The Relationship between the Quality of Service of Donor Blood Collection Officers to the Level of Donor Satisfaction at UDD PMI Yogyakarta City

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Abstract:
Quality system is key to ensuring availability of blood stock. In addition to the availability of blood stock is influenced by quality, donor satisfaction can also affect the availability of blood stock. This research is a descriptive research with survey method. The study population was donors in the UDD PMI building in Yogyakarta City. The sampling technique is random sampling of 95 respondents. Data collection using closed and open-ended questionnaires. Data analysis techniques use univariate and bivariate analysis. Results: From the univariate test, the service of officers was in the quality category (100%) while donor satisfaction was in the satisfied category (100%). Regression data analysis with a calculation result of 52.9%, which means that there is an influence on the Donor Blood Draw Officer Service Quality variable on the Donor Satisfaction variable and the remaining 47.1% is influenced by other factors. The significance value of $0.000 < 0.05$ is significant and the coefficient value of 0.574** means that the value shows a positive number, so that the direction of the relationship between variables is unidirectional.

Keywords:
Quality, satisfaction, PMI

JEL: A10, M10, M11

INTRODUCTION

The Blood Donation Unit (UDD) serves people who want to donate blood and request blood. People who want to donate blood are called donors, and this activity is called a blood donation service. The aim of the donation service at UDD is to maintain blood supplies at UDD, so that the blood supply will always be there and ready to be used for people who need blood. However, to maintain a stable blood supply at UDD PMI, good quality service is needed in the blood donor collection section.

Donor satisfaction after donating blood can increase the availability of voluntary blood donors. This is supported by professional blood service officers. Quality services to increase voluntary blood donations.

Carrying out blood donation activities at UDD PMI Yogyakarta City, specifically in the blood collection section, provides good service quality, so that good cooperation can be established with donors to maintain the stability of the blood stock at UDD PMI Yogyakarta City. Apart from that, the quality of service affects the level of donor satisfaction. If the donor is satisfied with the service, the donor will feel comfortable and continue donating blood. Based on the description above, researchers want to conduct research on the quality of service of donor blood collection officers on the level of donor satisfaction at UDD PMI Yogyakarta City. Blood donation has many benefits and benefits that are felt by the donor or the person being donated. For people given a donor, it allows them to speed up the process of therapy or healing. Meanwhile, regular donors get benefits as described in the health article by Yulianto (2021), namely Reducing the risk of heart disease, reducing the risk of cancer, increasing blood production, becoming a healthy elderly person Availability of Blood Stock According to Maharani et al (2018) the blood stock in several hospitals or PMI Blood Donor Units (UDD) must be met every day. Sometimes the large need for blood cannot be met by the PMI Blood

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Donor Unit (UDD) or the Hospital Blood Bank (BDRS). This is what strengthens the need to empower the conservation of voluntary blood donors. To carry out these efforts, cooperation from various parties, both the general public and PMI officers, is very necessary. Now the public is increasingly critical of the assessment of services provided by blood donor service officers as the main point of view in providing a positive image to the community. So, this can be the first step in efforts to attract donors to donate blood (Rosen et al., 2015).

Definition of Service According to Gronroos in Ratminto & Atik (2012), service is an activity or series of activities that are invisible (cannot be touched) which occur as a result of interactions between consumers and employees or things provided by the providing organization. services intended to solve consumer or customer problems. Meanwhile, according to the Big Indonesian Dictionary (KBBI), service is an effort to help, prepare or take care of what other people need.

Based on this opinion, it can be concluded that service is a series of activities of certain employees or organizations to meet the needs of other people. Meanwhile, blood transfusion services are health service efforts that include planning, directing and preserving blood donors, providing blood, distributing blood, and medical procedures for giving blood to patients for the purpose of curing disease and restoring health (Government Regulation, 2011). This research was conducted at PMI Yogyakarta City.

METHODOLOGY

This research uses descriptive research with a quantitative approach. According to Arikunto (2019) descriptive research is in-depth research to investigate circumstances, conditions or other things that have been mentioned, the results of which are presented in the form of a research report. Quantitative research is defined as a research method that is based on the philosophy of positivism, sampling techniques in certain populations, data collection using research instruments, analysis and is quantitative/statistical in nature with the aim of testing predetermined hypotheses (Sugiyono, 2015).

The method in this research is a survey method. The survey method is used to obtain data from certain natural (not artificial) places, but research carries out treatments in collecting data, for example by distributing questionnaires, tests, structured interviews and so on (treatment is not like in experiments) (Sugiyono, 2015).

The population in this study were donors in the categories of success and failure in the Blood Donation Unit, especially the blood collection section. Based on a preliminary study conducted by researchers, the number of donors each month is 3,000 donors/month consisting of 60% in buildings and 40% mobile units. The population taken from donors in the building is 1,800 donors/month and the number of samples taken for research was 95 people with donors who were willing to be respondents and voluntary donors were prioritized.

