

**GAMBARAN KEPUASAN PENDONOR SUKARELA TERHADAP  
PELAYANAN DONOR DARAH  
DI UDD PMI KOTA YOGYAKARTA TAHUN  
2022**

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**INTISARI**

**Latar Belakang:** Pelayanan darah dan kepuasan merupakan dua hal yang tidak dapat dipisahkan karena dengan adanya kepuasan maka pihak terkait dapat saling mengoreksi sampai dimana pelayanan yang diberikan akan bertambah baik atau buruk.

**Tujuan Penelitian:** Penelitian ini bertujuan mengetahui kepuasan pendonor sukarela terhadap pelayanan donor darah di UDD PMI Kota Yogyakarta.

**Metode Penelitian:** Penelitian ini adalah penelitian kuantitatif dengan desain deskriptif. Penelitian ini menggunakan data primer dengan sampel sebanyak 80 pendonor di UDD PMI Kota Yogyakarta tahun 2022, dan teknik pengambilan sampel menggunakan *quota sampling*.

**Hasil:** Karakteristik responden berdasarkan umur paling banyak berumur dewasa (26-45 tahun) yaitu 42 orang (52,5%) diikuti oleh remaja (17-25 tahun) sebanyak 22 orang (27,5%) dan lansia (45-60 tahun) sebanyak 16 orang (20%). Berdasarkan jenis kelamin lebih banyak laki-laki dengan jumlah 42 orang (52,5%), perempuan yaitu 38 orang (47,5%). Berdasarkan pekerjaan lebih banyak memilih lain-lain yaitu 29 orang (36,3%), mahasiswa yaitu 19 orang (23,8%), wiraswasta yaitu 14 orang (17,5%), tni/polri yaitu 11 orang (13,8%), dan pns sebanyak 7 orang (8,6%). Berdasarkan dimensi kehandalan (*reliability*) kategori sangat puas 52 orang (64,9%), dimensi ketanggapan (*responsiveness*) kategori sangat puas 59 orang (73,8%), dimensi jaminan (*assurance*) kategori sangat puas 59 orang (73,8%), dimensi empati (*empathy*) kategori sangat puas 60 orang (75,0%) dan dimensi penampilan fisik (*tangible*) kategori sangat puas 63 orang (78,7%).

**Kesimpulan:** Kepuasan Donor Sukarela UDD PMI Kota Yogyakarta terhadap pelayanan donor darah didominasi oleh semua dimensi sangat memuaskan yaitu dimensi kehandalan (*reliability*) 52 orang (64,9%), dimensi ketanggapan (*responsiveness*) 59 orang (73,8%), dimensi jaminan (*assurance*) 59 orang (73,8%), dimensi empati (*empathy*) 60 orang (75,0%), dan dimensi penampilan fisik (*tangible*) 63 orang (78,7%).

**Kata Kunci:** *Kepuasan, Pendonor Sukarela, UDD PMI Yogyakarta, 2022*

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# OVERVIEW OF VOLUNTEER DONOR SATISFACTION WITH BLOOD DONOR SERVICES IN BLOOD DONOR UNIT PMI YOGYAKARTA CITY IN 2022

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## ABSTRACT

**Background:** Blood service and satisfaction are two things that cannot be separated because with satisfaction, related parties can correct each other to what extent the services provided will get better or worse.

**Objectives:** The objectives of this study knowing to the satisfaction of voluntary donors with blood donation services at Blood Donor Unit PMI Yogyakarta City.

**Methods:** This research is a quantitative research with a descriptive design. This study uses primary data with a sample of 80 donors at Blood Donor Unit PMI Yogyakarta City in 2022, and the sampling technique uses quota sampling.

**Results:** Characteristics of respondents based on age are mostly adults (26-45 years) namely 42 people (52.5%) followed by adolescents (17-25 years) namely 22 people (27.5%) and elderly (45-60 years). ) as many as 16 people (20%), for gender there are more men with a total of 42 people (52.5%), then women, namely 38 people (47.5%), and jobs that prefer others, namely 29 people (36.3%), then students were 19 people (23.8%), entrepreneurs were 14 people (17.5%), military/police were 11 people (13.8%), and civil servants were 7 people ( 8.6%). Based on the dimensions of reliability (reliability) category very satisfied 52 people (64.9%), the dimension of responsiveness (responsiveness) very satisfied category 59 people (73.8%), dimension assurance (assurance) category very satisfied 59 people (73.8% ), the dimension of empathy (empathy) in the category of very satisfied 60 people (75.0%) and the dimension of physical appearance (tangible) in the category of being very satisfied with 63 people (78.7%).

**Conclusion:** Voluntary Donor Satisfaction at Blood Donor Unit PMI Yogyakarta City towards blood donation services is dominated by very satisfying all dimensions, namely the reliability dimension (reliability) 52 people (64.9%), the responsiveness dimension 59 people (73.8%), the assurance dimension ) 59 people (73.8%), the dimension of empathy (empathy) 60 people (75.0%) and the dimension of physical appearance (tangible) 63 people (78.7%).

**Keywords:** *Satisfaction, Voluntary Donor, Blood Donor Unit PMI Yogyakarta, 2022*

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