ABSTRAK

Syndika Raya Anggrareta, Donor Satisfaction with Blood Services at UDD PMI Trenggalek Regency. D-3 Blood Bank Technology Study Program, Department of Pharmacy and Food Analysis, Health Polytechnic, Ministry of Health, Malang. Supervisor Dr. Ekowati R, S.Kp, M.Kes.

Donor satisfaction is an aspect that must be considered to increase motivation and interest for donors. In increasing donor satisfaction, a donor satisfaction survey needs to be conducted on blood services. The purpose of the study was to determine public satisfaction with blood donor services. The research design used a quantitative descriptive research type. The research population was all donors who came to the UDD PMI Trenggalek Regency in November - December. The research sample was 71 respondents taken by accidental sampling using a questionnaire. The results of the study showed that the level of donor satisfaction was based on 6 dimensions, including safety and security 95%, effectiveness 98%, patient-centered 99%, timely/accessible 99%, efficiency 100%, and fairness 96% with an overall average of 98% which was categorized as very good. The level of donor satisfaction with blood donor services based on the dimensions of reliability 95%, certainty/assurance 97%, physical appearance 95%, understanding 99%, and responsiveness 98% with an average of 97% which was categorized as very good.

Keywords: Service Quality, Donor Satisfaction