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Audience Satisfaction Obtained from Listening to Religious Broadcasts of Radio Maria Tanzania

Selina Batholomeo Luhizo, Francis Xavier Ng'atigwa

Abstract: The study explored audience satisfaction with Radio Maria Tanzania's broadcasts in Dar es Salaam, focusing on four types of satisfaction: content, process, technological, and social. The research was conducted to assess how effectively the station's religious radio broadcasts meet audience needs. Uses and Gratifications Theory guides this assessment to determine whether these broadcasts fulfil the audience's needs. The study aims to identify areas where audience expectations are not met, thereby filling gaps to improve radio performance and relevance. Although Radio Maria Tanzania emphasises its role of serving its audience, it was unclear to what extent its programs meet its audience's needs. The study used a quantitative research design and collected data using a questionnaire distributed among radio audiences. Both probability (cluster) and non-probability (convenience and purposive) sampling techniques were used to select the study sample. Data were analysed using descriptive statistics to determine the audience's levels of satisfaction. The study found that 48.5% of the audience was satisfied with the content of the radio broadcasts, 33.4% were dissatisfied, and 18.1% were neutral. Content satisfaction was reflected in the perceived quality, relevance, and spiritual value of programs; on process satisfaction, findings revealed that 44.9% were satisfied, 33.1% dissatisfied and 22% were neutral with the ease of access and participation; technological satisfaction which is confined within the availability of clear signal and ease access of the channel showed that 44% were satisfied, 41.5% dissatisfied and 14.5% were neutral. Social satisfaction, as measured by opportunities for interaction through call-ins and shared testimonies, indicated that 40.1% were satisfied, 37.6% were dissatisfied, and 22.3% were neutral. Therefore, the study concludes that, among the four types of satisfaction studied, there is an interrelationship among them, and all contribute to the audience's expectations for spiritual satisfaction from Radio Maria Tanzania. The study recommends that religious radio integrate spiritually enriching content with accessible, interactive, and reliable delivery systems to enhance overall audience satisfaction. There is room for improvement in the technological experience to address issues of usability, signal quality, and digital reliability, which could help bridge the gap between satisfied and dissatisfied listeners. The study recommended that Radio Maria Tanzania revise and double-check its programs to assess the extent to which each program covers the audience's needs. To improve satisfaction, the station could diversify programming, increase interactivity, and introduce youth-focused segments.

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To meet the audience's needs and expectations, the radio station should capitalise on audience inclusion and involvement in the programs, and RMT should invest in seeking audience feedback to drive improvement.

Keywords: Audience, Satisfaction, Religious, Radio Broadcasts

I. INTRODUCTION

Audience satisfaction is a determinant of media effectiveness, as audiences select radio broadcasts that align with their specific needs. According to [10], radio is a mood regulator, helping audiences relax as they listen to their favourite music. Radio audiences opt out of listening; they create new moods and relieve the exhaustion from their daily activities. For those who value music as their best companion, it helps elevate their feelings, clear their worries, and keep them in a calm mood [9]. Suggest that radio audiences choose the relevant content that satisfies them. They add that radio audiences are always active in selecting stations with engaging content to meet their needs. Radio plays many roles to satisfy different audience needs, including solving social problems, educating, and creating awareness [6]. Indicate that in Peshawar, radio is used for education, information and entertainment purposes to satisfy the needs of the listeners. Further, the radio airs several programs that aim to educate the audience on various topics [25]. Emphasise that entertainment, information, and relaxation programs provide audience satisfaction. These program categories are likely related to Radio Maria Tanzania's content, including spiritual, informational, educational, entertainment, and motivational programs aimed at audience satisfaction.

In different parts, radios are working with various organisations and government departments to disseminate information, knowledge of social issues, and promote culture; hence, media are seen as an essential lens for modern society that focuses on audience needs, aspirations, expectations, and gains. They direct and negotiate with radio stations to create content that attracts diverse audiences, spanning self-awareness, surveillance, and social integration. It is then observed that audiences remain tuned in during their daily activities, as they do not feel comfortable missing the content.

