



## The Influence of Service Quality and Social Media on Blood Donation Interest in Indonesian Red Cross South Sulawesi Province

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### Abstract

The Indonesian Red Cross (PMI) is the only organization that has the authority to provide blood transfusion services. In 2021, the number of donors at the Indonesian Red Cross Blood Donation Unit, South Sulawesi Province, was 10,265 people, with 2,168 people taking blood from activities inside the building or around 21% and taking blood outside the building as many as 8,097 or around 79% (UDD PMI South Sulawesi Province, 2021) of the total population in South Sulawesi which reached 8,956,181 people, this proves that interest in blood donation is low (BPS, 2021). The demand for blood for blood transfusions is increasing. The minimum need for blood in Indonesia has reached around 5.1 million bags per year or 2% of the population, (WHO 2016). The Indonesian Red Cross Blood Donor Unit for South Sulawesi Province has not been able to meet the target of voluntary blood donations in accordance with the World Health Organization (WHO) requirement for voluntary donors of at least 2% of the population. This research aims to analyzing the influence of service quality and social media on interested in donating blood. The novelty of this research of Service Quality and Social Media on Interest in Blood Donation in the Indonesian Red Cross Blood Donation Unit, South Sulawesi Province in 2022. Using quantitative descriptive research using a questionnaire instrument with multiple linear regression method. The Service Quality and Social Media has a positive and significant effect on Interest in Blood Donation at UDD PMI South Sulawesi Province. Limitations of research is not measured from the many existing social media so it cannot be known which ones contributed the most of donors.

**Keywords:** *Service Quality, Social Media, Blood Donation*

### INTRODUCTION

Service Quality is the quality of service provided to customers, both internal and external customers, based on standard service procedures. To improve the quality of service, there is a need for interactive communication between users and service providers, one of which is through social media. The total population in South Sulawesi which reached 8,956,181 people, this proves that interest in blood donation is low (BPS, 2021). The demand for blood for blood transfusions is increasing. The minimum need for blood in Indonesia has reached around 5.1 million bags per year or 2% of the population, while the current supply of blood and its components is only 4.6 million bags from 3.05 million donations. As many as 86.20% of the 3.05 million donations came from voluntary blood donors. Provisions according to the World Health Organization (WHO 2016). According to [Indika and Jovita \(2017\)](#) the correlation value between Instagram social media and purchase interest is 70.9%. The correlation value is positive, which means the relationship between the two variables is in the same direction, where the more effective Instagram social media is, the higher consumer buying interest. Service Quality is the quality of service provided to customers, both internal and external customers, based on standard service procedures. To improve the quality of service, there is a need for interactive communication between users and service providers, one of which is through social media. [Kotler and Keller \(2016\)](#) define social media as a tool or method used by consumers to share information in the form of text, images, audio and video with other people and companies, organizations or vice versa.

The demand for blood at the PMI Blood Donation Unit of South Sulawesi Province has increased very significantly every month, to meet the availability of blood stock in accordance with

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WHO provisions of 2% of the total population. The South Sulawesi Province PMI Blood Donor Union carries out several programs including outreach via social media Instagram, WhatsApp, Facebook and SIMDONDAR. Kotler and Keller (2016) define social media as a tool or method used by consumers to share information in the form of text, images, audio and video with other people and companies, organizations or vice versa. Along with advances in technology and community demands for services at UTD as a service provider for the wider community requiring blood services related to blood needs, it is hoped that community participation will have awareness, interest, desire and real action in carrying out blood donations. Social media is a medium for social interaction, communicating easily with other people and media that is easily accessible to anyone. The community makes social media a daily necessity, as well as the PMI South Sulawesi province blood transfusion unit uses social media as a means of interaction and channeling information.

### LITERATURE REVIEW

Blood donation is the process of taking blood from a person (donor) with the aim of giving it to a recipient (patient) who needs blood. Blood donors are people who donate blood or its components to patients for the purpose of curing disease and restoring health (PMK no.91 of 2015).

According to Lupiyoadi (2016), the five main dimensions of service quality are known as SERVQUAL (Service Quality) which consist of:

1. Physical Evidence (Tangible) The ability of a company to demonstrate its existence to external parties. The reliable appearance and capability of the company's physical facilities and infrastructure as well as the condition of the surrounding environment is one of the ways service companies provide quality service to customers. These include physical facilities (buildings, books, bookshelves, tables and chairs, etc.), technology (equipment and equipment used), and employee appearance.
2. Reliability: The company's ability to provide services in accordance with what is promised accurately and reliably. Performance must be in accordance with customer expectations which is reflected in punctuality, equal service to all customers without errors, sympathetic attitude and high accuracy.
3. Responsiveness (Responsiveness) The ability to help customers and provide services quickly and precisely by conveying clear information. Ignoring and leaving customers waiting without a clear reason causes negative perceptions of service quality
4. Guarantee (Assurance) Knowledge, courtesy and ability of company employees to foster customers' trust in the company.
5. Empathy (Empathy) Providing sincere and individual or personal attention given to customers by trying to understand consumer desires where a company is expected to have an understanding and knowledge of customers, understand specific customer needs, and have operating times that are comfortable for customers.

