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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 October to November 2020, the Institute of Statistics (INSTAT) conducted the fourth 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 2020. The questionnaire was sent via e-mail to 2,800 users. Links to the web questionnaire were placed on the INSTAT website, as well as on INSTAT official Facebook page 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 371 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 (52,8%). The majority of users (41,2%) belonged to the age group of 21-30 years. The mean age of users is around 32 years old. Around 88,9% of users had university degree. The largest group of users who answered the questionnaire were employed (39,6%) and the second group of users were students (19,4%).

Out of the total number of surveyed users, 77,6% collected data through INSTAT website, 24,8% of users collected for research purposes and 19,7% for study purposes (students, pupils, 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 the Household Budget Survey (4.31), followed by Births, Deaths and Marriages (3.95) and data on Foreign Trade of Goods (3.77). 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 76,1% of users thought that INSTAT data is of high quality and 78,5% of users rated the comparable of INSTAT data as good. Users were more satisfied with the quality data and services and gave an average rating of 3.99. Users gave the organisation of the website an average rate of 3.93. Users rated the helpfulness of the employees with 3.85 and the employee professionalism was rated with 3.92. Speed of providing information was rated with 3.77 and easiness of getting in contact with employees at 3.71. 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 the response, while with an average of 3.80 users find 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 3.99
5. Trust – INSTAT has reliable data - average rating is 3.88

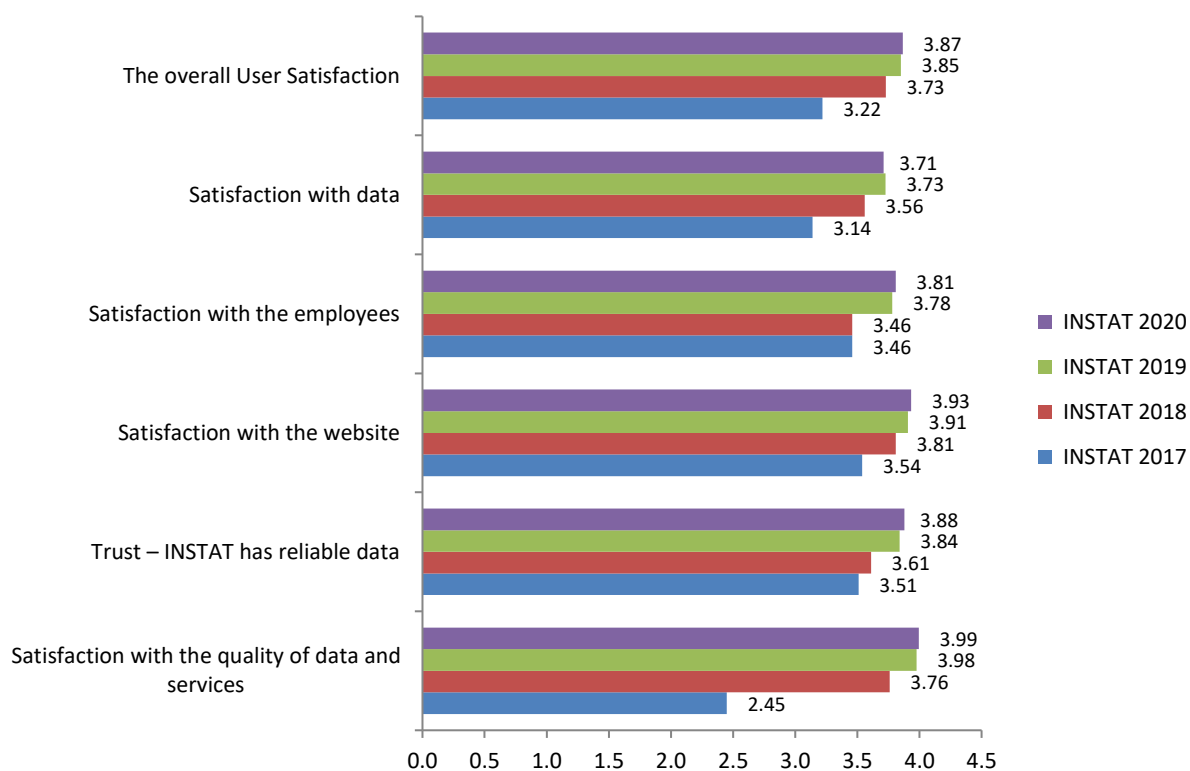


Figure 1: *Model for measuring the overall satisfaction of the INSTAT users*

The overall satisfaction index is measured as the average grades of the five criteria described above.

The graph below describes the comparison of the satisfaction level during the completion of surveys. The overall satisfaction index of INSTAT in 2020 is 3.87 or expressed in percentage about 77,3%, marking an increase of about 0,37% compared to the previous year. Two of the six dimensions have marked a decrease compared to the previous year, Trust - INSTAT has reliable data, which has a decrease of 2.00 % and Satisfaction with data has been rated with a decrease of 0.44%.

Graph 1: *Overall satisfaction index as well as satisfaction according to criteria 2017-2020*



Source: User Satisfaction Survey 2017-2020