On his part [6], he underlines that listeners of radio broadcasts search for relevant content that meets their expectations and satisfies their needs. They usually attach themselves to content that gives them a sense of personal identity and belonging, helps them build relationships, and fills gaps created by their day-to-day failures. Further, [6] points out that listeners tune in to the radio for their favourite music and for religious content through Sunday Services. On religious radio stations, audience satisfaction can be ensured by simplifying access to their content via live streaming,

apps, or traditional radio. Easy accessibility ensures listeners can tune in wherever they are [5]. Audience participation in religious broadcasts, such as contributing to program discussions or suggesting topics, creates a feeling of ownership [17].

Based on Radio Maria Tanzania's background of serving the spiritual and other audiences' needs, the radio station has contributed to religious conversions, nurtured listeners' faith, and enhanced religious participation. However, how well its programs satisfy listeners remains unclear. Prior studies highlight the importance of assessing audience satisfaction using the Uses and Gratifications Theory and verifying the efficiency of the radio broadcasts to the audience [16] [18]. Demonstrated that some radio stations fulfil the objectives of owners, while the broadcasts fail to reflect the needs of the audience. Consequently, this study examines the types of satisfaction audiences obtain from Radio Maria Tanzania, ultimately evaluating whether the station's broadcasts fulfil their intended purpose.

II. LITERATURE REVIEW

A. Theoretical Framework

This article was guided by Uses and Gratification Theory, which focuses on how audiences use media to meet their specific needs. Uses and Gratification Theory seeks to know what drives audiences' attention to media content. In general, the press seeks audiences who can relate to content that resonates with their emotions. The theory emphasises the audience's role as a source of demand, directing it to radio producers to disseminate richer information that matches their expectations [9]. Highlight that the media provide content categories, allowing users to make choices based on their preferences [16]. Support that audiences are so particular in their media usage, as they have specific needs that match their needs. Several scholars present that audiences select media and particular categories of information to satisfy their informational and other needs [12]. Refers to this theory, emphasising that, according to the audience's desires, media uses are grouped into five categories: information, education or knowledge, entertainment, social interaction, escapism, and, sometimes, companionship for those who are lonely. Most media users use instant messages for various purposes, such as relaxation and, sometimes, socialisation. The same thinking is presented by [4], who highlights several uses and gratifications that audiences obtain from using media, including radio, mentions cognitive needs, which involve perceiving things uniquely, affective needs, which deal with attitudes and belief systems, personal integrative needs, which focus on self-confidence, social integrative needs, and tension-free needs. Through this experience, the audience can determine the value of the content they receive from competing media in the contemporary communication era. This aligns with the audience's motives for media use outlined by [15], who argues that radio is essential when it provides content that appeals to different emotional reactions among audiences. Audiences are so smart that they choose content that stirs their feelings, informs, stimulates their interests, persuades, teaches, entertains, and creates significant knowledge.

The main assumptions of this theory are that audiences are active participants who intentionally choose specific content to satisfy their needs [3]. Based on media scholars' assertions, audiences are goal-oriented, deliberately choosing media for particular purposes, including access to information, education, social identity, entertainment, interaction, and escapism, because they are aware of their media use [7]. The uses and gratifications theory states that, alongside more traditional methods, all media compete with one another to satisfy an individual's needs [3].

Scholars highlight several assumptions associated with this communication theory, including the belief that media influence on behaviour is through psychological factors. Again, it is assumed that media channels usually compete with others, fighting for media users. Limiting media as the only source of satisfaction is not easy, because other external sources may also lead to audience satisfaction [1]. However, this theory remains helpful in guiding the connection between content and audience satisfaction [19]. For that matter, the theory remains relevant for studying the relationship between media and its audience, as it has guided this article in exploring Radio Maria Tanzania's claim to satisfy a diverse audience.