Social Media according to Kaplan & Haenlein (2010) social media is an application that uses an internet network with ideology as its basis, based on web 2.0 technology which can create various social networks and its users can exchange generated content. Social media is a place where anyone can create a personal web page so that everyone can open it so they can connect and communicate with others. According to Triastuti et al. (2017). Social media is a medium for social interaction, communicating easily with other people and media that is easily accessible to anyone. Society has now made social media a necessity in everyday life. Without social media, human work becomes hampered. This can be seen because Indonesian people visit social media sites more often. Types of Social Media. The dominant types of social media as a means of interaction and information distribution in the UDD PMI of South Sulawesi Province are as follows:

1. Facebook (FB)
2. WhatsApp (WA)
3. Instagram (IG)
4. Blood Donor Management Information System (SIMDONDAR)

According to [Notoatmodjo \(2012\)](#), before someone adopts a new behavior, that person experiences a sequential process. Starting with awareness, namely realizing that donating blood is needed and has good benefits for the donor himself.

The Liang Gie (2014) provides a very basic understanding of interest where "interest" is defined as being busy, interested, or involved in a series of activities because you realize the importance of that activity. Apart from that, [Sujanto \(2013\)](#) provides a different understanding of "interest" as an involuntary concentration of attention that is born from will and talent which depends on the environment.

According to [Jalalian, et al. \(2010\)](#), previous research on factors that can influence the intention or interest in donating blood using the TBP (Theory of Planned Behavior) model shows that the intention to donate blood has been proven to be a good predictor of donating blood. Considering the importance of blood in achieving healing and recovery for patients who need safe blood transfusions, which of course is blood that comes from low risk donors or voluntary blood donors ([PP No. 7 of 2011](#)).

According to [Amanah \(2014\)](#), interest can be measured through convenience, risk perception, and trust. So the indicators used to measure interest are convenience, risk perception, and trust. Interest is a tendency to pay great attention to something, so that a happy feeling and positive attitude is formed. Interests also have characteristics, which are as follows:

1. Interest creates a positive attitude towards an object.
2. Interest is something that is pleasant and arises from an object.
3. Interest contains an element of appreciation, resulting in a desire and activity to get something desired.

According to [Romana and Supadmi \(2018\)](#). The influencing factors include; Attitude has a positive and significant influence on the intention to donate blood regularly. Behavioral control also plays a significant role in donating blood regularly. The higher a person's behavioral control, the higher their intention to donate blood regularly. According to [Saam and Wahyuni, \(2012\)](#). Motivation is a change that occurs in a person resulting in feelings, mental and emotional symptoms that encourage the individual to do or act something based on needs, desires and goals. Motivation is divided into two, namely internal and external motivation. Internal motivation is motivation that arises from within a person and external motivation is motivation that arises from outside a person such as from the environment, rewards or punishments which are factors that can influence a person's motivation to do something.

Sincerity and volunteerism for donors regardless of ethnicity and religion or non-discrimination in giving blood are important human values and should be exemplified or emulated ([Arianto, 2019](#)).

Blood donation is a noble act for someone to help fellow humans in need, because by donating blood, we learn sincerity to give something valuable to anyone regardless of who will receive the blood, ([Inmas, 2017](#))

## RESEARCH METHOD

This research is quantitative descriptive research and data was collected using survey techniques (questionnaires). Data analysis in this study used a Likert Scale, that can be used to

measure a person's attitudes, opinions and perceptions about an object or certain phenomena. This phenomenon has been specifically established by author, which is here in after referred to as the research variable. In this study, the dependent variable is donor interest and the independent variable is service quality and social media and the population to be studied is donor interest in South Sulawesi in 2021 as many as 855 and the sample for this study using Morgan and Krejcie tables is 265 donors. So it can provide an overview of the influence of service quality and social media on interest in blood donation at the Indonesian Red Cross blood unit in South Sulawesi province in September 2022. The inclusion criteria in this study are new, voluntary or substitute donors who donate blood either in the building or outside the building (mobile unit). Meanwhile, the exclusion criteria are donors who are rejected during donor selection/who do not meet the donor requirements, to process data from research results using inferential (quantitative) analysis. Data analysis was carried out using the multiple linear regression method. Before using multiple regression analysis, classical assumption tests were used including the normality test, multicollinearity test and heteroscedasticity test.

