Abstract

Latifa Amalia Cahyati (2025). Overview of Voluntary Blood Donor Satisfaction Levels Regarding Donor Services at UDD PMI Surabaya in October 2024. Scientific Paper, Diploma Program in Blood Bank Technology, Department of Pharmaceutical and Food Analysis, Advisor: Tanto Hariyanto, S.Kep, Ns, M.Biomed.

Service is an activity carried out by an individual, a group, or an organization with the goal of helping to meet the needs of the community. The services provided by the staff of the UDD PMI Surabaya are a form of service delivery. It is important for the staff to maintain service quality in order to achieve satisfaction in line with the donors' expectations. Donors will feel satisfied if their expectations regarding the service are fulfilled. This study aims to provide an overview of the level of donor satisfaction with the quality of service at UDD PMI Surabaya. The research method used in this study is descriptive research with a survey approach. The sample for this study consisted of 30 donors at UDD PMI Surabaya. Data analysis used the Likert scale formula. The results of the study show a satisfaction survey score of 85.3, meaning that the majority of respondents expressed a high level of satisfaction with the service, especially in handling complaints, although some shortcomings were noted. The study also identified limitations, such as incomplete questionnaire responses and instances of refusal to participate, which affected the overall data collection process.

Keyword*: donor services, satisfaction levels*