BLOOD DONOR SATISFACTION LEVEL AT THE PMI UDD IN MALANG REGENCY

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ABSTRACT

Background: Blood donor satisfaction level is a feeling of satisfaction or dissatisfaction that someone feels after receiving a service. **Research objective:** to determine the level of satisfaction of blood donors at the UDD PMI Malang Regency in December 2024. **Research method:** This research is a quantitative descriptive study and involved 83 respondents selected using accidental sampling techniques. This research was conducted from October to November at the UDD PMI Malang Regency. **Research results:** The results of the blood donor satisfaction level study show that the scores for each variable are: responsiveness of 4.30, reliability of 4.32, assurance of 4.11, empathy of 4.18, tangible of 4.00. **Conclusion:** These findings provide an overview that in general the service at the UDD PMI Malang Regency has met donor expectations and can be used as a basis for improving service quality and further research. This study provides insight into the level of satisfaction of blood donors.

Key word: donor satisfaction, descriptive research