B. Kinds of Audience Satisfaction Distinction

Audiences are driven by different motives, leading them to choose programs that offer a variety of formats, including music, news, and information, as well as opportunities for social exchange via interviews, chat-based programming, and talkback [10] [21]. Assert that several forces may push the audience to tune in to specific content, including diversion and escape from the daily routine, emotional release, personal relationships and companionship, and surveillance. Self-documentation, information sharing, social interaction and entertainment, passing time, self-expression, convenience, and medium appeal. It is clearly argued that audience satisfaction comprises four types: content satisfaction, social satisfaction, process satisfaction, and technological satisfaction. The primary purpose of all radio productions is to provide quality content that convinces listeners to tune in and receive programs that satisfy their needs. For older people, radio can play a role in companionship, as shown by [10], who indicates that there is additional evidence that radio can provide companionship for individuals who are lonely and isolated.

i. Content Satisfaction

The content of radio broadcasts plays a crucial role in attracting and retaining audiences [18]. Most listeners listen to radio content to be entertained, informed, and to solve their educational difficulties. As content satisfaction focuses on the relevance, quality, and usability of information, the current study's audience expects satisfaction when programs align with their spiritual and personal needs, including biblical teachings, inspirational messages, or faith-based discussions.

ii. Technological Satisfaction

Technological satisfaction concerns the facilitation values that accompany the use of the medium and the extent to which it is accessible across various platforms [24]. Insist on the

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suitability of technological satisfaction to the audience because, through new technological advancements, contemporary communication systems media can provide a suitable environment for audience use. Therefore, radio users will be satisfied when suitable platforms are put in place to facilitate access to the required content to meet expected needs. In religious radio broadcasting, technological satisfaction stems from the medium's ability to meet contemporary audience needs. With the rise of mobile apps and digital platforms, religious radio stations can provide the spiritual content their audience needs, enhancing the listening experience [24].

[6] Insist that the accessibility of radio content on digital devices has simplified the communication process, as the audience can easily access the medium; hence, this ensures the consumption of radio broadcasts [3]. Presently, as media technologies have evolved from traditional media such as television, radio, film, newspapers, and magazines, these channels have become more accessible, transforming how audiences consume information. The audience feels satisfied when they use new communication technologies to share information. Such media accessibility leads the public to actively search for information that meets their needs and expectations.

However, in some cases, audiences may have access to radio waves but do not make use of the content they access, as observed by [1], who found that some radio audiences do not take the easy accessibility of radio broadcasts as an opportunity to enjoy listening. They might have good access, but they never listen to the broadcasts. It may be due to divergent preferences or something else. However, this differs from [5] 's belief, which holds that the accessibility of radio content through digital devices has simplified the communication process, allowing the audience to easily access the medium and ensuring the consumption of radio broadcasts. Based on this assertion, the radio station must invest in adjusting its programming to meet the specific needs of its audience.

iii. Social Satisfaction

On social satisfaction, the primary concern is the extent to which the audience can share and exchange views, knowledge, and ideas through the medium [14]. Clarify social satisfaction as the interactivity of audiences in media use, which enables them to connect with others. In this case, the audience gets satisfaction as much as they get a chance to interact with others and share usable information that is valuable to their lives. This implies that interactivity creates a bond that facilitates continued engagement with the media [17]. Supports this assertion by showing that media audiences, especially radio listeners, are key consumers of media information as they continuously interact during program presentations. Radio listeners may feel a sense of belonging when they can share their testimonies or engage in collaborative spiritual discussions with fellow listeners during programs [3]. In religious programs, the audience is satisfied when opportunities for dialogue during live programs are open to them, fostering a sense of inclusion and strengthening their connection to the radio station [11]. This type of satisfaction is particularly significant for religious

radio, as it reinforces a sense of faith orientation within a social group.

iv. Process Satisfaction

On their part, [20] add process satisfaction as another type of satisfaction, focusing on the ease of use of the medium and the extent of the audience's involvement. Process satisfaction is tied to convenience, ease of use, and audience involvement in preparing the radio content for presentation. On religious radio stations, audience satisfaction can be ensured by simplifying access to their content via live streaming, apps, or traditional radio. Easy accessibility ensures listeners can tune in wherever they are [5]. Audience participation in religious broadcasts, such as contributing to program discussions or suggesting topics, creates a feeling of ownership [17]. The scholars underline that audiences may get satisfied when they are actively involved as participants and/or sources of information in radio programs.

