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INSTITUTI I STATISTIKAVE

ALBANIAN INSTITUTE OF STATISTICS (INSTAT) User Satisfaction Survey

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Contents

INTRODUCTION	3
1. SUMMARY RESULTS	4
2. THE OVERALL SATISFACTION INDEX	4

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 September to November 2021, the Institute of Statistics (INSTAT) conducted the fifth 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 2021. The questionnaire was sent via e-mail to 2,800 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 331 users. The questionnaire was prepared in Albanian and English and contained 15 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 man (52,0%). The majority of users (33,8%) belonged to the age group of 21-30 years. The mean age of users is around 33 years old. About 90.6% of them had a university degree. The largest group of users who answered the questionnaire were students (31,4%) and the second largest group of users were researchers (19,0%).

About 70,4% of users have estimated that INSTAT statistics have been helpful to analyze the Covid-19 situation during 2021.

Out of the total number of surveyed users, 80,4% collected data through INSTAT website, 48,9 % of users collected data for general information, 34,1% for research purposes and 25,4% for study purposes (students, pupils, etc.).

The users were satisfied with the speed of receiving answers 3.74 and with an average of 3.75 users were satisfied with the quality of response while with an average of 3.81 users find the communication with employees 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 3.81
2. Satisfaction with data - average rating is 3.71
3. Satisfaction with the website - average rating is 3.93
4. Satisfaction with the quality of data and services - average rating is 4.00
5. Trust – INSTAT has reliable data - average rating is 3.91



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

The overall satisfaction index is measured as the average grades 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 2021 is 3.88 or expressed in percentage about 77,5%, marking an increase of about 0,26% compared to the previous year. Two of the six dimensions have increased compared to the previous year, where satisfaction with INSTAT increased by 0,96% and satisfaction on data by 0,21%.

Graph 1: *Overall satisfaction index as well as satisfaction according to criteria 2017-2021*

