

GAMBARAN TINGKAT KEPUASAN PENDONOR DARAH DI UNIT DONOR DARAH PALANG MERAH INDONESIA KABUPATEN PURWOREJO TAHUN 2022

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INTISARI

Latar Belakang: Kepuasan adalah tingkat perasaan seseorang setelah membandingkan kinerja (hasil) yang ia rasakan dengan harapannya. Jika pelayanan yang di persepsikan sesuai yang diharapkan, maka kualitas pelayanan akan dipresepsikan baik dan memuaskan. Oleh sebab itu maka kualitas pelayanan bergantung pada kemampuan penyedia layanan untuk memenuhi harapan pelanggan. Pengukuran tingkat kepuasan kepada pendonor belum pernah dilaksanakan di UDD PMI Kabupaten Purworejo, sehingga perlu untuk dilakukan evaluasi terhadap pelayanan yang diberikan.

Tujuan Penelitian: Mengetahui gambaran kepuasan pendonor darah terhadap pelayanan donor darah di UDD PMI Kabupaten Purworejo Tahun 2022.

Metode Penelitian: Penelitian ini menggunakan metode deskriptif kuantitatif untuk menggambarkan objek yang diteliti melalui data primer dengan pendekatan *cross sectional* dengan sampel sebanyak 90 pendonor darah.

Hasil: Hasil penelitian menunjukkan dari total 90 pendonor terdapat 46 (51%) menyatakan sangat puas dan terdapat 44 (49%) menyatakan puas terhadap pelayanan donor. Tidak terdapat responden yang menyatakan kurang puas dan tidak puas dalam penelitian ini. Berdasarkan karakteristik usia sebagian besar pada rentang usia 26-45 tahun sejumlah 42 (47%). Diketahui tingkat kepuasan dengan persentase tertinggi yaitu 22 (24%) responden usia dewasa menyatakan puas terhadap pelayanan donor darah di UDD PMI Purworejo pada tahun 2022. Berdasarkan jenis kelamin, sebagian besar berjenis kelamin laki-laki yaitu sejumlah 66 (73%) responden. Diketahui sebagian besar responden laki-laki sejumlah 36 (40%) menyatakan sangat puas terhadap pelayanan donor darah di UDD PMI Purworejo Tahun 2022.

Kesimpulan: Kesimpulan penelitian ini yaitu persentase kepuasan pendonor diketahui 51% sangat puas dan 49% puas terhadap pelayanan donor di UDD PMI Kabupaten Purworejo. Berdasarkan usia remaja menyatakan 12% sangat puas dan 17% puas, berdasarkan usia dewasa menyatakan 22% sangat puas dan 24% puas, sedangkan pada usia lansia menyatakan 17% sangat puas dan 8% puas. Berdasarkan jenis kelamin, pada pendonor laki-laki menyatakan 40% sangat puas dan 33% puas, sedangkan pada pendonor perempuan 11% sangat puas dan 16% puas.

Kata Kunci: *Kepuasan, Pendonor Darah, UDD PMI Purworejo*

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DESCRIPTION OF BLOOD DONOR SATISFACTION LEVEL IN THE INDONESIAN RED CROSS BLOOD DONOR UNIT, PURWOREJO REGENCY IN 2022

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ABSTRACT

Background: Satisfaction is the level of a person's feelings after comparing the performance (results) he feels with his expectations. If the perceived service is as expected, then the service quality will be perceived as good and satisfactory. Therefore, the quality of service depends on the ability of service providers to meet customer expectations. Measurement of the level of satisfaction with donors has never been carried out at UDD PMI Purworejo Regency, so it is necessary to evaluate the services provided.

Objective: To find out the description of blood donor satisfaction with blood donation services at UDD PMI Purworejo Regency in 2022.

Methods: This study uses a quantitative descriptive method to describe the object under study through primary data with a cross sectional approach with a sample of 90 blood donors.

Results: The results showed that from a total of 90 donors, 46 (51%) said they were very satisfied and 44 (49%) said they were satisfied with donor services. There were no respondents who stated that they were less satisfied and dissatisfied in this study. Based on age characteristics, most of them are in the age range of 26-45 years, as many as 42 (47%). It is known that the satisfaction level with the highest percentage, namely 22 (24%) adult respondents, stated that they were satisfied with the blood donation service at UDD PMI Purworejo in 2022. Based on gender, most of them were male, namely 66 (73%) respondents. It is known that most of the 36 male respondents (40%) stated that they were very satisfied with the blood donation service at UDD PMI Purworejo in 2022.

Conclusion: The conclusion of this study is that the percentage of donor satisfaction is known to be 51% very satisfied and 49% satisfied with donor services at UDD PMI Purworejo Regency. Based on the age of adolescents stated 12% very satisfied and 17% satisfied, based on adult age stated 22% very satisfied and 24% satisfied, while in the elderly stated 17% very satisfied and 8% satisfied. Based on gender, male donors stated that 40% were very satisfied and 33% satisfied, while female donors were 11% very satisfied and 16% satisfied.

Keywords: Satisfaction, Blood Donor, UDD PMI Purworejo

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