[23] Further indicate that audiences are satisfied when their needs are incorporated into media processes [15]. Studied Media Preference and Uses: Radio Listening Habits among Students in Kenya. The study used a survey design, and data were collected using a questionnaire from 103 respondents from Nairobi University. However, the current study has employed a mixed-methods approach, expecting to yield different findings. On the other hand, [15] conducted a study on Popular FM Radio Stations and Listening Habits in Greater Noida, India. The findings indicated that radio was listened to throughout the day, and that one tuned in at one's convenience. Mostly, the audience listened to entertainment programs rather than serious talks.

[16] Conducted a study on Campus Radio: A source of students' needs and gratification using a survey. The study found that students were satisfied through social connections with other listeners, companionship, information on education matters, and music. In a survey, [24] assessed the role of FM Radio in Education, employing FM Radio in Peshawar, as a case study. The study used a questionnaire to get data from 300 respondents. The findings indicated that the majority of listeners benefited from daily religious education transmitted via FM radio stations, delivered through the Holy Quran [15]. In his study on Media Preference and Uses: Radio Listening Habits among university students in Kenya, he indicated that the programming of the station regarding the timing of programs, topics of discussion, the radio host, type of music played, and language of broadcast influences radio listening habits of university students in Kenya.

Several studies have examined radio audiences and their listening habits [9] in Nigeria; [15] in Kenya; and [23] in India). However, these studies do not address the levels and kinds of satisfaction derived from religious radio broadcasts. Given the increasing role of religious radio as a key medium of communication, this gap warrants research, which is the justification for this study.

Although the surveyed studies have predominantly addressed the general content types (entertainment, news, education), little attention has been given to religious and spiritual information, a specific focus of Radio Maria Tanzania. The reviewed literature has provided significant insights

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into audience satisfaction and program preferences that enhance it. Still, it does not fully incorporate the specific dimensions of satisfaction offered by religious radio stations. Consequently, this justifies the existence of a knowledge gap that calls for a particular analysis, which this article addresses.

III. METHODOLOGY

This study employed a quantitative approach to gather, analyze, interpret, and present data. As per [2], this approach enhances understanding by combining numerical and narrative data. Quantitative data were collected through surveys, analyzed statistically. This approach enabled a deeper understanding of the levels of audience satisfaction derived from Radio Maria Tanzania's religious radio broadcasts. The study was grounded in the pragmatic paradigm, known for its flexibility in combining methods to address research problems [13] effectively. Pragmatism emphasises practicality and the value of outcomes [13], in which the researcher can design the methods for the study as seen as fitting to solve a particular problem [12]. Pragmatism always aligns with abductive reasoning, which lies between deduction and induction [8]. As in this study, the researcher is involved in making sense of the collected data and drawing conclusions that align well with the study's goal of measuring and explaining audiences' satisfaction with Radio Maria Tanzania's broadcasts.

This study was conducted in Dar es Salaam and focused on Radio Maria Tanzania's audience. The city was divided into three zones: Kinondoni, Ilala, and Kigamboni, reflecting Radio Maria's zonal divisions for its structured programming. The target population included listeners (3,667,578, according to a 2019 Ipsos report) and Radio Maria Tanzania staff members. Using both probability (cluster) and non-probability (convenience and purposive) sampling, 384 respondents were selected, of which 376 were listeners. The sample size was calculated using Yamane's formula for a 95% confidence level. Data collection used questionnaires as a research tool (with a five-point Likert scale to measure audience satisfaction) distributed to listeners. Questionnaires allowed rapid data gathering across locations and audience preferences. Questionnaires were presented in Swahili, the native language of the Tanzanians, and the responses were later translated into English. The quantitative data obtained were analysed using SPSS, ensuring alignment with the research objectives to capture measurable audience satisfaction.

