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Description of customer satisfaction at the Tangerang City Blood Collecting Center Services in January-March 2023

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ABSTRACT

Introduction: Service quality has a positive and significant effect on customer satisfaction. The level of customer satisfaction is a measuring tool that must be evaluated and then used as material for controlling the direction and quality of service to achieve the goals expected by the blood collecting center. This study aims to describe customer satisfaction with blood donor services and blood requests at the Tangerang City blood collecting center of Indonesia Red Cross in January-March 2023 to improve the quality of both services and products.

Methods: The type of research used was descriptive with a quantitative approach carried out at Tangerang City Blood Collecting Center of Indonesia Red Cross in January-March 2023. The population in this study were donors who donated blood both in site or in mobile unit activities and hospital couriers or families of patients who did blood requests during the study period. The sampling technique used was non-probability and accidental sampling, with a total sample of 357 questionnaire respondents.

Results: Based on the calculation data, the customer satisfaction index value for blood donation services (donors) is 88.15, which is in the good category. Meanwhile, the results of calculating the customer satisfaction index value for blood requests (hospital courier or patient's family) are 82.66. They are included in the good category for 9 service elements according to Permenpan number 14 of 2017.

Conclusion: The blood donor and the Tangerang City Blood Collecting Center blood request service were suitable.

Keywords: blood collecting center, customer satisfaction, service.

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INTRODUCTION

Every public service is expected to prioritize service quality, including health service facilities.¹ Blood collecting center is a health service facility that organizes blood donors, blood administration, and blood distribution. In carrying out its duties, have several different customer groups with different expectations and needs; it is essential to know who they are and what they expect and need. Service quality has a positive and significant effect on customer satisfaction, meaning that an increase in service quality will increase satisfaction and vice versa. If the service quality decreases, customer satisfaction will also decrease.²

Based on World Health Organization (WHO) standards, the minimum need for blood in Indonesia is 2% of the population.²

Evaluating the implementation of services is necessary to fulfill these needs and improve the quality of sustainable services. As stated in the Peraturan Menteri Kesehatan Republik Indonesia 91 of 2015 concerning Blood Transfusion Service Standards, the blood collecting center must have a system to obtain or encourage customer feedback and accommodate different ways of communication.² This feedback loop is an essential part of the improvement process.

One way to get feedback as an effort to improve and improve service is to conduct a customer satisfaction survey of several groups of customers.³ The level of customer satisfaction is a measurement tool that must be evaluated periodically and continuously, which can then be used as material for controlling the direction and quality of service so

the goal of providing a predetermined level of customer satisfaction can be realized.⁴ Customer satisfaction surveys are conducted periodically every 3 (three) months (quarter), 6 (six) months (semester) or at least once a year.³

Satisfaction of blood donors is an important aspect that needs to be measured to maintain donor interest in returning to donate blood.⁵ Blood collecting center must ensure that the donor selection and assessment process confirms the donor's fulfillment of the requirements to donate blood for medical purposes and that the blood donation process does not harm the donor.² In addition, satisfaction with blood demand services is needed as feedback from service users (hospital couriers and patient families) to fulfill blood needs for patients.

This study aims to describe customer

satisfaction with blood donation services and blood requests at the Tangerang City blood collecting center from January until March 2023. Furthermore, it is hoped that with an assessment of the nine elements in the questionnaire, the blood collecting center can improve the quality of both services and products produced. On a large scale, researchers hope that more blood-collecting centers will be motivated to conduct surveys on customer satisfaction.

METHODS

Study Design

This research uses descriptive research with a quantitative approach at the Tangerang City blood collecting center in January-March 2023. The population in this study were donors who donated blood both in site and in mobile unit activities and hospital couriers or the patient's family who requested blood during the study period.

Sampling

The sampling technique used is non-probability and accidental sampling which is a random sampling technique without giving equal opportunities to all population members. The sample size was obtained using the sample table from Krejcie and Morgan (1970) with a population of 5,000 with a sample size of 357.

Instruments

Customer satisfaction is calculated using a questionnaire adapted from the Regulation of the Minister of Administrative Reform and Bureaucratic Reform of the Republic of Indonesia number 14 of 2017 concerning Guidelines for Compiling Public Service Provider Unit Community Satisfaction Surveys. The questionnaire uses a Likert scale of 1-4 with nine questions covering nine elements: condition, service procedure, service speed, service fee or donor service, product conformity, officer competency, officer courtesy, service complaints, and quality of facilities or infrastructure.

Element number four (fees/tariffs) has been adjusted to the conditions at the blood collecting center because donors are not charged a fee, so it is changed to an assessment of donor services obtained by donors after the blood collection process.

