



REPUBLIKA E SHQIPËRISË
INSTITUTI I STATISTIKAVE

ALBANIAN INSTITUTE OF STATISTICS

USER SATISFACTION SURVEY

Tirana, February 2025

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INTRODUCTION

The User Satisfaction Survey is an important tool for identifying user needs and, where possible, integrating their feedback into the process of planning official statistics. All national statistical institutes are faced with growing expectations from an increasing number of users, particularly regarding the quality of statistical products and services. One of the main challenges recently identified is measuring and taking into account user needs, given that different categories of users have different needs, which may sometimes conflict with one another.

Between 16 December 2024 and 10 February 2025, the Institute of Statistics (INSTAT) conducted the ninth round of the User Satisfaction Survey. The main objectives were:

- To identify changes in the level of user satisfaction following actions taken after last year's survey;
- To measure the level of user satisfaction with statistical products and services;
- To determine the current attitudes of users;
- To use the information collected to identify opportunities for improvement;
- To establish a process that can be repeated at least once a year.

The results of this survey will serve as useful information for further improvements, in order to meet users' needs. The survey was conducted based on the data of users who requested statistics from INSTAT, combined with the online questionnaire, which was available on the website (www.instat.gov.al) in the form of a link.

The main advantages of completing the online 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 402 users. It was prepared in both Albanian and English. The questionnaire covered the following topics: demographic characteristics of users, the use and quality of statistical data, satisfaction with INSTAT's online website, satisfaction with staff, the quality of services and the code of ethics of INSTAT employees.

1. OVERALL LEVEL OF SATISFACTION

The starting point for creating a model to measure user satisfaction was the American Customer Satisfaction Index (ACSI). The advantage of the ACSI is that there is also an adapted version of this model for measuring user satisfaction in the public sector. At the core of the model lies the overall user satisfaction.

¹ The LEG on Quality, 2001, p.14

The following five criteria were taken as variables influencing the overall satisfaction of INSTAT users:

1. Satisfaction with staff – average score 4.19
2. Satisfaction with data – average score 4.03
3. Satisfaction with the website – average score 3.46
4. Satisfaction with data quality and services – average score 4.20
5. Trust – INSTAT provides reliable data – average score 4.19

The average satisfaction level is calculated as the mean of the five criteria described above. INSTAT's overall satisfaction level in 2024 is 4.01 points, or expressed in percentage terms, around 80.2%, marking a decrease of about 0.1 percentage points compared with the previous year. Compared with the previous year, the main dimensions recorded a slight increase, while the dimension related to INSTAT's website decreased by 0.51 points compared with the previous year.

Graph 1: Overall satisfaction index as well as satisfaction according to criteria 2021-2024

