

**Assessment on the effect of marketing strategies in the health services sector performance:
the case of government health services centre in Dar es Salaam**

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This study was conducted on the assessment on the effect of marketing strategies in the health services sector performance in Dar es Salaam from February to November, 2008. The main objective of this study was to assess the effect of marketing strategies on the health service sector performance. It was designed using a descriptive -cross sectional approach by surveying three government-health centres (Magomeni HC, Mnazi Mmoja HC and Mbagala HC) in Kinondoni, Ilala and Temeke. Sample of 45 patients receiving medical care at the selected health centre were chosen to represent the population of study, using a purposive sampling technique. The researcher used questionnaires as his principal data collection instrument. Data analysis was done using the Pearson Product Moment Correlation Analysis by the application of a computer package (SPSS). Both qualitative and quantitative techniques were employed. The researcher's findings provided that there were generally very weak association between the IYPPMCC that could enhance the independent variables namely the marketing strategies, marketing strategies effectiveness and quality of health services to influence the dependent variable namely health services performance, quality livelihood and customer's attitude on the accessed government health services in Tanzania. The researcher concluded that the government health services providers in Tanzania did not optimize on the performance potential provided by an effective and efficient use of marketing strategies. He recommended that health services providing firms should apply marketing strategies so that they attain the performance potential provided by an effective and efficient use of marketing strategies.