

GAMBARAN TINGKAT KEPUASAN PENDONOR DARAH *THROMBOPHERESIS* DI UDD PMI KOTA TANGERANG SELATAN TAHUN 2023

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INTISARI

Latar Belakang: Tingkat kepuasan pendonor darah *thrombopheresis* adalah tingkat kepuasan yang dirasakan oleh pendonor dalam mendonorkan darah *thrombopheresis* tanpa adanya paksaan. Sepanjang 2022, jumlah pendonor *thrombopheresis* mengalami penurunan rata-rata 1-2 donor/bulan. Oleh karenanya, perlu adanya upaya meningkatkan kualitas pelayanan donor *thrombopheresis* melalui pengukuran tingkat kepuasan pendonornya.

Tujuan Penelitian: Mengetahui gambaran tingkat kepuasan pendonor terhadap pelayanan donor darah *thrombopheresis* di UDD PMI Kota Tangerang Selatan.

Metode Penelitian: Jenis penelitian deskriptif kuantitatif dengan teknik total sampling. Populasi pada penelitian ini adalah seluruh pendonor *thrombopheresis* yang datang di UDD PMI Kota Tangerang Selatan pada Januari - April 2023. Sampel penelitian yang diambil yaitu sebanyak 36 responden.

Hasil: Berdasarkan usia dengan angka terbesar adalah usia produktif antara 25 - 44 tahun dengan latar belakang pendidikan diploma dan sarjana dengan presentase masing-masing sebesar 38,9%. Gambaran tingkat kepuasan pendonor *thrombopheresis* terhadap pelayanan donor darah *apheresis* berdasarkan 5 dimensi, meliputi bukti langsung 80%, kemampuan 78%, ketanggapan 86%, jaminan 88% dan empati 89% dengan rata-rata keseluruhan 84% dikategorikan dengan sangat puas.

Kesimpulan: Usia produktif antara 25 - 44 tahun dengan latar belakang pendidikan diploma dan sarjana, menjadi karakteristik dominan dari pendonor *thrombopheresis*. Berdasarkan rata-rata tingkat kepuasan pendonor terhadap pelayanan donor darah di UDD PMI Kota Tangerang Selatan secara keseluruhan berdasarkan 5 dimensi yaitu didominasi dengan jawaban “puas”.

Kata Kunci: *Apheresis*, Kepuasan Pendonor, *Thrombopheresis*

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DESCRIPTION OF THE LEVEL OF SATISFACTION OF THROMBOPHERESIS BLOOD DONOR AT UDD PMI SOUTH TANGERANG CITY IN 2023

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ABSTRACT

Background: The satisfaction level of donors of thrombopheresis blood is the level of satisfaction felt by donors in donating thrombopheresis blood without any coercion. Throughout 2022, the number of thrombopheresis donors will decrease by an average of 1-2 donors/month. Therefore, efforts are needed to improve the quality of thrombopheresis blood donor services by measuring the level of donor satisfaction.

Objectives: To find out the description of the level of donor satisfaction with thrombopheresis blood donor services at PMI UDD, South Tangerang City.

Method: This type of quantitative descriptive research with total sampling technique. The population in this study were all thrombopheresis donors who came to UDD PMI South Tangerang City in January - April 2023. The research sample taken was 36 respondents.

Results: Based on age, the productive age between 25-44 years with a diploma and undergraduate education background is 38.9% each, with the largest number. An overview of the level of satisfaction of thrombopheresis donors with apheresis blood donor services is based on 5 dimensions, including 80% direct evidence, 78% ability, 86% responsiveness, 88% assurance, and 89% empathy, with an overall average of 84% categorized as very satisfied.

Conclusion: Productive age between 25 and 44 years with a diploma and bachelor background is the dominant characteristic of thrombopheresis donors. Based on the average level of donor satisfaction with blood donor services at UDD PMI South Tangerang City as a whole based on 5 dimensions, namely dominated by "satisfied" answers

Keywords: Apheresis, Donor Satisfaction, Thrombopheresis

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