Each survey question of each element is given a value. The value is calculated using the "weighted average value" of each service element. The weighing value is determined by the formula as follows:

$$\text{mean values} = \frac{\text{value}}{\text{element}} = \frac{1}{x} = N$$

N: value per element

Average value with the following formula:

$$CSS = \frac{\text{sum of value per element}}{\text{sum of element filled}} \times \text{scale value}$$

CSS: Community Satisfaction Survey

To facilitate the interpretation of the CSS assessment, which is between 25 – 100, the assessment results mentioned above are converted to a base value of 25, with the following formula: CSS service units x 25. After the calculation, the total score is interpreted to obtain information on the results, as presented in Table 1.

The average value per service element is calculated below:

1. Weighing value = 0.11 (weight value per element) ^{$\frac{1}{9}$}
2. The average value per element = $\frac{\text{sum of value}}{\text{total respondents}}$
3. Weighted average value = average value per element x 0.11
4. Customer satisfaction index value = total weighted average value x 25

RESULTS

Respondent Characteristics

The number of respondents to the blood donor service consisted of 357 people: 259 (73%) men and 98 (27%) women. While the number of respondents to the blood request service consisted of 357 people, 268 (75%) were men and 89 (25%) were women. The number of respondents based on their last education at the blood donor service consisted of 357 people, with the most minor education, namely junior high school, 5 people (1%), and the most education, namely bachelor degree, 119 people (33%). While the number of respondents based on their last education in the blood request service consisted of 357 people, there was minor education, namely elementary school, 1 person (0.2%), and the most education, namely senior high school, 256 people (72%). The

respondent characteristics are shown in Table 2.

Customer Satisfaction Calculation

The calculation of customer satisfaction is shown in Table 3-5. Based on the calculation data, the value of the customer satisfaction index for Blood Donation Service 9 service elements is obtained as follows:

1. Terms of Service (U1) = 89.6 (Very Good)
2. Service Procedure (U2) = 87.9 (Good)
3. Completion Speed (U3) = 86.6 (Good)
4. Donor Service Fee (U4) = 80.4 (Good)
5. Product Conformity (U5) = 85.4 (Good)
6. Officer Competency (U6) = 92.4 (Very Good)
7. Courtesy of Officers (U7) = 91.1 (Very Good)
8. Service Complaints (U8) = 90.7 (Very Good)
9. Quality of Facilities/Infrastructure (U9) = 90.0 (Very Good)

Total Customer Satisfaction Index = 88.15 (GOOD)

The results of the calculation of customer satisfaction for the 9 elements of blood demand services are as follows:

1. Terms of Service (U1) = 83.3 (Good)
2. Service Procedure (U2) = 83.0 (Good)
3. Completion Speed (U3) = 81.1 (Good)
4. Donor Service Fee (U4) = 79.5 (Good)
5. Product Conformity (U5) = 84.9 (Good)
6. Officer Competency (U6) = 81.9 (Good)
7. Courtesy of Officers (U7) = 82.7 (Good)
8. Service Complaints (U8) = 88.9 (Very Good)
9. Quality of Facilities/Infrastructure (U9) = 79.5 (Good)

Total Customer Satisfaction Index = 82.66 (GOOD)

DISCUSSION

The blood collecting center can be stated to have good service quality, not only based on adequate technology. The service staff provides is also an aspect that is no less important for customer and patient satisfaction. Customer satisfaction can also be seen in the quality of health services offered.¹ Service quality results from a

Table 1. Perceived Value, Interval Value, Conversion Interval Value, Service Quality and Service Unit Performance

Mark Perception	Interval Value	Interval Value Conversion	Quality Service (X)	Performance Units Service (Y)
1	1.00 - 2.5996	25.00 - 64.99	D	Bad
2	2.60 - 3.064	65.00 - 76.60	C	Bad
3	3.0644 - 3.532	76.61 - 88.30	B	Good
4	3.5324 - 4.00	88.31 - 100.00	A	Very good

Table 2. Characteristics of respondents

	Donor		Hospital Courier/Patient's Family	
	Amount (n)	Percentage (%)	Amount (n)	Percentage (%)
Gender				
Man	259	73	268	75
Woman	98	27	89	25
Education				
Elementary school	0	0	1	0.2
Junior high school	5	1	21	5,8
Senior high school	108	30	256	72
Diploma	111	32	28	8
Bachelor degree	119	33	47	13
Master degree	14	4	4	1

