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INSTITUTI I STATISTIKAVE

**ALBANIAN INSTITUTE OF STATISTICS
(INSTAT)
User Satisfaction Survey**

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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 statistics¹. 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 March to April 2019, the Institute of Statistics (INSTAT) conducted the third 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 a sample of the INSTAT data users combining with web questionnaire. The sample consisted of users that have requested statistical data in the period from the beginning of the 2009 to the first months of 2019. The questionnaire was sent via e-mail to 1,286 users. Links to the web questionnaire were placed on the INSTAT website so that every interested user could participate in the survey.

The main advantages of the web survey were:

- Relatively cheap (don't have to pay for postage);
- Responses were obtained much faster than with paper questionnaires;
- Easy for sending out follow-up reminders etc.

The questionnaire was completed by 424 users. The questionnaire was prepared in Albanian and English and contained 12 questions. In specific parts of the questionnaire, users were able to write their proposals and suggestions for improvements. 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, as well as questions about the INSTAT on social networks.

¹ The LEG on Quality, 2001, p.14

1. SUMMARY RESULTS

INSTAT data users were mostly woman (56,4%). The majority of users (48,1%) belonged to the age group of 21-30 years. The mean age of users is around 31 years old. About 86,1% of them had a university degree. The largest group of users about (35,6%) were students who answered the questionnaire, while the second group were employed (29,5%).

Out of the total number of surveyed users, 51,9% collected data through INSTAT website, 24,4 % of users collected data for research purposes, and 17,9% for study purposes (students etc.).

Looking at the overall quality of the data (their timeliness, availability and comparability) users gave the highest score to the data in the field of Births, Deaths and Marriages (3.89), followed by data from the field of National Accounts (GDP)(3.77) and data in the fields of Industry Price Index (average grade 3.73).

The grade is measured by a scale from 1 to 5 where:

- 1=Very poor,
- 2=Poor,
- 3=Adequate,
- 4=Good,
- 5=Very good.

Around 78,0% of users thought that INSTAT data is of high quality and 73,0% of users rated the comparable of INSTAT data as good. Users were rather satisfied with the quality of data and services and gave an average rating of 3.85. Website construction received an average rating of 3.84. Users rated the helpfulness of INSTAT employees with 3.61 and their professionalism rated with 3.65. The speed of providing information by INSTAT employees rated with 3.63 and ease of communication with employees with 3.50.

Users were satisfied with the speed of receiving answers and the quality of the answers (3.62), and with a rating of 3.69 users thought that communication with employees of INSTAT was satisfying.

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. For the centre 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 3.61
2. Satisfaction with data - average rating is 3.80
3. Satisfaction with the website - average rating is 3.84
4. Satisfaction with the quality of data and services - average rating is 3.85
5. Trust – INSTAT has reliable data - average rating is 3.75



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

The graph below describes the comparison of the level of satisfaction during the realization of surveys. The overall satisfaction level of INSTAT in 2019 is 3.85 or expressed as a percentage, about 77.0%, with an increase of about 3.2% compared to one year ago. All dimensions have shown an increase compared to the previous year.

Graph 1: *Overall satisfaction index as well as satisfaction according to criteria 2017-2019*



Source: User Satisfaction Survey 2017-2019