the most frequently demanded services in developing countries due to the need for formal land documentation and tenure security.

This relatively low use of land transfer services may be associated with procedural complexity and delays in service delivery. As noted by Deininger and Feder (2009), inefficiencies in land administration systems often discourage users from engaging in certain services, particularly those perceived as complex or time-consuming. Therefore, the findings highlight the need to improve efficiency, simplify procedures, and enhance accessibility across all service categories within the Land Registry.

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4.6 Overall Quality of Customer Service at the Land Registry

This section presents findings on respondents' perceptions regarding the overall quality of customer service at the Land Registry. Understanding users' evaluation of service quality is important as it reflects the effectiveness, efficiency, and professionalism of service delivery within the institution.

Table 4.3: Rating of Customer Service Quality (N = 25)

Rating	Frequency (n)	Percentage (%)
Excellent	3	12%
Good	12	48%
Fair	8	32%
Poor	2	8%
Total	**25**	**100%**

Source: **Field Study (2026)**

The findings in Table 4.3 indicate that 12 respondents (48%) rated the quality of customer service at the Land Registry as good, while 3 respondents (12%) rated it as excellent. This suggests that more than half of the respondents (60%) perceive the service quality positively. However, 8 respondents (32%) rated the service as fair, and 2 respondents (8%) rated it as poor, indicating that there are still some challenges affecting service delivery.

These findings recommend that the Land Registry generally provides acceptable customer service, although a considerable proportion of respondents still experienced moderate or low service quality. This indicates that some aspects of service delivery may not fully meet customer expectations.

The results further involve that improvements are needed in areas such as efficiency, responsiveness, and service speed in order to enhance overall customer satisfaction.

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According to Zeithaml et al. (2018), service quality is largely determined by how efficiently and promptly services are delivered to customers.

4.7 Respondents' Perception of Staff Attitude When Serving Customers

This section presents findings on respondents' perceptions regarding the attitude of staff when serving customers at the Land Registry. Understanding staff attitude is important as it reflects the level of professionalism, courtesy, and customer care provided during service delivery.

Table 4.4: Perception of Staff Attitude (N = 25)

Rating	Frequency (n)	Percentage (%)
Very friendly	16	64%
Friendly	5	20%
Neutral	4	16%
Unfriendly	0	0%
Total	**25**	**100%**

Source: **Field Study (2026)**

The findings in Table 4.4 indicate that the majority of respondents, 16 (64%), described staff attitude as very friendly, while 5 respondents (20%) indicated that staff were friendly. This shows that most customers had a positive experience regarding staff behavior at the Land Registry. Also, 4 respondents (16%) remained neutral, suggesting that they neither had a strong positive nor negative experience with staff attitude.

The absence of respondents who rated staff as unfriendly (0%) suggests that staff at the Land Registry generally maintained a good level of professionalism and customer care. This indicates that negative perceptions regarding staff behavior were not common among respondents in the study area.

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These views recommend staff attitude was not a major challenge at the Land Registry and in many cases contributed positively to customer satisfaction. According to Parasuraman et al. (2018), staff behavior and empathy are key dimensions of service quality that strongly influence customers' perceptions of an institution. Therefore, maintaining and further strengthening staff professionalism could enhance overall service delivery at the registry.

4.8 Time Taken to Receive Services at the Land Registry

This section presents findings on respondents' perceptions regarding the time taken to receive services at the Land Registry. Understanding service duration is important as it reflects the efficiency and responsiveness of service delivery within the institution.

Table 4.5: Time Taken to Receive Services (N = 25)

Rating	Frequency (n)	Percentage (%)
Very short time	10	40%
Short time	8	32%
Long time	2	8%
Very long time	5	20%
Total	**25**	**100%**

Source: **Field Study (2026)**

The findings in Table 4.5 indicate that 10 respondents (40%) reported that services at the Land Registry take a very short time, while 8 respondents (32%) indicated that services are received within a short time. This shows that a total of 72% of respondents experience relatively fast service delivery, suggesting that the registry performs fairly well in terms of efficiency for a majority of users.

