

Effects of Residential Property Credentials on Tenants' Choice: A Case of National Housing Corporation Residential Properties, Tanzania

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Abstract:

This study aimed to assess the effects of National Housing Corporation (NHC) residential properties' credentials on tenant choice, focusing on property location and structural design. The study was conducted in the Arusha region. Specifically, the study examined the effects of residential properties' location and residential properties' structural design on tenants' choice. A mixed-methods approach was employed, utilizing both quantitative data from 121 tenants and qualitative interviews. The findings indicated that tenants considered property location features as the most affecting factor for tenants' choice to let or reside in the NHC residential properties, as compared to structural design features. The study concluded that location and structural design significantly influence tenant choices and satisfaction. In response, the following recommendations were made; NHC should prioritize developing properties in locations that offer safety, proximity to essential services, and public transport, NHC should enhance the structural design of its properties by improving ventilation, natural lighting, and adhering to modern design standards; and NHC should focus on improving responsiveness to maintenance and tenant concerns to increase overall tenant satisfaction and retention.

Keywords:

Tenants, Structural Design, Property Location, Choice, Residential Properties.

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Background of the Study

The credentials of residential properties, primarily their location and structural design, play a crucial role in shaping tenants' choices. These factors are instrumental in determining tenant satisfaction and influencing rental decisions (Orekan, 2015). According to McCord *et al.* (2018), potential tenants perceive residential properties as a bundle of utility-bearing characteristics differently since they have different needs. Potential tenants are more likely to opt for properties near their workplaces compared to properties far from their workplaces (Macdonald *et al.*, 2014). Residents with school children may also be willing to choose properties close to schools over properties not close to schools (Huang & Hess, 2018). Studies have shown that residential properties located in areas with accessibility to schools, roads, communication systems, sewage treatment, power lines, water, and post offices, among others, attract more tenants, and thus such factors influence the tenants' choices on these properties (Zulkarnain *et al.* 2020; Mfungahema, 2020; Obed-Ndukwu *et al.*, 2020).

The residential property design and structure have been identified as among the determinants of the property's attraction, as they affect the willingness of potential tenants to opt for the residential property. Odubiyi *et al.* (2024) identified that a property's floor area greatly impacts the ability to predict the rental attraction of residential properties. Moreover, Sigit, *et al.* (2020) contained that the interior arrangement, inner layout, window for natural lighting, openings for air circulation, soil that absorbs water, wall quality, wall paint quality, ceramic/marble floor, roof quality, door quality, window quality and installation of lights have all been mentioned as among the property's design features that can predict the demand of the residential properties by the potential tenants. Furthermore, properties with self-contained rooms, a kitchen, and the fenced for security have been reported to attract many tenants, and they are willing to pay more for these properties than for residential properties without such features (Orekan, 2015).

The National Housing Corporation (NHC) in Tanzania, operating under the Ministry of Lands, Housing and Settlements Development, plays a crucial role in addressing the country's housing needs by offering affordable residential properties (National Housing Corporation, 2023). However, challenges related to the property credentials, including the location and structural design of these properties, may impact their appeal to potential tenants. Many of these properties are situated in less accessible or less desirable areas, which can detract from their attractiveness. Research indicates that residential properties located in areas with inadequate infrastructure and limited amenities are less appealing to tenants (Ochieng *et al.*, 2020). Properties on the outskirts or in locations with limited access to essential services, such as public transportation, schools, and healthcare facilities, may be less attractive to tenants who prioritize convenience and accessibility (Ochieng *et al.*, 2020).

Studies concerning the housing industry in Tanzania have indicated that the structural design of NHC properties also presents challenges. For instance, outdated designs with inadequate ventilation and

small windows can lead to poor indoor air quality and discomfort, making these properties less appealing to potential tenants (Mulokozi, 2018; Mwaipopo, 2019). Small floor sizes and poor spatial arrangements further restrict living comfort and functionality, with tenants often preferring properties with more generous floor plans and better spatial configurations to enhance their quality of life (Maganga & Sanga, 2021). The authors, moreover, highlighted that properties that fail to meet the tenants' expectations may face higher vacancy rates and lower tenant satisfaction. In a competitive housing market, properties that are well-located and well-designed are more likely to attract and retain tenants, whereas those with less desirable features may struggle to compete.