IV. RESULTS AND DISCUSSION

The study focused on the kinds of satisfaction audiences derived from listening to Radio Maria Tanzania's broadcasts. The selected 359 listeners were provided with questions designed to measure their satisfaction across four dimensions: content, technological, social, and process. The response scale ranged from 1=strongly disagree to 5=strongly agree. The findings were subjected to descriptive analysis.

The findings indicated that Radio Maria Tanzania's audiences were satisfied with its broadcasts, as evidenced by 48.5% of respondents reporting total satisfaction. On the other hand, 33.4% of the audience strongly disagreed, and 18.1% were neutral toward the content. The findings suggest that while most of the audience were satisfied with the radio station's content, a significant proportion indicated dissatisfaction. This suggests that while nearly half of the listeners appreciate the content, a considerable proportion (one-third) remains dissatisfied, highlighting the need for improvements or diversification in programming.

The findings showed that Ilala had the highest satisfaction levels, with 36.0% of listeners strongly agreeing they are satisfied with the content, followed by Kinondoni (33.3%) and Kigamboni (28.4%). On the dissatisfaction side, Kinondoni recorded the highest response rate at 36.6% (Disagree + Strongly Disagree). A moderately high neutral response in Kigamboni (21.3%) suggests that a notable portion of the audience in this area is undecided about the content quality. Given the high satisfaction level of Radio Maria Tanzania's audiences with the content, the station should continue producing broadcasts that align with their expectations, especially in Ilala. Given the 33.4% dissatisfaction rate, this suggests the need to evaluate audience concerns in Kigamboni, which had the lowest satisfaction level. Kigamboni showed a moderately high neutral response of 21.3%, indicating the audience had no opinion about the content's quality. Based on the above findings, the study concludes that the radio station's claim of serving the audience's spiritual needs is somewhat unfounded, as the dissatisfaction percentage indicates that the audience's needs are not fully met, which may result from limited involvement and inclusion in the programming processes.

The findings of this study indicated that some audiences were delighted with the content. This fact underlines the assertion that media audiences are goal-oriented in their message consumption, alertly choosing what they consider significant to their satisfaction. This state of affairs has been demonstrated by [3], who established that audiences pay attention to relevant content that satisfies their needs and interests. According to these scholars, media content is the most desired aspect for all audiences who consume media messages, with varying levels of satisfaction. This notion suggests that when program content is higher quality than expected, the audience will develop trust in the radio broadcasts and continue listening to meet their needs, thereby increasing their satisfaction.

The high satisfaction in Ilala suggests that Radio Maria Tanzania's content closely aligns with the spiritual, informational, and entertainment needs of this area's listeners, making it a strong source for meeting their expectations. In contrast, Kinondoni's higher dissatisfaction rate could indicate that the content delivered does not align well with its listeners' preferences. This might suggest a disconnect between what Radio Maria Tanzania is offering and what Kinondoni's audience desires. Content quality, relevance, and informational accuracy may not align with this area's audience, leading to dissatisfaction, as indicated in the findings above [9]. Establishes that audiences are always awake, listening to radio stations that deliver the content they need to satisfy them. This implies that media audiences are only interested in content that gratifies their specific needs.

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Therefore, it is up to the radio station to make such messages keep flowing to reach the target audiences. Although this study highlights several categories of satisfaction, content satisfaction appears to have received the most responses.

[22] Emphasize the idea that the content of the program influences the audience's choice of a particular radio station's broadcasts to satisfy some specific needs, while maintaining the audience's listenership [18]. indicated that most listeners pay attention to radio content for entertainment, information, and to address educational difficulties by obtaining the right content from the radio. It is believed that the availability of relevant content determines the frequency of audience radio listening. Typically, radio audiences have diverse interests and preferences, so providing appropriate, high-quality content is essential to keeping them satisfied. When listeners find content that echoes with them, whether it is music they love, news, spiritual updates touching their daily lives, entertaining talk shows, or biblical teachings and discussions, they are more likely to feel satisfied and connected to the radio station [15]. Has the same thinking as he does, in that he denotes that radio is essential when it provides content that appeals to different emotional reactions among audiences. Audiences are so smart that they choose content that stirs their feelings, piques their interests, persuades, teaches, and entertains, creating significant knowledge and notable experience for them. In summary, content matters to audiences' satisfaction because it is the driving force behind the connection between the radio station and its listeners. In this study, audiences have shown high satisfaction with Radio Maria Tanzania's broadcast content. This indicates that Radio Maria Tanzania's audiences value its content to fulfil their spiritual needs, suggesting that the station's content aligns with their expectations. In doing so, the station can effectively draw the attention and devotion of its audience, leading to increased satisfaction and greater listening frequency, thereby enhancing their spiritual life.