Though, 5 respondents (20%) indicated that it takes a very long time to receive services, while 2 respondents (8%) reported a long waiting time. This reveals that a notable

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minority of users still experienced delays in service delivery, which may negatively affect their satisfaction and perception of efficiency.

These results point toward that although the Land Registry generally provided services within a reasonable time for most clients, inconsistencies in service speed still existed. According to Zeithaml et al. (2018), service timeliness is a key dimension of service quality, and delays can reduce customer satisfaction and trust. Therefore, improving efficiency and reducing waiting time could further enhance service delivery at the registry.

4.9 Customers' Level of Satisfaction with Services Provided at the Land Registry

This section presents findings on respondents' level of satisfaction with the services provided at the Land Registry. Understanding customer satisfaction is important as it reflects how well the institution meets or exceeds users' expectations in service delivery.

Table 4.6: Level of Customer Satisfaction (N = 25)

Rating	Frequency (n)	Percentage (%)
Very satisfied	12	48%
Satisfied	7	28%
Slightly satisfied	4	16%
Not satisfied	2	8%
Total	**25**	**100%**

Source: **Field Study (2026)**

The findings in Table 4.5 indicate that 12 respondents (48%) were very satisfied with the services provided at the Land Registry, while 7 respondents (28%) were satisfied. This shows that a total of 76% of respondents expressed a positive level of satisfaction with the services they received, suggesting that the registry is generally performing well in meeting customer expectations.

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Still, 4 respondents (16%) reported being slightly satisfied, while 2 respondents (8%) were not satisfied with the services. This indicates that a small proportion of users still experienced challenges that prevented them from fully benefiting from the services provided.

These outcomes take in that although customer satisfaction was generally high, there were still areas that required improvement, particularly in service efficiency and consistency. According to Kotler and Keller (2020), customer satisfaction depends on the extent to which service performance meets customer expectations; therefore, reducing delays and improving consistency could further enhance satisfaction levels at the Land Registry.

4.10 Extent to Which Services Provided Met Customers' Expectations

This section presents findings on the extent to which services provided at the Land Registry met respondents' expectations. Understanding this aspect is important as it shows the gap between customer expectations and actual service performance.

Table 4.7: Extent of Meeting Customer Expectations (N = 25)

Rating	Frequency (n)	Percentage (%)
Fully met expectations	10	40%
Met expectations	6	24%
Somehow met expectations	2	8%
Did not meet expectations	7	28%
Total	**25**	**100%**

Source: **Field Study (2026)**

The findings in Table 4.7 indicate that 10 respondents (40%) stated that the services fully met their expectations, while 6 respondents (24%) indicated that the services met their expectations. This shows that a total of 64% of respondents experienced services

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that either fully met or met their expectations, suggesting a generally positive perception of service delivery at the Land Registry.

Still, 2 respondents (8%) reported that the services somehow met their expectations, while 7 respondents (28%) indicated that the services did not meet their expectations. This reveals that a notable proportion of users still experience a gap between expected and actual service delivery, which may affect overall satisfaction and trust in the institution.

These views submit that while the Land Registry is generally meeting customer expectations, inconsistencies in service delivery still exist. According to Zeithaml et al. (2018), customer satisfaction is strongly influenced by the gap between expectations and perceived performance; therefore, reducing delays and improving consistency in service delivery could help the registry better meet customer expectations.

4.11 Challenges Faced by Customers When Seeking Services at the Land Registry

This section presents findings on the challenges that respondents face when seeking services at the Land Registry. Identifying these challenges is important as it helps to understand the factors that hinder effective and efficient service delivery within the institution.

Table 4.8: Challenges Faced by Customers at the Land Registry (N = 25)

Rating	Frequency (n)	Percentage (%)
Long waiting time	5	20%
Lack of clear information	10	40%
Poor staff communication	8	32%
Complicated service procedures	2	8%
Total	**25**	**100%**

Source: **Field Study (2026)**

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The findings in Table 4.8 indicate that the most common challenge faced by respondents is lack of clear information, as reported by 10 respondents (40%). This suggests that many clients experience difficulties in understanding service requirements and procedures at the Land Registry. The second most reported challenge is poor staff communication, indicated by 8 respondents (32%), which further contributes to misunderstandings and inefficiencies in service delivery.