Mwangi and Mutua (2020) conducted a study in Nairobi, Kenya, focusing on how residential location affects tenants' choices. The findings showed that tenants preferred locations with easy access to the Central Business District (CBD), reliable public transportation, and well-developed social infrastructure, such as schools and hospitals. However, the study did not consider how the location of government-owned properties affects tenant decisions, leaving a gap in understanding the impact of location on tenants' choices in publicly managed housing estates. Zhang and Liu (2022) investigated the relationship between location, structural design, and tenant satisfaction in Shanghai, China. The research found that location-related factors, such as proximity to business districts and public services, were significantly associated with tenant satisfaction, with tangibility (e.g., condition of communal areas). This study highlighted the significant role of both location and design, but did not specifically address government-managed housing. Research on NHC properties in Arusha could fill this gap by examining how these factors affect satisfaction in the context of public housing.

These studies have explored general aspects of housing desirability and the impact of location (Ochieng *et al.*, 2020; Chacha, Mwaipopo, & Ndege, 2016), however, there is limited knowledge directly connecting these factors with tenant preferences in the context of NHC properties. A focused study on how NHC's property location and design impact tenant choices was essential. Such a study provides insights for improving property attractiveness and increasing occupancy rates, aligning with the evolving expectations of tenants (Chacha, Mwaipopo, & Ndege, 2016). Addressing these gaps would also guide the NHC in making informed decisions about property development and renovation, enhancing tenant satisfaction and contributing to more effective housing strategies and policy recommendations.

Despite these issues, there is a research gap in understanding how these factors specifically influence tenant choices of NHC residential properties. The general objective of this study was to assess the effect of the National Housing Corporation's residential property credentials on tenants' choices. Specifically, this study sought to examine the effect of residential properties' location and structural design on Tenants' choices. In concentrating on exploring the said specific objectives, the study was centered on the question: what are the effects of residential property location and structural design on Tenants'

choices? The findings of this study provide valuable insights into the housing market of the study area, as among of the key urban centers in Tanzania.

Research Methodology

This study adopted a mixed research approach. A mixed approach, combining both quantitative and qualitative methods. Given the allocated period for accomplishing this study, the quantitative research approach enabled to collection of data from many respondents and be ability to analyze them to attain greater knowledge and understanding of the variables under investigation. On the other hand, a qualitative approach was employed to gain deeper insights into the subjective experiences and opinions of property managers, providing context to the quantitative data. The study employed both a cross-sectional design and a case study design to assess the effect of National Housing Corporation's (NHC) properties' credentials on tenants' choices in the Arusha Region. The cross-sectional design, as advocated by Thomas (2020), facilitates the collection of data from various respondents at a single point in time, providing a snapshot of tenant preferences and property factors.

Arusha was selected as the study area due to its strategic importance and unique characteristics that align with the study's objectives. Scientifically, Arusha represents a significant urban center in Tanzania, experiencing rapid urbanization and population growth (Chacha, Mwaipopo, & Ndege, 2016). The diversity of residential properties managed by the National Housing Corporation (NHC) in this region provides an ideal context for investigating how these factors influence tenant preferences (Ochieng, Tibaijuka, & Kilemi, 2020). Arusha serves as a regional hub for commerce, tourism, and international diplomacy, attracting a diverse population with varying housing needs and expectations (Mwaipopo, 2019). Moreover, the region's socio-economic diversity allows for a more comprehensive understanding of tenant preferences across different demographic groups.

The Unit of analysis for the study was all the NHC residential tenants in the Arusha region who were responsible for the study objectives. A total of 174 residential tenants from seven zones who reside in the NHC residential properties were the targeted population for the study. However, out of 174 targeted National Housing Corporation residential tenants in the study area, 121 respondents were taken as a representative sample for the data collection process. The proportional sample size from each location was derived using stratified random sampling. The optimal sample size for each of the seven locations was derived by determining the number of tenants to be selected from each location.