### **FINDINGS AND DISCUSSION**

Based on ANOVA test, the variables used in regression modeling are appropriate, by looking at the  $p$ -value ( $0.000 < \alpha (0.05)$ ), that the variables Service Quality (X1), social media (X2) simultaneously have a positive or significant effect on Donor Interest (Y) with a  $P$ -Value ( $0.000 < \alpha (0.05)$ ). Based on the results of multiple linear regression analysis using the SPSS 22 program, it was found that the service quality variable (X1) had a positive or significant effect on interest in blood donation (Y) at the Indonesian Red Cross Blood Donation Unit, South Sulawesi Province. From the results of this research it can be proven that the quality of service which includes physical evidence (Tangible), responsiveness (Responsiveness), Guarantee (Assurance) and empathy (Empathy) in the Indonesian Red Cross Blood Donor Unit, South Sulawesi Province has a very positive and significant influence on interested in donating blood.

This is reinforced by the results of research conducted by previous researchers providing support for the results of this research. Among them, it was concluded that the quality of service, social media had a significant influence on interest in blood donation at the Indonesian Red Cross Blood Donation Unit, amounting to 55.1% of interest in blood donation was influenced by the quality of service and social media. Meanwhile, the remaining 44.9% interest in blood donation was influenced by other external variables. This research was in Gianyar Regency ([Anggreni et al. 2019](#)).

Service quality is defined as a consumer's assessment of an entity's overall excellence ([Parasuraman et al. 2016](#)). Service quality contributes significantly to the creation of differentiation, product positioning and competitive strategy of every marketing organization, both manufacturing companies and service providers. Service quality is the best matrix for evaluating consumer satisfaction in comparison between expectations and service perceptions ([Chaichinarat et al, 2018](#)). Based on the results of multiple linear regression analysis using the SPSS 22 program, it was found that the social media variable (X2) had a positive or significant effect on interest in blood donation (Y) at the Indonesian Red Cross Blood Donor Unit.

Instagram social media is one of the research indicators at the Indonesian Red Cross Blood Donor Unit, South Sulawesi Province, which has a positive or significant effect, this is confirmed by research conducted by [Indika and Jovita \(2017\)](#) that the correlation value between Instagram social media and purchase interest is 70.9%. This means that the correlation value is positive, which means the relationship between the two variables is in the same direction, where the more effective Instagram social media is, the higher consumer buying interest.

Several previous research results conducted by [Alfajri et al. \(2019\)](#), stated that Instagram is good enough to help a company or organization achieve its goals, and can increase brand

awareness, brand image and companies and organizations can interact directly with their consumers.

Based on the results of multiple linear regression analysis, the results obtained show that the independent variables Service Quality (X1), Social Media (X2) have a positive and significant effect simultaneously on the dependent variable Blood Donation Interest (Y) in the Indonesian Red Cross Blood Donation Unit, South Sulawesi Province. This is reinforced by previous research regarding factors that can influence the intention or interest in donating blood using the TBP (Theory of Planned Behavior) model, which is to show an increase in or explain three types of human beliefs or behavior towards trust, including behavioral, normative and control that a person's intention to donate blood has a good impact on their health, this has been proven to be a good predictor of donating blood (Jalalain, et al. 2010). Parasuraman et al. (2016) developed a conceptual framework of service quality dimensions into reliability, responsiveness, competence, accessibility, courtesy, credibility, security, which are then integrated into 5 (five) dimensions which include Tangibility, Reability, Responsiveness, Assurance, and Empathy. Social media is a medium for social interaction, communicating easily with other people and media that is easily accessible to other people and easy to access. This can be seen because Indonesian people currently visit social media sites more often (Triastuti, et al., 2017).

## CONCLUSIONS

Service quality has a partially significant effect on blood donation interest in the Indonesian red palm blood donation unit, South Sulawesi province, social media has a partially. The significant effect on blood donation interest in the Indonesian Red Cross blood donation unit, South Sulawesi Province. Service quality and social media simultaneously have a significant effect on interest in blood donation at the Indonesian Red Cross Blood Donation Unit, South Sulawesi Province, there were several limitations experienced and there could be several factors that researchers could pay more attention to, namely interesting information or content on TikTok, YouTube and not only information about blood stocks but more about the benefits of blood donation. in general. As a reference for future researchers in perfecting their research because the researcher himself has many shortcomings which of course need to be improved in future research, including testing the validity and reliability of the indicators that are the points of questions in the questionnaire so that there are no violations of assumptions which include; Normality Heteroscedasticity and Autocorrelation.

## LIMITATION & FURTHER RESEARCH

The limitations of the study are those characteristics of design or methodology that impacted or influenced the interpretation of the findings from your research. Further research should suggest the number of gaps in our knowledge that follow from our findings or to extend and further test of the research.

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