The findings from Kigamboni, with 21.3% of listeners providing neutral responses, suggest that a portion of the audience in this area is unsure of the content's quality. This neutral stance may reflect a lack of a strong emotional connection to the programming, which could result from the station's content not fully aligning with their expectations. It's possible that listeners in Kigamboni have specific content preferences that are not consistently met by the broadcasts, or they may not find the programming engaging or relatable enough to form an opinion or improve their spiritual lives. The neutral responses in Kigamboni may also point to a more passive audience that has access to the content but does not actively engage with it. This group of listeners may not find the content particularly relevant, exciting, or satisfying, placing them in the undecided category in the study data. This experience of Kigamboni features what [1] presents to audiences who may have access to radio waves but do not use them [1]. Adds that some radio audiences do not see easy accessibility as an opportunity to enjoy listening to radio broadcasts. They might have good access, but they never want the broadcasts, which can be due to divergent preferences for the available content or other factors.

[9] Assert that audiences choose radio stations based on specific content that fulfils their needs or desires. Audiences in Kinondoni who have shown neutral responses may not be getting the content of their choice for their spiritual growth, religious education, or emotional connection. When Radio Maria Tanzania's content aligns well with listeners' spiritual needs, they may feel a strong connection and remain loyal to get spiritual satisfaction. Also, [15] perspective is also relevant here. According to this scholar, radio is essential when it provides content that appeals to different emotional reactions and content that aligns with the psychological state of the listener, which can significantly impact their satisfaction. For listeners in Ilala, the station may have successfully created an emotional connection through content, whether through religious programming, sermons, catechesis, prayer programs, music, or talk shows that address their personal or community concerns. As [18] highlights, the content of radio programs plays a central role in maintaining listeners' engagement. Satisfaction with the content drives listeners to tune in more frequently and strengthens their connection with the station.

In summary, content plays a central role in audience satisfaction. The findings suggest that Radio Maria Tanzania's content is generally appealing, particularly in Ilala. However, dissatisfaction in Kinondoni and neutrality in Kigamboni indicate that the station must continuously evaluate and adjust its content to cater to diverse listeners' preferences and improve overall satisfaction across the regions. By focusing on content quality and engagement, Radio Maria Tanzania can strengthen its relationship with listeners, increase loyalty, and foster greater satisfaction.

Regarding the technological features accompanying the radio broadcasts, audience satisfaction levels indicated that 44% were satisfied and 41.5% were dissatisfied, which can be understood through the lens of technological access and ease of use, as far as the satisfaction types in this study are concerned [6]. Confirm that accessibility of radio content on digital devices has simplified communication and increased audience satisfaction.

In the case of Radio Maria Tanzania, the ability to access broadcasts across different platforms, whether through traditional radio or other electronic digital applications, offers wide accessibility. However, technological satisfaction also includes how well the medium works and the listeners' ability to enjoy the content once accessed. The moderately high satisfaction (44%) among listeners suggests that while the station's technological platforms are generally accessible, the experience may not be the same for everyone, especially the 41.5% who report dissatisfaction.