This study employed a simple random sampling to ensure that each of the 174 respondents had an equal chance of being selected, thereby minimizing bias in data collection. To implement this, a complete list of all tenants was compiled, with each tenant assigned a unique identifier ranging from 1 to 174. The researchers wrote these identifiers on separate slips of paper, which were then placed in a container

and thoroughly mixed. To achieve the desired sample size of 121 respondents, the researcher randomly drew 121 slips without looking, ensuring every tenant had an equal opportunity to be included. This method not only simplified the selection process but also enhanced the statistical validity of the findings, as it supported the application of analyses based on random sampling.

The household surveying technique was involved for the selected respondents who are NHC tenants, whereas a questionnaire was prepared and administered to the respondents. The questionnaire contained both closed-ended and open-ended questions. Through this technique, the study was able to gather information such as the socio-demographic characteristics of the tenants and all the issues related to their choices and decision-making forces concerning hiring of NHC residential properties, including their satisfaction desire. Moreover, the key informant interview technique was involved. This included the HNC Arusha regional manager and other employees from the various units. The method helped to capture information and clarify aspects that were not well captured in the survey.

The Statistical Package for Social Sciences (SPSS) was applied for coding the quantitative data. The coded data were transported into computer code sheets for processing to determine the inferential and descriptive statistics, such as frequencies and percentages. Moreover, the calculation of the most affecting attributes of the structural credentials was done with the use of an Excel sheet to calculate the Relative Importance Index (RII) as proposed by Chen *et al.* (2010). Relative Affecting Index is used to determine the most property credentials affecting decisions on residential housing choices. According to Chen *et al.* (2010), the RII value may range between 0 and 1, whereas 0 is not inclusive (Table 1).

Sn.	RII Level	RII Ranging Level	Model Assumptions
1	High Effects (H)	$0.8 < RII < 1.0$	An extremely affecting factor
2	High-Medium Effects (H-M)	$0.6 < RII < 0.8$	A very affecting factor
3	Medium Effects (M)	$0.4 < RII < 0.6$	Moderate affecting factor
4	Medium-Low Effects (M-L)	$0.2 < RII < 0.4$	Low affecting factor
5	Low Effects (L)	$0.0 < RII < 0.2$	Not at all an affecting factor

Table 1: Effects Level from RII

The RII assumption is that the higher the value of RII, the greater the effects the contributing factors have on people's decisions to rent NHC houses or otherwise. Five Likert scales of 1 to 5 were determined and twelve attributes (six for the property location credentials and six for property design credentials) were involved (Table 2). The RII formula was presented as follows:

$$RII = \text{Sum}(W) / A * N \quad (1)$$

Where: W-Weighting that is assigned to each variable by the respondent=605

A- Highest weight = 5, N- Total number of respondents = 121

Property credentials	Property credentials' attributes for tenants' choice
Property Location	Accessibility to education and school services
	Accessibility and convenience
	Security and safety
	Amenities and public transport accessibility
	Environmental factors (noise and other pollutants)
	Property proximity to sports and recreation facilities
Property Structural Design	Physical appearance (Overall layout and design, aesthetic appeal and design)
	Interior design and facilities (room sizes and utilization space)
	Durability (Quality of materials used in the construction)
	Attached buildings
	Modernised architectural construction design
	Ventilation and availability of natural light

Table 2: Credentials and Attributes Used for Analysing Tenants' Choice of Properties

The content analysis was a key technique for the analysis of the qualitative data collected during in-depth interviews which was based on the thorough analysis of the quotations and interpretations of statements which were all based on the contexts of the given arguments. In this case, the information obtained was organised to match the key research themes under the specific objectives of the study.

Findings and Discussion

Sex Distribution, Length of Tenancy and Types of Apartments Inhabited

The study was among others analysed the sex distribution of the respondents who were involved to know the participants' representativeness based on sex composition. The findings in Table 3 indicate that of all the 121 respondents involved a large number were males compared to females. This implies that the slight difference between the respondents is significant for proportional representatives.

Moreover, the study also analysed the period (number of years) the respondents have been residents in the apartment where she/he is living. The findings indicate that many of them have been in the NHC apartments for a period between three and six years followed by the group of those who have been there for more than six years and others have been residents of the NHC houses for a period between one year and three years. These figures highlight a trend toward longer-term residency, which can contribute to community cohesion and stability within the environment. This also indicates that the respondents had sufficient experience for the study. Hence, suggesting that their preferences and feedback should be prioritized in discussions about housing conditions and preferences.

