

GAMBARAN KEPUASAN PENDONOR DARAH TERHADAP PELAYANAN DONOR DARAH DI UDD PMI KOTA YOGYAKARTA TAHUN 2024

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INTISARI

Latar Belakang : Tingkat kepuasan merupakan evaluasi dari rasa puas atau tidak puas setelah mempertimbangkan layanan yang diterima sesuai dengan harapan. Kualitas pelayanan donor darah dapat dinilai berdasarkan tingkat kepuasan yang dicapai oleh pendonor.

Tujuan Penelitian : Penelitian ini bertujuan untuk mengetahui gambaran kepuasan pendonor darah terhadap pelayanan donor darah di Unit Donor Darah PMI Kota Yogyakarta Tahun 2024

Metode Penelitian : Penelitian merupakan penelitian deskriptif kuantitatif. Populasi pada penelitian ini adalah pendonor yang berada didalam gedung, lolos seleksi donor dan pengambilan darah. Pengambilan data dilakukan dengan cara memberikan kuesioner pada responden sebanyak 96 pendonor yang ditentukan secara *quota sampling*.

Hasil : Karakteristik pendonor berdasarkan umur paling banyak dengan rentang 26-35 tahun yaitu 30 orang (31,25%), jenis kelamin paling banyak yaitu laki-laki dengan jumlah 62 orang (64,58%), kemudian berdasarkan tingkat pendidikan paling banyak yaitu jenjang S1/S2/S3 dengan jumlah 40 orang (41,67%). Tingkat kepuasan pendonor darah secara keseluruhan berdasarkan lima aspek yaitu kehandalan, tanggap, jaminan, empati dan bukti nyata sebesar 65,56% memilih kategori sangat puas, 33,89% puas dan 0,56% kurang puas.

Kesimpulan : Mayoritas pendonor sukarela di UDD PMI Kota Yogyakarta sangat puas dengan semua aspek pelayanan donor darah yang diberikan, yaitu aspek kehandalan, aspek tanggap, aspek jaminan, aspek empati dan aspek bukti nyata.

Kata Kunci : *Kepuasan, Pendonor Darah, Unit Donor Darah*

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AN OVERVIEW OF BLOOD DONOR SATISFACTION WITH BLOOD DONOR SERVICE AT BLOOD DONATION UNIT PMI YOGYAKARTA CITY IN 2024

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ABSTRACT

Background : The level of satisfaction is an evaluation of a sense of satisfaction or dissatisfaction after considering the services received in accordance with expectations. The quality of blood donor service can be assessed based on the level of satisfaction achieved by donors.

Objective : The objective of this study was to describe of blood donor satisfaction with blood donor services at Blood Donation Unit PMI Yogyakarta City in 2024

Methods : This research was a quantitative descriptive research. The population in this study were donors who were in the building, passed the donor selection and blood collection. Data collection was carried out by giving questionnaires to respondents as many as 96 donors who were determined by *quota sampling*.

Results : The characteristics of donors based on age are mostly in the range of 26-35 years, namely 30 people (31,25%), the most gender is male with a total of a 62 people (64,58%), then based on the highest level of education, namely S1/S2/S3 with a total of 40 people (41,67%). The overall level of satisfaction of blood donors based on five aspects, namely reliability, responsiveness, assurance, empathy and tangible evidence of 65,56% choosing the category very satisfied, 33,89% satisfied and 0,56% less satisfied.

Conclusion : The majority of voluntary donors at Blood Donation Unit PMI Yogyakarta City are very satisfied with all aspects of the blood donor services provided, namely aspect of reliability, responsiveness, assurance, empathy and tangible evidence.

Keyword : *Satisfaction, Blood Donors, Blood Donotion Unit*

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