[1] Point out that easy access does not always translate into regular or full engagement with radio content. In this context, the 41.5% dissatisfaction rate might indicate that, while listeners can technically access Radio Maria Tanzania's broadcasts, they may not consistently enjoy or make full use of them. The findings suggest that while access to the broadcasts may not be a barrier, other factors, such as content relevance, usability, and content preferences, may be influencing how effectively listeners engage with the station's broadcasts [5]. Emphasise that technological advances, especially the availability of digital devices, have simplified audiences' access to radio broadcasts. This convenience allows listeners to engage with content on their terms, whether

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on traditional radios, mobile devices, or online platforms. Ease of access can indeed create familiarity with the station and increase satisfaction. However, the mixed satisfaction levels in this study suggest that, while accessibility is not a significant barrier, the listening experience may require more than that. Issues such as sound quality, signal strength, and the reliability of digital platforms may still need improvement. These are minor issues, but they can lead to dissatisfaction among listeners who otherwise have the technical means to access the broadcasts.

Listeners' satisfaction increases when they have a user-friendly experience and can interact with content without interruptions or technical failures. Since 44% of respondents expressed satisfaction with Radio Maria Tanzania's technological aspects, it can be inferred that the station is doing well in terms of providing accessible content. However, the dissatisfaction of 41.5% of listeners indicates that improvements are needed to boost the overall listening experience and enhance satisfaction. The station should also conduct more targeted assessments to understand the technical challenges listeners face, including signal issues, the relevant digital platforms they use, and the barriers they encounter. Addressing these challenges would likely reduce dissatisfaction rates and improve the overall experience for a larger segment of the audience. In conclusion, while Radio Maria Tanzania has successfully provided accessible content across multiple platforms, satisfaction levels indicate room for improvement in the technological experience. Addressing issues of usability, signal quality, and digital reliability could lead to a more positive experience, helping to bridge the gap between satisfied and dissatisfied listeners.

Audiences reported 40.1% satisfaction with the social aspects of Radio Maria Tanzania's broadcasts, with some agreeing and others strongly agreeing. 37.6% of audiences expressed dissatisfaction with the social aspects of Radio Maria Tanzania's broadcasts, while 22.3% responded neutrally. A significant number of audiences recognised the social impact of Radio Maria Tanzania's broadcasts; however, the 37.6% who reported dissatisfaction suggest there is room for improvement in audience engagement and interaction through the broadcasts. The zonal information on social satisfaction indicated that Kinondoni had the highest level of dissatisfaction at 41.9%, raising concerns about whether Radio Maria Tanzania represents the social interests of its audience. Kigamboni, on the other hand, reported a high level of satisfaction at 40.4%, suggesting greater social engagement among the audience during the radio broadcasts. 25.6% of them had neutral responses.

Based on the study's findings on social satisfaction, most audiences are satisfied when they have the chance to interact with others and share usable information that is valuable to their lives. This interactivity creates a bond that facilitates continued engagement with the media [11]. Supports this assertion by arguing that the best understanding of valuable interactivity in media is better explained by the audiences themselves, who can insist on the use of media content obtained during their interaction. In this study, therefore, the audience of Radio Maria Tanzania is the one that can confirm whether they are satisfied. The same is true of [3], who share similar views on audience social interaction. The scholars argue that during programs, radio audiences become satisfied

when they are involved in broadcasts that include aspects of life, enabling them to share knowledge, exchange ideas, and participate through the programs. In insisting on audiences' preferences when it comes to radio broadcasts, [3] the project's focus on audiences' involvement in programs or the inclusion of related information in the broadcasts makes a lot of sense in their daily lives, helping them feel involved.

[24] Found that religious broadcasts, such as Quran recitations, sermons, and faith-based teachings, provide spiritual fulfilment and guidance. This aligns with Radio Maria Tanzania's mission of spreading the word of God through its programs. Nevertheless, the 37.6% dissatisfaction rate in this study suggests that spiritual content alone is insufficient; the audience also seeks engagement, interaction, and relatable discussions. Radio Maria Tanzania can maintain its religious programming while investing in interactive religious discussions, testimonials from believers and non-believers, and specific life applications of biblical teachings to enhance audience engagement. Instead of broadcasting only sermons, the station could introduce live sessions with priests and religious scholars, as well as audience discussions, allowing listeners to share the spiritual issues they encounter in their day-to-day lives and gain insights from others.