Characteristics	Category	Frequency	Percent (%)
Sex	Female respondents	52	43
	Male respondents	69	57
	Total	121	100
Length of Tenancy	1-3 Years	30	24.8
	3-6 Years	51	42.1
	More than 6 Years	40	33.1
	Total	121	100
Type of Apartments	Studio	32	26.4
	Two-bedroom	28	23.1
	Three-bedrooms	44	36.4
	More than three bedrooms	17	14.0
	Total	121	100

Table 3: Sex Distribution, Length of Tenancy and Types of Apartments Inhabited

Finally, in analysing the characteristics of the respondents, the study was also interested in understanding the types of apartments the respondents chose, and they are currently living. The findings in Table 1 show that many of the respondents are living in three bedroom houses, others in a studio type of houses which are for single individuals, in two bedrooms houses which are moderately sized units suitable for small families or individuals who occasionally host guests and the few are in the houses with more than three bedrooms which are big houses which indicates that very large units are less frequently occupied in this population, possibly reflecting limited demographic trends or economic factors that restrict the demand for larger apartments.

The information regarding the types of apartments inhabited by tenants in the National Housing Corporation's residential properties in the study area provides valuable insights into the housing preferences and requirements of the tenant population. The distribution of apartment types among the respondents indicates distinct patterns in living arrangements and their preference choices. The findings also suggest that tenants likely belong to families or households that need more space, indicating that these units are ideal for communal living. However, this information can assist the NHC in planning future housing developments, ensuring that they meet the diverse needs of the tenant population and effectively accommodate different household sizes and living situations. By recognizing these preferences, NHC can enhance its offerings and improve overall tenant choices and satisfaction.

Property's Location and Structural Design

The study's main objective was to examine the NHC housing credentials and their effects and implications on tenants' choices for renting in the study area. As indicated before that the study is mainly based on two property credentials, which are Property location and property structural design with their various attributes (Table 4).

Property credentials	Property credentials' attributes for tenants' choice
Location	Property accessibility to education and school services
	Property accessibility and convenience
	Property security and safety
	Amenities and public transport accessibility
	Property environmental factors (noise and other pollutants)
	Property proximity to sports and recreation facilities
Structural design	Property physical appearance (overall layout and design, aesthetic appeal and design)
	Property interior design and facilities (room sizes and utilization space)
	Property safety and durability (Quality of materials used)
	Property with attached buildings
	Property modernization and current/emerging construction designs
	Property ventilation and availability of natural light

Table 4: Residential Property Credentials and Attributes for Tenants' Choice

The involved attributes of the two credentials are directly related to tenants' choices which are the individual key factors for a person to make choices as described in the Consumer Choice Theory (Lancaster, 1966; Thaler, 1980), describing that consumers (tenants) always make decisions based on their preferences. The theory assumes that the selection of service is guided by one's options that offer the greatest satisfaction within their budget limits and the individuals weigh the benefits and costs associated with different choices (Jevons, 1871). This rational approach helps explain how tenants systematically evaluate properties and make their choices to let or not to let or sometimes to shift from one property to another, forced by different forces within and outside their capabilities.

According to the NHC report (2023), the Corporation in the Arusha region has a total number of 174 residential tenants of all its residential properties in the region, which are distributed in seven zones. It was reported that Ngarenaro zone has many properties (64) followed by the Uzunguni zone with 31 residential properties. Others include the Kibla flats with 24 and Babati with 22 residential properties, respectively. The Longido zone with 20 apartments, while the remaining include Kibla (Meru apartments) with eight properties and Mateves zone with five residential apartments.

Residential Property Credentials Implications on Tenants' Choice

The study aimed to assess how various credentials of the NHC residential properties influence tenants' choices. The dependent variable in this context was tenants' choices, which encompassed their preferences and satisfaction regarding housing options. The study provides a comprehensive understanding of what influences tenants' decisions when selecting a residential property. By analysing tenants' choices, the study identified common patterns, preferences, and trends among tenants regarding the residential properties managed by the National Housing Corporation.