Table 3. Customer satisfaction with blood donation service

Blood Donation Service	U1	U2	U3	U4	U5	U6	U7	U8	U9
Total Value / Elements	1280	1255	1237	1148	1219	1320	1301	1295	1285
Mean Per Element	3.59	3.52	3.46	3,22	3,41	3.70	3.64	3.63	3.60
Mean Elements Weighted	0.398	0.390	0.385	0.357	0.379	0.410	0.405	0.403	0.400

Table 4. Customer satisfaction with blood request service

Blood Request Service	U1	U2	U3	U4	U5	U6	U7	U8	U9
Total Value / Elements	1190	1185	1158	1135	1212	1169	1181	1269	1135
Mean Per Element	3,33	3,32	3,24	3,18	3,39	3,27	3,31	3,55	3,18
Mean Elements Weighted	0.370	0.368	0.360	0.353	0.377	0.363	0.367	0.395	0.353

Table 5. Customer satisfaction with blood donation and blood request service

	Blood Donation Service	Blood Request Service
Terms of Service (U1)	89.6	83.3
Service Procedure (U2)	87.9	83
Completion Speed (U3)	86.6	81.1
Donor Service Fee (U4)	80.4	79.5
Product Compatibility (U5)	85.4	84.9
Officer Competency (U6)	92.4	81.9
Courtesy of Officers (U7)	91.1	82.7
Service Complaint (U8)	90.7	88.9
Quality of Facilities/Infrastructure (U9)	90	79.5
Total Value of Customer Satisfaction Index	88.14	82.65

customer's assessment of the difference between expectations and perceived reality of the service they receive from a service provider, in part or as a whole. If the customer's perception is as expected, the quality of service is considered good, but if the customer's perception does not match expectations, the quality of service

is considered poor. The good and poor quality of service depends on the ability of the service provider to do so.⁶ Based on that, customer satisfaction analysis should always be done periodically. It means that research calculation and analysis must be carried out at each specific period on customer satisfaction with the services

provided.

In Tangerang City Blood Collecting Center Service, customer satisfaction analysis is carried out using customer satisfaction questionnaires adapted from the Regulation of the Minister of Administrative Reform and Bureaucratic Reform of the Republic of Indonesia number 14 of 2017 concerning Guidelines for Compiling Public Service Provider Unit Community Satisfaction Surveys every three months. It aims to measure the customer satisfaction index as service users and improve the quality of Blood Collecting Center Service. The questionnaire uses a Likert scale of 1-4, with nine questions covering nine elements. Elements that focus on implementing the Customer Satisfaction Survey are: 1) Requirements, means conditions that must be met in the management of a type of service, both technical and administrative

requirements. 2) Systems, mechanisms, and procedures are customary services for service givers and recipients, including complaints. 3) Completion time is the period required to complete the entire service process of each type of service. 4) Fee, means the cost charged to the service recipient on managing and or obtaining services from the operator whose amount is determined based on the convention between the operator and the community. 5) Product Specification Type of Service results from services provided and received in sync with the stipulated conditions. This service product is the result of each specification of the type of service. 6) The competence of the Executor is an ability that the executor must possess, including knowledge, expertise, skills, and experience 7) Executor behavior means the behavior of officers providing services. 8) Handling complaints, suggestions and input means norms for implementing complaint handling and follow-up. Means can be used as tools to achieve goals and objectives. 9) Infrastructure means everything that is the primary support for implementing a process (business, development, project). The facilities used for moving objects (personal computers, machines) and infrastructure for immovable objects (buildings).

Terms of service, officer competency, courtesy of officers, service complaints, and infrastructure quality in Blood donation service are excellent. Moreover, service procedure, completion speed, donor service fee, and product conformity are suitable. That could mean the customers who donated their blood are satisfied with the given service. Meanwhile, in blood

demand service, all nine elements are at a good level, but the service complaints are very good. In the 2022 Quality Manual Tangerang City Blood Collecting Center Service strives to get a level of satisfaction from customers above 80%. The limitation of this study is the relatively short sample collection time. It is better if the sample collection time is longer so that more participants can represent the level of participant satisfaction.

CONCLUSION

The blood donor and blood request service at the Tangerang City blood collecting center was good. Hopefully, Tangerang City Blood Collecting Center will still be able to maintain good service but continue to improve and become an example for other blood collecting centers of the Indonesia Red Cross in providing quality services and prioritizing customer satisfaction, both donors as people who donate blood and hospital couriers or patient families as users of the product generated.

DISCLOSURES

Conflict of Interest

According to all authors, this work has no conflict of interest.

Ethical Consideration

All procedures were declared ethically feasible.

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Author Contributions

Each author participated in this study and made equal statements.

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