While a significant portion of Radio Maria Tanzania's audience values the station's social impact, the 37.6% dissatisfaction rate indicates room for improvement. By aligning programming strategies with insights from literature, such as promoting emotional connection, enhancing engagement, and integrating interactive and entertaining elements in the programming, the station can optimize audience satisfaction and strengthen its overall impact. The divided audience perception of the social aspects calls for Radio Maria Tanzania to reassess whether its content is overly formal or structured, which could be limiting engagement. While 40.1% of listeners expressed satisfaction, 37.6% reported dissatisfaction, and 22.3% remained neutral. The audience's responses highlight both the strengths and weaknesses of the station's programming.

Therefore, while many audiences appreciate the social impact of Radio Maria Tanzania's broadcasts, a considerable percentage remains dissatisfied. This dissatisfaction may stem from a lack of interactivity, engagement, and entertainment elements, as highlighted in prior studies. By enhancing audience interaction, diversifying content delivery, investing in presenter training, and incorporating engaging elements, the station can improve listener satisfaction while staying true to its mission of providing spiritual enrichment. By aligning its programming strategies with insights from the existing literature, Radio Maria Tanzania can transform its broadcasts into a more dynamic, emotionally engaging, and socially relevant experience for its audience.

The study findings indicated that 44.9% of Radio Maria Tanzania's audience was satisfied with the entire process undertaken to prepare to consume its broadcasts. The combined data showed that audiences who agreed or strongly agreed with the satisfaction derived from the programming processes were comfortable with Radio Maria Tanzania's programming and broadcasting structures. The findings further indicated that 33.1% of respondents were dissatisfied,

while 22% responded neutrally. The highest percentage was reported in Kigamboni at 46.1%, followed by Ilala at 44.8%; some audiences were undecided, with 24% neutral responses. Ilala shows slightly lower satisfaction (44.8%), but higher neutrality (24.0%), suggesting that some listeners do not have strong opinions on the scheduling and program structure. Therefore, with 44.9% of audiences satisfied, it is essential to maintain well-organised programming and broadcasting formats. Then, for those who have not decided, it seems they are unaware of the broadcasts or have inconsistent listenership, so more audience engagement is needed. For the dissatisfied segment, it is necessary to review program structures, conduct audience surveys, and adjust scheduling and presentation modes to improve audience satisfaction.

Based on these findings, process satisfaction could be improved by enhancing accessibility across multiple platforms, such as live streaming, apps, and traditional radio, as suggested by [5], ensuring that listeners can easily tune in whenever and wherever, at their convenience. Supporting the same [20], explain that, as process satisfaction focuses on the ease of use of the medium and the extent of audiences' involvement, there is a need for improvement in some areas, as a significant number of listeners may not feel fully engaged or satisfied with the process of tuning in and interacting with the content. Easy accessibility ensures that listeners can tune in wherever they are [6]. Audience participation in religious broadcasts, such as tuning in to contribute to program discussions or suggesting topics of interest, creates a sense of ownership [17]. This implies that audiences are satisfied with the programming process when they have access to broadcasts, for the ease of use of the medium and for having their needs included in the programs' schedules. Likewise, radio audiences are most likely to keep following the stations' broadcasts when they feel fully involved.

V. CONCLUSION

In conclusion, the study's findings indicated that audiences were satisfied with the content of the radio broadcasts rather than with other aspects. The types of satisfaction which have been studied, including content, technological, social, and process, are interrelated, and they contribute to the listener's expectations of gaining religious enhancement from Radio Maria Tanzania. The specific types of information provide spiritual satisfaction among listeners. The findings highlighted that audiences were satisfied with the content's quality, relevance, and ease of access. The social interactions offered by the broadcasts, the convenience, and general involvement in the programming process indicate that audiences are somehow satisfied. Studying these different dimensions of satisfaction could help Radio Maria Tanzania better meet the needs of its audience, ensuring not only satisfaction but also addressing the gaps revealed, fostering long-term loyalty, and assisting listeners to feel valued, connected, and spiritually enriched.

DECLARATION STATEMENT

After aggregating input from all authors, I must verify the accuracy of the following information as the article's author.

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