ALBANIAN INSTITUTE OF STATISTICS

(INSTAT)

User Satisfaction Survey

Tirana, February 2024

Contents

INTRODUCTION

The user satisfaction survey is an important tool to detect user needs, and potentially user feedback could be integrated into the planning process of official statistics[1]. All national statistical institutes (NSIs) are concerned with a great number of different users, all having different expectations concerning the quality of products and services. One of the key problems identified very early was how to measure and take user requirements into account since different user categories have different needs that might often be in contradiction.

During the period of November 2023 to January 2024, the Institute of Statistics (INSTAT) conducted the seventh round of the User Satisfaction Survey. The main objectives were:

- To ascertain changes in the level of user satisfaction after the actions taken after the last year's survey;
- To measure the user satisfaction with statistical products and services;
- To ascertain the current user practice;
- To use the findings to identify improvement opportunities;
- To design a process and instrument that can be replicated at least annually.

The results of this survey will serve as useful information for further improvements in order to meet user needs.

The survey was conducted on user data who have requested statistics from INSTAT, combined with an online questionnaire, which remained on the website (www.instat.gov.al) in the form of a link. The sample consisted of users who have requested statistical data from the beginning of 2009 until the first six months of 2023. The questionnaire was sent via e-mail to 2,800 users.

The main advantages of the web survey were:

- Relatively cheap;
- Responses were obtained much faster than with paper questionnaires;
- Easy for sending out follow-up reminders etc.

The questionnaire was completed by 412 users. The questionnaire was prepared in Albanian and English. The questionnaire covered the following topics: demographic characteristics of users, usage and quality of statistical data, satisfaction with INSTAT website, satisfaction with the employees and the quality of services, and the code of ethics of INSTAT employees.

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[1] The LEG on Quality, 2001, p.14

1.   SUMMARY RESULTS

INSTAT data users for the year 2023 were mostly female (50,5%) and (49,5%) male. The majority of users (32,5%) belonged to the age group of 25-34 years. The largest group of respondents who answered the questionnaire are students, comprising (26,9%), followed by another option at (22,1%), including professions such as freelancers, educators, administrative staff, and citizens. The third group consist of researchers, approximately (19,7%).

Out of the total respondents, 81,6% have gathered data through INSTAT's official website, media releases, statistical tables and databases, and interactive publications published by INSTAT. The main purpose for which users utilize statistics are as follows: 54,6% for general information, 32,5% for scientific research, 29,4% for study purposes, and 23,1% for market analyses.

Users were satisfied with communication with employees with a rating of 4.02 points, publication formats with 3.98 points, website content with 3.97 points, and response speed with 3.91 points.

2.   THE OVERALL SATISFACTION INDEX

The starting point of creating a model for measuring users satisfaction was the American Customer Satisfaction Index (ACSI). The advantage of the ACSI is that there exists also the adapted version of the model for measuring overall users satisfaction in the public sector. At the center of the model, overall users satisfaction is used. The following five criteria were taken as the variables that affect the overall satisfaction of INSTAT users.


1. Satisfaction with the employees - average rating is 4.01
2. Satisfaction with data - average rating is 3.89
3. Satisfaction with the website - average rating is 3.97
4. Satisfaction with the quality of data and services - average rating is 4.18
5. Trust – INSTAT has reliable data - average rating is 4.04

Figure 1: Model for measuring the overall satisfaction of the INSTAT users

The average level of satisfaction is measured as the average of the five criteria described above. The graph below describes the comparison of the level of satisfaction during the completion of surveys. The overall satisfaction index of INSTAT in 2023 is 4.02 or expressed in percentage about 80,3%, marking an increase of about 1.74% percentage point compared to the previous year. Compared to the year ago, the dimensions that have experienced the highest increas are satisfaction with employees by 2.43 percentage points (0.12 points) and satistaction with the quality of data and services by 2.14 percentage points (0.11 points), and satisfaction with the data by 2.13 percentage points (0.11 points).