Also, 5 respondents (20%) reported experiencing long waiting times when accessing services, indicating delays in service provision. A smaller proportion of respondents, 2 (8%), identified complicated service procedures as a challenge, suggesting that although procedures may not affect all users, they still present difficulties for some clients.

These results recommend communication-related issues are the major challenges affecting customer service delivery at the Land Registry. According to Kotler and Keller (2020), effective communication and clear service procedures are essential for enhancing customer satisfaction and service efficiency. Therefore, improving information flow and simplifying procedures could significantly enhance service delivery at the registry.

4.12 Customers' Willingness to Recommend Land Registry Services

This section presents findings on whether respondents would recommend others to use services at the Land Registry. This measure is important as it reflects overall customer satisfaction and trust in the services provided by the institution.

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Table 4.9: Willingness to Recommend Services at the Land Registry (N = 25)

Rating	Frequency (n)	Percentage (%)
Definitely yes	5	20%
Probably yes	10	40%
Probably no	8	32%
Definitely no	2	8%
Total	**25**	**100%**

Source: **Field Study (2026)**

The findings in Table 4.9 indicate that 5 respondents (20%) stated that they would definitely recommend others to use services at the Land Registry, while 10 respondents (40%) indicated that they would probably recommend the services. This shows that a total of 60% of respondents have a positive inclination toward recommending the registry's services, suggesting a generally acceptable level of customer satisfaction.

Nevertheless, 8 respondents (32%) reported that they would probably not recommend the services, while 2 respondents (8%) indicated that they would definitely not recommend them. This reveals that a significant minority of users are not fully satisfied with the services provided, which may affect the institution's reputation and public trust.

These views put forward that while the Land Registry has a relatively positive level of customer loyalty, there are still challenges affecting strong advocacy among users. According to Kotler and Keller (2020), customer recommendation is a key indicator of satisfaction and service quality, meaning that improving efficiency and communication could increase customer wasingness to recommend the institution.

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CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.0 Introduction

This chapter presents a discussion of the findings related to customer service delivery at the Land Registry. It summarizes the key findings of the study, draws conclusions based on the research objectives, and provides recommendations for improving service delivery. The chapter also highlights areas for further research in order to enhance understanding of customer service practices in land administration institutions.

5.1 Summary of Findings

This study aimed to assess customer service delivery at the Land Registry, focusing on service quality, customer satisfaction, and challenges affecting service provision. The study also examined the extent to which services meet customer expectations and the wasingness of customers to recommend the services.

Based on data collected from 25 respondents, the study presents the following key findings:

1. **Quality of Customer Service:**

   The findings revealed that 64% of respondents rated staff attitude as very friendly, while 20% rated it as friendly. This indicates that staff behavior is generally positive and contributes to improved service experience.

2. **Time Taken to Receive Services:**

   The study found that 72% of respondents received services within a short or very short time, while 28% experienced delays. This shows that although service delivery is generally efficient, some delays still exist.

3. **Customer Satisfaction:**

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Results showed that 76% of respondents were satisfied or very satisfied with the services provided. However, 24% expressed lower levels of satisfaction, indicating areas that require improvement.

4. **Meeting Customer Expectations:**
   The findings indicated that 64% of respondents stated that services met or fully met their expectations, while 36% indicated that expectations were only partially or not met.

5. **Challenges Affecting Service Delivery:**
   The study identified major challenges such as lack of clear information (40%), poor communication (32%), long waiting time (20%), and complicated procedures (8%).

6. **Customer Recommendation:**
   The study found that 60% of respondents would recommend the services, while 40% would not or were uncertain, suggesting moderate customer loyalty.