This study sought to examine the effects of residential property credentials on tenants' choice, whereas the tenants from the National Housing Corporation were involved. In this case, two property credentials (Location and Design) with their twelve attributes were subjected to a Relative Importance Index (RII) to test which more affected the choice of the tenants, whereas NHC tenants were sampled under investigation to show what most factors affected to make their decision first to be tenants of the NHC, second to be where they are for the number of years stayed in current residential properties. The findings show that RII testing results which indicate choice decision forces contribution of the twelve attributes subjected to the model, whereas, out of the five Index Scales of the model the credential attributed have fallen into four (High, High-Medium, Medium & Medium-Low) indicating the contribution of each scale in the decision concerning house renting.

The findings in Table 5 indicate that four attributes of the property credentials have scored high (the highest contributing factor), affecting the choice of tenants on residential properties, letting or staying longer. These factors include Amenities and public transport accessibility, Physical appearance (Overall layout and design, aesthetic appeal and design), Interior design and facilities (room sizes and utilization space) and Modernised architectural construction design. Moreover, of the four attributes, three are under the property design credentials and one is under the property location. This implies that in this case, sometimes the property design matters more than the location.

The findings denote that the tenants prefer and perceive a high level of accessibility to essential amenities, like shopping centres and public transport options. This suggests that there is a need for a strategic property location to capture the hub of tenants who prefer certain locations that offer a variety of services in their proximity. This means that the respondents feel that essential services are readily accessible from their residences, positively impacting their overall living experience. One of the interviewees indicated that:

"The property locations nearby to the transport services make the tenants particularly attractive to families who prioritize educational access for their children and we ensure that our properties are close

to major healthcare facilities,” which is crucial for tenants who value quick access to medical services.....”

This emphasis on educational institutions underscores the importance of accessibility to schools for families, as it can be a determining factor in their decision to rent a property. Moreover, the respondent noted. The convenience of nearby shopping hubs further enhances tenant satisfaction, demonstrating how proximity to essential amenities plays a critical role in attracting tenants. This finding is in line with the findings by Wang and Li (2019), who found that accessibility to metro stations and shopping districts significantly influences tenants' rental preferences, particularly in urban areas. The interview with the NHC staff provided valuable insights into various factors influencing tenant choices and satisfaction regarding residential properties. The themes of proximity to key amenities, accessibility, safety and security, neighbourhood attractiveness, and environmental factors emerged prominently throughout the discussion.

Attribute Factors	Extremely important affecting (5)	Very Important Affecting (4)	Moderate important affecting (3)	Low important affecting (2)	Not at all important affecting (1)	Weightage total (W)	Total Number (N)	A*N	RII	Rank
Accessibility to education, health and education services	97	115	97	83	59	451	121	605	0.745	H-M
Amenities and public transport accessibility	117	113	119	97	89	535	121	605	0.884	H
Accessibility and convenience	93	88	82	91	73	427	121	605	0.706	H-M
Security and safety	97	67	70	71	53	358	121	605	0.592	M
Environmental factors (noise and other pollutants)	103	107	69	73	81	433	121	605	0.716	H-M
Property proximity to the sports and recreation facilities	94	86	84	89	75	428	121	605	0.707	H-M
Physical appearance (Overall layout and design, aesthetic appeal and design)	107	103	89	92	98	489	121	605	0.808	H
Interior design and facilities (room sizes and utilization space)	98	109	89	97	93	486	121	605	0.803	H
Durability (Quality of materials used in the construction)	51	43	41	39	57	231	121	605	0.382	M-L
Attached buildings	57	84	77	82	59	359	121	605	0.593	M
Modernised architectural construction design	115	119	99	87	76	496	121	605	0.820	H

Ventilation and availability of natural light	63	61	58	47	48	277	121	605	0.458	M
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Table 5: Residential Property Credentials Relative Importance Index Affecting Tenants' Choice

KEY: High-**H**, High-Medium-**(H-M)**, Medium-**M** & Medium-Low- **(M-L)**

The findings also highlighted a moderate perception of commuting convenience to workplaces or schools. This reflects the mixed experiences of tenants regarding commuting, further supported by the property manager's acknowledgment that properties in city centres are well-served by public transport. In contrast, it was noted that tenants in areas like Longido often must rely on private vehicles, which could deter potential renters, a sentiment echoed by Singh and Sharma (2022), who found that proximity to public transportation is critical for tenants in densely populated urban settings. The findings imply that tenants generally perceive high accessibility regarding public transport and essential amenities while expressing concerns about the availability of recreational facilities.