Graph 1: Overall satisfaction index as well as satisfaction according to criteria 2020-2023
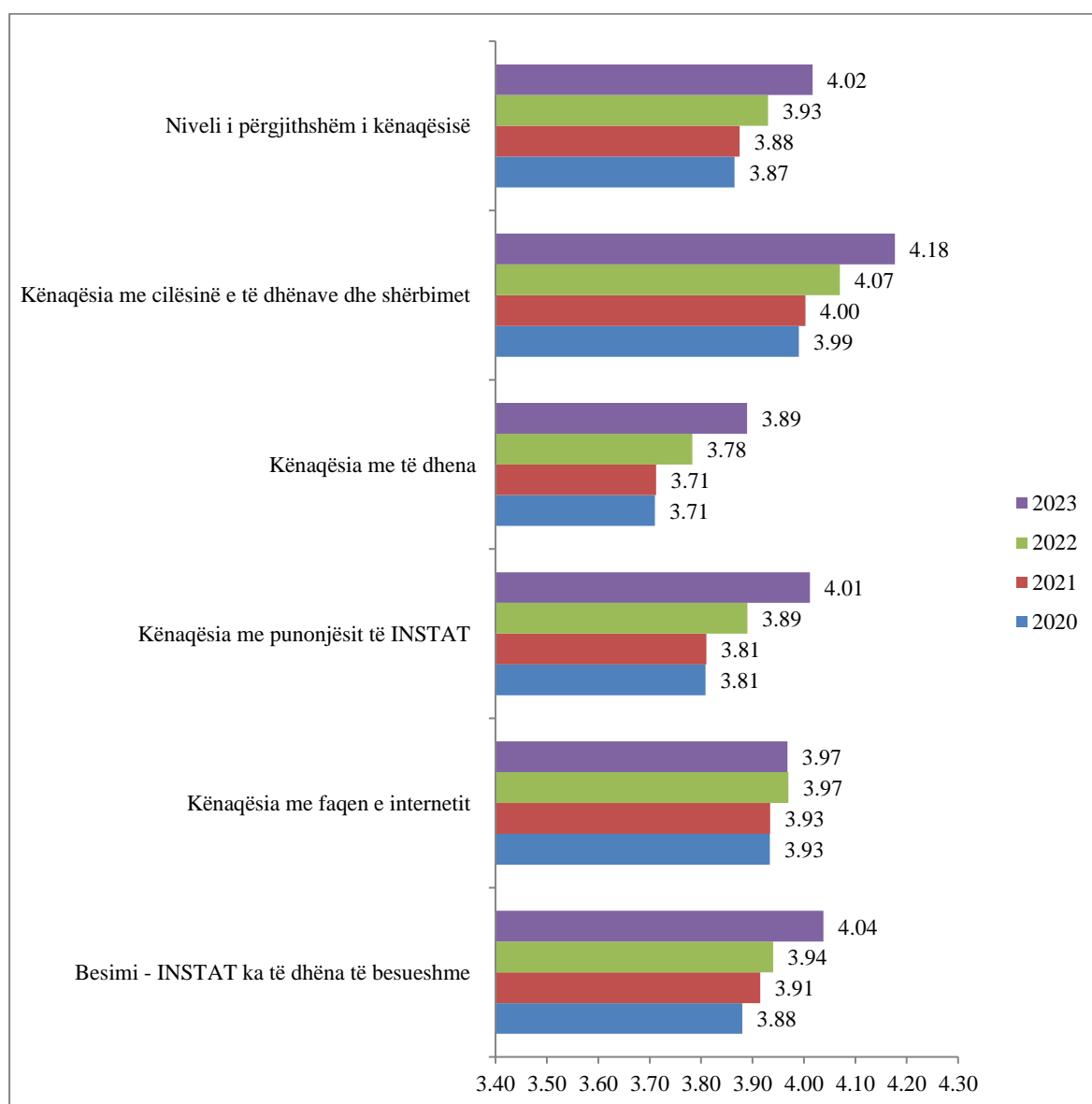
Source: User Satisfaction Survey 2020-2023