5.2 Conclusion

The findings of this study indicate that customer service delivery at the Land Registry is generally satisfactory, particularly in terms of staff attitude, service timeliness, and customer satisfaction levels. Most respondents expressed positive experiences, showing that the institution is performing well in several areas of service delivery.

However, the study also concludes that there are still notable challenges affecting service quality. These include inadequate communication, lack of clear information, delays in some services, and procedural complexities. These challenges reduce overall customer satisfaction and limit the effectiveness of service delivery.

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Therefore, while the Land Registry has made progress in improving customer service, further improvements are necessary to ensure consistency, efficiency, and higher levels of customer satisfaction.

5.3 Recommendations

Based on the findings, the following recommendations are made:

i. **Improve Communication and Information Sharing:** The Land Registry should strengthen communication between staff and customers by providing clear, consistent, and updated information on service procedures and requirements.

ii. **Reduce Waiting Time:** Efforts should be made to minimize delays by improving workflow systems and increasing staff efficiency in handling customer requests.

iii. **Simplify Service Procedures:** The institution should review and simplify administrative procedures to make services more accessible and user-friendly.

iv. **Enhance Customer Service Training:** Regular training should be provided to staff to improve customer care skills, professionalism, and responsiveness.

v. **Strengthen Feedback Mechanisms:** The registry should establish effective customer feedback systems to help management identify service gaps and make timely improvements.

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5.4 Suggestions for Further Research

Although this study focused on customer service delivery at the Land Registry, further research is recommended in the following areas:

1. Comparative studies between different land registries in Tanzania to assess variations in service delivery.
2. The impact of digital systems on improving efficiency in land administration services.
3. Customer satisfaction in relation to electronic land information management systems.
4. The role of staff training in improving public service delivery in land institutions.
5. Challenges affecting the implementation of e-government services in land registries.

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RESEARCH QUESTIONNAIRE

Dear respondents,

I am **FIDES KAVISHE** a student of SLADS pursuing Diploma in Records and Archives Management. Currently I am conducting a research project titled "***Evaluation of the Customer Service Delivery in the Organization".***

I was highly appreciate your cooperation in filling this questionnaire, which was take not more than 20 minutes. All information provided was be kept confidential and only used for the purpose of the study.

(Tick the appropriate answer where necessary)

Section A: Demographic Information

1. What is your age group?
   a) Under 20 ( )
   b) 21–25 ( )
   c) 26–30 ( )
   d) 31–35 ( )
   e) 35 and above ( )

2. What service did you visit the Land Registry for?
   a) Land title registration ( )
   b) Verification of land ownership ( )
   c) Land transfer services ( )
   d) Other specify……

3. What is your level of education?
   a) Certificate ( )
   b) Diploma ( )
   c) Degree ( )
   d) Master ( )

4. How would you rate the overall quality of customer service at the registry?

a) Excellent ( )

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b) Good ( )

c) Fair ( )

d) Poor ( )

5. How would you describe the attitude of staff when serving customers?

a) Very friendly ( )

b) Friendly ( )

c) Neutral ( )

d) Unfriendly ( )

6 .How long does it usually take to receive services at the registry?

a) Very short time ( )

b) Short time ( )

c) Long time ( )

d) Very long time ( )

7.How satisfied are you with the services provided at the registry?

a) Very satisfied ( )

b) Satisfied ( )

c) Slightly satisfied ( )

d) Not satisfied ( )

8.To what extent did the services provided meet your expectations?

a) Fully met expectations ( )

b) Met expectations ( )

c) Somehow met expectations ( )

d) Did not meet expectations ( )

9.Would you recommend others to use services at this registry?

a) Definitely yes ( )

b) Probably yes ( )

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c) Probably no ( )

d) Definitely no ( )

10.What challenges do you face when seeking services at the registry?

a) Long waiting time ( )

b) Lack of clear information ( )

c) Poor staff communication ( )

d) Complicated service procedures ( )

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INTERVIEW GUIDE

(For Staff/Management at the Registry)

1. How would you describe the quality of customer service provided at the registry?
2. What procedures are followed when providing services to customers at the registry?
3. How do you ensure that customers receive services efficiently and effectively?
4. What feedback have you received from customers regarding the services provided?
5. In your opinion, how satisfied are customers with the services offered at the registry?
6. What factors influence customer satisfaction at the registry?
7. What major challenges affect effective customer service delivery at the registry?
8. How do staff shortages or limited resources affect service delivery?
9. What measures are currently in place to address customer complaints or feedback?
10. What strategies do you think should be implemented to improve customer service delivery at the registry?

