

**GAMBARAN TINGKAT KEPUASAN PENDONOR DARAH
TERHADAP PELAYANAN DONOR DARAH
DI UTD PMI KULON PROGO
TAHUN 2022**

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INTISARI

Latar Belakang: Darah merupakan cairan yang ada di dalam tubuh manusia untuk mengangkut nutrisi dan oksigen yang dibutuhkan oleh jaringan tubuh.

Tujuan Penelitian: Penelitian ini bertujuan mengetahui tingkat kepuasan pendonor darah sukarela pada pelayanan donor darah sukarela terhadap pelayanan donor darah di UTD PMI Kabupaten Kulon Progo pada bulan Maret Tahun 2022.

Metode Penelitian: Metode penelitian ini dilakukan secara kuantitatif, dengan jenis penelitian deskriptif penelitian yang memerlukan waktu pengukuran data hanya satu kali pada satu saat.

Hasil Penelitian: Tingkat kepuasan pendonor secara keseluruhan menunjukkan bahwa pendonor merasa sangat puas terhadap pelayanan yang ada di UTD PMI Kabupaten Kulon progo, berdasarkan bukti fisik, ketanggapan, kehandalan, empati dan Jaminan , dengan persentase rata-rata 85,21% masuk kategori sangat puas . Indikator pernyataan kepuasan pendonor yang paling tinggi yaitu pada dimensi jaminan sangat puas (88,37%), dan yang paling rendah adalah pada dimensi bukti fisik puas (81,06%).

Kesimpulan: Tingkat kepuasan pelayanan donor darah pada pendonor berdasarkan dimensi bukti fisik yaitu sebesar 81,06%, berdasarkan dimensi ketanggapan sebesar 84,31%, berdasarkan dimensi kehandalan sebesar 85,99%, berdasarkan dimensi empati sebesar 87,35%, berdasarkan dimensi jaminan sebesar 88,37%, dan gambaran kepuasan pelayanan donor darah secara keseluruhan sebesar 85,21% dengan kategori sangat puas.

Kata Kunci: Tingkat Kepuasan Pendonor Darah, pelayanan donor darah, dimensi

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**DESCRIPTION OF BLOOD DONOR SATISFACTION LEVEL WITH
BLOOD DONOR SERVICES AT UTD PMI KULON PROGO
YEAR 2022**

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ABSTRAK

Background : Blood is a fluid in the human body to transport nutrients and oxygen needed by body tissues.

Research Objectives : This study aims to determine the level of satisfaction of voluntary blood donors in voluntary blood donation services for blood donation services at UTD PMI Kulon Progo Regency in March 2022.

Research Methods : This research method is carried out quantitatively, with a descriptive type of research that requires data measurement time only once at a time.

Research results : The overall level of donor satisfaction shows that donors are very satisfied with the services available at UTD PMI Kulon Progo Regency, based on physical evidence, responsiveness, reliability, empathy and assurance, with an average percentage of 85.21% in the very satisfied category. . The indicator of the highest donor satisfaction statement is the very satisfied guarantee dimension (88.37%), and the lowest is the satisfied physical evidence dimension (81.06%).

Conclusion : The level of satisfaction of blood donor services to donors based on the dimensions of physical evidence is 81.06%, based on the responsiveness dimension is 84.31%, based on the reliability dimension is 85.99%, based on the empathy dimension is 87.35%, based on the assurance dimension of 88.37%, and the overall picture of blood donor service satisfaction is 85.21% in the very satisfied category.

Keywords : Blood Donor Satisfaction Level, blood donor services, dimension

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