The analysis of tenant perceptions regarding the location of National Housing Corporation (NHC) residential properties reveals significant insights into how accessibility impacts their living experience. These findings align closely with the interview insights from the NHC staff, highlighting a multi-faceted understanding of tenant preferences and the critical role of location in shaping these preferences. It was highlighted that many properties are strategically located within walking distance of reputable schools, hospitals, and shopping centres.

“.....This makes them particularly attractive to families who prioritize educational access for their children.....”

This emphasis on educational institutions underscores the importance of accessibility to schools for families, as it can be a determining factor in their decision to rent a property, which is crucial for tenants who value quick access to medical services. The convenience of nearby shopping hubs further enhances tenant satisfaction, demonstrating how proximity to essential amenities plays a critical role in attracting tenants. The importance placed on proximity to work or school highlights the relevance of convenience in daily commutes, supporting the argument that residential properties offering ease of access are more attractive to tenants. Furthermore, the findings suggest that public transportation and nearby amenities are valued and recognized, reinforcing the idea that tenants prioritize a secure and accessible living environment.

Moreover, the findings in Table 5 indicate that four of the attributes have a High-Medium (H-M) contribution to the tenants' choice over the house letting. These include Accessibility to education, health and education services, Accessibility and convenience, Environmental factors (noise and other

pollutions), and the Property proximity to the sports and recreation facilities. All four factors stand under the property location attributes as opposed to structural design.

The high-medium score for noise levels indicates a significant concern among tenants regarding environmental factors, specifically noise pollution. The property manager acknowledged that environmental factors such as noise and pollution significantly impact the desirability of the properties, which underscores the importance of addressing these issues. The contrasting experiences of tenants in city center properties versus those in quieter areas like Longido reflect the findings of Mwangi and Mutua (2020), who emphasized that environmental quality, including noise, plays a vital role in tenants' choices in urban settings. This also reflects a significant concern among tenants regarding the presence of noise in their surroundings. The discussion around environmental factors, particularly noise pollution, highlights a critical area for improvement. Addressing these concerns could enhance tenant satisfaction and potentially increase the attractiveness of NHC properties. The recognition of diverse tenant needs and preferences is vital for the NHC as it seeks to improve living conditions and meet the evolving demands of its residents. One of the respondents of an in-depth interview reported that:

“.....Environmental factors such as noise and pollution can significantly impact the desirability of the NHC properties.....”

The other three factors indicate that they have a medium importance index in influencing tenants' choice of NHC property renting and residing. These include Security and safety, Attached buildings and ventilation and availability of natural light and one has durability (Quality of materials used in the construction) in influencing the tenants' choice (Table 5). This finding is in line with Ojo and Akinola (2020), who identified safety as a crucial factor in housing choices, particularly in developing urban areas. The property manager's observations about varying safety levels in different neighborhoods further emphasize the need for enhanced security measures, particularly in less urbanized areas like Longido, where security infrastructure may be lacking. Moreover, the findings resonate with those by Johnson *et al.* (2022), which emphasize that effective space utilization and open floor plans significantly contribute to tenant satisfaction. Conversely, the ventilation and natural light and compliance with modern standards indicate significant concerns. This aligns with findings from Osei and Boateng (2021) and Mwangi and Njoroge (2022), which show that adequate ventilation is crucial for tenant satisfaction.

Generally, the findings in Table 5 indicate and imply that of all attributes, the property location has been shown to have high scores in many attributes as compared to the property structural design. For example, two attributes of the property location have scored high importance in influencing tenants' choice, likewise for the two attributes of the structural design, while four attributes of the property location have a score of high-medium (H-M) importance of while there is no attribute of the structural design in that class of high-medium. The low percentage of respondents deeming structural design as unimportant

further underscores its critical role in tenant decision-making processes. Thus, the NHC should prioritize thoughtful design considerations to enhance tenant satisfaction and loyalty. However, the findings are contrary by Wangn & Wang (2022), which highlighted that design quality, including layout efficiency and architectural appeal, directly impacts tenant satisfaction and housing preferences.

