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Innovation in Statistical Business Register

Statistical Business Register As The Engine of the Knowledge-Engined Respondent Engagement Management System (KREMS) Framework

Abstract

Recently Badan Pusat Statistik (BPS) – Statistics Indonesia has a serious concern in a low response rate problem. In 2016, of 123 surveys/activities conducted by BPS, 38 had less than 80% response rate (BPS, 2017). In Sub-directorate for Mining and Energy Statistics, for example, the response rate was only 29,03% for Annual Survey of Oil Refinery Companies (BPS, 2017). Based on a research conducted by Yaghoubi in 2011, Knowledge Management (KM) is effective in Customer Relationship Management (CRM) which results in increasing customer's satisfaction and also profitability. Here, the nature of customer and respondent are similar in how both provide very important value for the existence of the companies and BPS. Without the customer, the companies will not get their profit. Similarly, without respondents/data providers BPS cannot produce their statistics. This paper shows the results of a Design Science Research. Here is proposed a framework that was adapted from a knowledge-based CRM Framework to solve the response rate problem, especially for the business-based survey since currently, this area of survey becomes the main concern of BPS. The Framework, which was named Knowledge-Engined Respondent Engagement Management System Framework (KREMS-Framework), consists of the Top-Level KREMS-Framework (level 0) and the level-1 (modules) KREMS-Framework. It tells about what to achieve in the framework, i.e. the increased response rate, along with the indicators of the increased response rate, about respondent communication, respondent segmentation, and the enabler so that the framework can work well. The engine of this framework is the knowledge which uses Statistical Business Register (SBR) database which is rooted from administrative data, survey feedback, SBR Quality Improvement Survey (QIS), and profiling program, also uses a respondent database which is rooted from Survey Control File (SCF) results, profiling program, and metadata-paradata. This paper will also show some specific scenario examples of how using SBR data can help BPS in engaging with the respondents which in the end can increase the response rate for the business-based survey.

Keywords: SBR, Response Rate, Response Rate, Respondent Engagement, Respondent Management, Business-based Survey