



# HOW INCENTIVE IMPROVES RESPONSE OF QUARTERLY CONSTRUCTION SURVEY VIA E-SURVEY

## A CASE STUDY OF PERAK



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### ABSTRACT

In line with the recent technology development, Department of Statistics Malaysia (DOSM) has introduced electronic survey to expedite the collection process for Quarterly Construction Survey (QCS) since first quarter of 2015 known as e-QCS. Various approaches have been implemented to encourage respondents to use the e-QCS.

However, the most significant and successful approach is the rewarding of additional Continuous Contractor Development (CCD) points to respondents who attended e-QCS Hands On Session conducted regularly by DOSM Perak and responded via e-QCS before the deadline. The 5 CCD points was awarded by Construction Industry Development Board (CIDB) Perak as an incentive to respondents i.e. contractor for the purpose of renewal their CIDB's Licence. Since the introduction of this award in early 2017 in Perak, a significant increase of almost 30 percent has been recorded in e-QCS response rate.

**Key words:** electronic survey, Quarterly Construction Survey (QCS), Continuous Contractor Development (CCD) points

### OBJECTIVE

After DOSM implementing the e-QCS starting 2015, the response rate for Perak was very low i.e. less than 4 percent in the first two years.

Various approaches have been implemented to encourage respondents to use the e-QCS. In this research, we shared the most significant and successful approach undertaken by DOSM Perak to increase the e-QCS responses.

### LITERATURE REVIEW

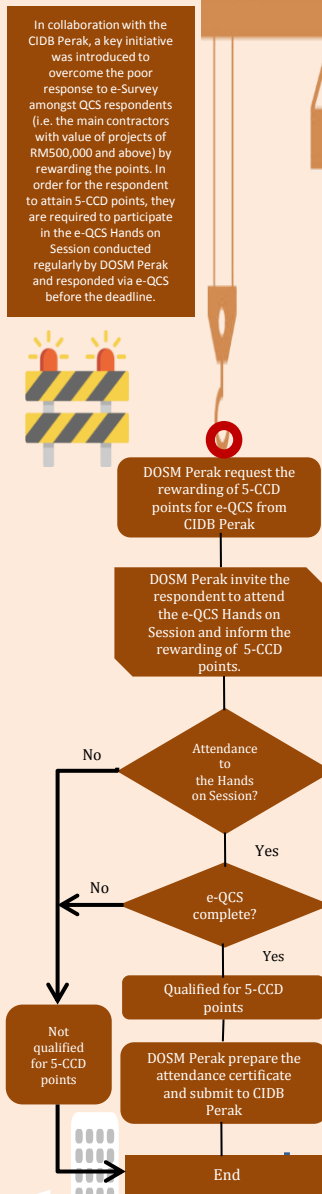
The lower response rate in e-survey has been a major concern for survey researchers. The response rate was very low in the first two years after the implementation of e-survey, mainly due to the inexperienced or disinclined of respondents to response to the new system (Habsah, 2014). Various strategies being introduced to increase participation of e-survey including organising a hands-on session with respondents (Jamaliah, 2012). Rewarding the respondent with an incentive is often used to increase the response rate of e-survey (Fan & Yan, 2010). Incentives for e-survey normally in the form that can be easily transferred in the electronic environment such as redeemable loyalty points, gift certificate and provision of survey results.

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### METHODS

Figure 1: Flow chart on rewarding the CCD points to e-QCS respondents



**The respondents claim the 5-CCD points from CIDB Perak**

### FINDINGS

By implementing the CCD point incentive starting the Q1 2017, increasing numbers of QCS respondents in Perak have responded via the e-QCS. The e-QCS response rates for Perak increased significantly from 3.0 percent in Q4 2016 to 36.2 percent in Q1 2018. The response rates were also above the target of key performance indicator i.e. 15% responses for 2017 and 20% response for 2018. The e-QCS response rates for Perak was higher than the national level. Distribution by state also shows the e-QCS response rate for Perak was among the highest.

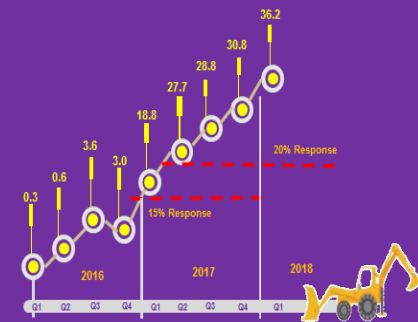


Figure 2: e-QCS response rate for Perak, Q1/2016-Q1/2018



Figure 3: Distribution of e-QCS response rate by state, Q1/2017-Q1/2018

### CONCLUSION

The rewarding of CCD points as an incentive to e-QCS respondents was an effective way to improve the responses. It has shown a significant change in the culture of data collection in DOSM Perak and should be extended to the other states. In addition, the engagement with related agency in awarding certain amount of incentive should be implemented in other surveys.

### FUTURE RESEARCH

Future research should examine the impact of implementing the e-Survey in reducing the operational cost and faster the response times.