Overall, the data indicates that many tenants prioritize location highly when considering residential properties managed by the National Housing Corporation. This insight is crucial for property management and development strategies, as it highlights the necessity of ensuring that NHC properties are situated in desirable areas that meet tenants' needs for accessibility, safety, and community amenities. These findings are complemented by the findings in Table 6 regarding the importance of location and structural design in tenants' decision-making processes reveal a strong preference for property location among the respondents. This underscores that for most tenants, the geographical setting of their homes plays a critical role in their housing choices.

Property Location and Structural Design Influence	Responses	Frequency	Percent (%)
Importance of property location in influencing property renting choice and decision	Very Important	76	62.8
	Important	23	19
	Slightly Important	21	17.4
	Not Important at all	1	0.8
	Total	121	100
Importance of property structural design in influencing property renting choice and decision	Very Important	41	33.9
	Important	56	46.3
	Slightly Important	17	14.0
	Not Important at all	7	5.8
	Total	121	100

Table 6: Rating the Influencing Importance between Property Location and Structural Design

Additionally, some of the respondents indicated that the location is "Important," further emphasizing the overall significance of this factor in the decision-making process. Together, these two categories (very

important and important) have indicated that location is a key determinant when selecting a residential property. However, the findings suggest that very few tenants view location as a negligible factor in their housing decisions choices. The study's findings imply a strong consensus among respondents regarding the significance of location in their decision-making processes. This aligns with existing literature, which emphasizes that location is a crucial determinant in housing decisions, as it affects accessibility to services, community amenities, and overall quality of life Mfungahema (2020). The property location is a key factor in prioritizing the geographical setting of residential developments to meet tenant needs for safety, accessibility, and community resources.

Conclusion and Recommendations

Location is a critical factor in tenants' decision-making processes. Proximity to essential services, safety, and access to public transportation are highly valued. Properties in well-connected, secure neighbourhoods are more attractive to tenants. Therefore, NHC should focus on improving the location of its future developments by ensuring proximity to key amenities and enhancing safety features in residential areas.

The structural design of residential properties plays an important role in tenant satisfaction. While tenants appreciate spacious layouts and larger rooms, improvements are needed in ventilation, natural lighting, and the overall modernity of the design. NHC should prioritize the modernization of its properties, especially ventilation systems and ensure sufficient natural light in residences.

Property management's responsiveness is a major determinant of tenant satisfaction. The study highlights that poor maintenance services and a lack of responsiveness from property managers significantly lower tenant satisfaction. NHC should address these management issues by enhancing maintenance services and ensuring that tenants' concerns are promptly addressed, which will contribute to higher satisfaction and retention rates.

Both location and structural design significantly influence tenant choices, but location has a slightly greater impact. This suggests that NHC should prioritize selecting favourable locations for future properties, as this factor plays a critical role in attracting tenants. Nevertheless, improvements in structural design, particularly in aspects such as ventilation and space layout, are also essential.

Noise pollution in urban areas is a major concern for tenants and negatively affects satisfaction. Properties located in quieter, suburban areas are more attractive to tenants seeking a peaceful environment, but these areas face accessibility challenges. NHC should consider implementing noise mitigation strategies in urban properties or promoting suburban properties while improving their accessibility to essential services and transportation links.

The NHC should prioritize properties in areas with better infrastructure, including improved public transportation, recreational facilities, and proximity to essential services like schools and healthcare. Reducing noise levels in urban areas should also be a focus to enhance tenant satisfaction.

NHC should consider renovating properties to include modern structural elements such as larger floor spaces, better ventilation, and contemporary designs. Properties should be equipped with features like recreational areas, gyms, and green spaces to increase appeal.

Enhancing security measures, especially in areas with higher perceived crime rates, is crucial. Installing surveillance systems and employing security personnel in less secure neighbourhoods can improve tenant satisfaction.

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