The data used in this research is primary data. This data was obtained from closed and open questionnaires filled in by respondents (donors) at the PMI Yogyakarta City Blood Donation Unit (UDD).

The data collection technique used in the research was obtained directly from donors who had blood drawn at UDD PMI Yogyakarta City using a questionnaire. Where the questionnaire consists of questions and suggestions that will be given to respondents or donors. These questions and suggestions are filled in by respondents or donors. To answer this question, respondents or donors themselves use a Likert scale reference. The Likert scale is used to measure the attitudes, opinions and perceptions of a person or group of people about social phenomena (Sugiyono, 2015).

RESULT & DISCUSSION
Organization History

Standing The Red Cross in Indonesia has started before World War II, October 12, 1873 to be exact . During the Government Era Dutch colonial founded Red Cross in Indonesia with Name *Nederlandsche Roode Crotch Afdeeling Indië* (NERKAI) then disbanded at the time occupation Japan g who colonized Indonesia. In the process of forming PMI which began on September 3 , 1945, and at that time President Soekarno ordered Dr. Boentaran (Ministry of

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Health RI Cabinet I at that time) to form a National Red Cross agency. Dr. Boentaran assisted by a committee of five people consisting of Dr. R. Mochtar as Chairman, Dr. Bahder Djohan as the writer and three committee members namely Dr. RM Djoehana Wiradikarta , Dr. Marzuki, Dr. Sitanala, Dr Boentaran prepared the formation of the Indonesian Red Cross. Exactly a month after Indonesia's independence, September 17th 1945 , PMI was formed. This historic event is known today as PMI Day.

This research was carried out at the PMI Yogyakarta City Blood Donor Unit on 16 – 22, February, 2023. The Yogyakarta City PMI Blood Donor Unit is located on Jl. Tegal Gendu No.25, Prenggan, Kota Gede District, Yogyakarta City, DIY.

Respondent data obtained included: gender, age, and number of donors.

a. Respondent categories based on gender

Table 1
The total respondents based on gender

Gender	Amount	Percentage
Man	70	74%
Woman	25	26%
Total	95	100 %

The data above shows that the highest number of respondents was male, 70 people with a percentage of 74%.

b. Categories of respondents based on age

The data shows that the highest number of respondents aged 21 - 30 years is 45 people with a percentage of 47% and the lowest number of respondents aged $\geqslant$60 years is 1 person with a percentage of 1%.

c. Categories of respondents based on the number of blood donors

Table 2
The total respondents based on the number of donors can be seen in the following table:

Blood donors	Amount	Percentage
1 – 25	43	45%
26 – 50	45	48%
51 – 75	6	6%
76 – 100	1	1%
>100	0	0%
Total	95	100%

The most respondents were respondents with a number of donors 26 - 50 times, namely 45 people with a percentage of 48% and the fewest respondents were respondents with a number of donors >100 times, namely 0 people with a percentage of 0%.

Based on the data above, the largest number of respondents are respondents with a number of donors 26 - 50 times, namely 45 people with a percentage of 48% and the fewest respondents are respondents with a number of donors >100 times, namely 0 people with a percentage of 0%.

Univariate Analysis

Table 3
Frequency Distribution of Service Quality for Blood Donor Collection Officers

Category	Scale Results	Frequency	Percentage
Less Quality	≤30	0	0%
Quality	>30	95	100%
Total		95	100%

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Based on the table above, it can be concluded that the quality of service for blood donor collection officers at UDD PMI Yogyakarta City is in the quality category with a percentage of 100% or 95 respondents, while in the less quality category there are 0 respondents with a percentage of 0%.

Bivariate Analysis (Kendall's Tau Correlation Test)
The Kendall's Tau correlation test is used to determine the relationship between two ordinal scale variables. From the results of table 4.8, it can be concluded that the relationship between the quality of donor blood collection services and donor satisfaction is significant, strong and in the same direction.

CONCLUSION
Based on the results of the analysis and discussion of the data, the researcher obtained conclusions that can be drawn from the research regarding the relationship between the quality of service of donor blood collection officers and the level of donor satisfaction at UDD PMI Yogyakarta City as follows:
1. The results of this research show that 52.9% of the independent variables have a significant relationship with the dependent variable, while the remaining 47.1% are influenced by other variables not examined in this research.
2. The results of the Kendall's Tau correlation test showed a significance value of 0.000<0.05, so it was declared significant and the coefficient value was 0.574**, which can be interpreted as a positive value, so that the direction of the relationship between variables is significant, strong and in the same direction.
3. The conclusion of the suggestions given by donors through the questionnaires distributed was that on average donors felt satisfied and comfortable with the quality of service provided by officers, but there were few notes from donors about improving supporting facilities that could provide a more comfortable feeling to donors. Includes facilities in the waiting room or post-donor room.

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