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APPENDIX I

REAEARCH WORK PLAN/ SCHEDULE TIME FRAME

The research was be conducted for the period of six (6) weeks as follow

ACTIVITIES PROGRAM	**1ST WEEK**	**2ND WEEK**	**3RD WEEK**	**4TH WEEK**	**5TH WEEK**	**6TH WEEK**
Reporting at the working place						
Familiarization and distribution of questionnaire						
Interview schedules						
Collection of data and compilation						
Data analysis and presentation						
First draft proof reading and final report submission						

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APPENDIX II

BUDGET

The study was require money in order to achieve the goals for data collection. It includes stationery, transport expenses as well as daily expenses for researcher survival. The expenditure was be as the follow:

S/N	Item	Quantity	Cost
1	Pens	1box	8,000/=
2	Papers	1ream @ 15000	15,000/=
3	Questionnaire and interviews questions preparation	50 copies @ 200	10,000/=
4	Typing and printing proposal		45,000/=
6	Meals	45 days @ 5000	225,000/=
	TOTAL		**338,000/=**

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APPENDIX III

LETTER APPROVAL

JAMHURI YA MUUNGANO WA TANZANIA

OFISI YA WAZIRI MKUU
TAWALA ZA MIKOA NA SERIKALI ZA MITAA

HALMASHAURI YA WILAYA BAGAMOYO

Unapojibu tafadhali fa/a

Kumb Na:. JB. 311/375/01/26 9

Tarehe: 24 Machi, 2026

Mkuu wa Chuo,
Chuo cha Ukutubi na Utunzaji wa Nyaraka za Serikali,
S L.P 227,
BAGAMOYO.

Yah: RUHUSA YA KUFANYA UTAFITI KWA NDUGU FIDES KAVISHE.

Kichwa cha habari hapo juu cha husika.

2. Ofisi ya Mkurugenzi Mtendaji Halmashauri ya Wilaya Bagamoyo inakiri kupokea barua yako yenye Kumb Na. DA.201/457/VOL/1/20 ya tarehe 04 Machi,2026 yenye somo sawa na hapo juu

3. Kwa barua hii, napenda kukufahamisha kwamba mtajwa hapu juu ameruhusiwa kufanya Utafiti Halmashauri ya Wilaya ya Bagamoyo katika Idara ya Ardhi na Mipango Miji kwa kipindi cha kuanzia tarehe 1, June hadi 12, 2026

4. Namtakia Utafiti mwema

Majid S.Mhina
KAIMU MKURUGENZI MTENDAJI
HALMASHAURI YA WILAYA
BAGAMOYO.

KAIMU MKURUGENZI MTENDAJI
HALMASHAURI YA WILAYA
S.L.P 59
BAGAMOYO

Nakala: Mkuu wa Idara,
Idara ya Ardhi na Mipango Miji,
Halamashauri ya Wilaya,
S.L.P. 59,
BAGAMOYO.

- Mpokee na kumpa ushirikiano

Fides Kavishe - Ripoti Idara ya Ardhi na Mipango Miji

Barua zote zinaoikwe kwa Mkurugenzi fvitendaji (W)
Ofisi ya Mkuru genzi Mtendaji, Halmashauri ya Wilaya Bagamoyo, Barabara ya uhindini. S.L.P. 5g,61301 BAGAMOYO Mkoa wa Pwani.
Simu Na: +255 733860575, Nukuski: 023 2440336 Barua Pepe: ded.bagamoyoh pwani go tz. fox'uti: +v>°nY°. hn°»mu>'cdc Izc Ix

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