

THE EFFECT OF SERVICE QUALITY ON DONOR SATISFACTION IN BLOOD TRANSFUSION UNIT DR SOEKARDJO HOSPITAL TASIKMALAYA

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ABSTRACT

Research in the background there are complaints of donor dissatisfaction with the quality of service so that it has an impact on the uncertainty of the number of donors and the stock of blood transfusions every month. The purpose of the study was to determine the level of service quality, donor satisfaction, to determine the effect of service quality on blood donor satisfaction at U TDRS dr Soekardjo Tasikmalaya City. Quantitative method with a sample of 86 respondents. Collecting data by observation, interviews and questionnaires. Teknik data analysis by statistical test research instruments, the level of service quality and donor satisfaction, the correlation of the two variables, hypotheses, to calculate the magnitude of the effect of service quality on donor satisfaction. The results of the study on service quality in good categories based on core service dimensions with an average of 239, human element of service with an average of 341.5, Systematization of service delivery with an average of 383, tangibles of service with an average of 359.5 and social responsibility with an average of 407. Donor satisfaction is in good category based on the dimensions of core service with an average of 2324, human element of service with an average of 350.5, systematization of service delivery with an average of 382.5, tangibles of service with an average of 360 and social responsibility with an average of 408.5. The result of product moment correlation is 0.98, the effect of service quality on donor satisfaction with the coefficient of determination is 96%. U ji hypothesis with a confidence level of 95% at $\alpha = 0.05$ and $N = 86$, obtained t table = 1.98793 and $t = 44.884$, then the hypothesis H_0 is rejected and H_a accepted .

Keywords : Service Quality, Donor Satisfaction, Hospital

Introduction

In the life of every human being in need of service, in every activity and need that concerns himself or concerns the community at large, he certainly needs various services , so there is what is called public service . Public service is a service delivery activities or serve

the needs of people or communities and/or other organizations that have an interest in the organization, according to the basic rules and procedures specified and dituj u right to give satisfaction to the recipient of the service. In accordance with the statement from Barata (2014) there are

several definitions of excellent service, namely:

1. Excellent service is the customer feel important.
2. Excellent service is to serve customers in a friendly, friendly and fast manner.
3. Excellent service is a service that prioritizes customer satisfaction.
4. Excellent service is placing customers as partners.
5. Excellent service is optimal service that results in customer satisfaction.
6. Excellent service is caring for customers to provide a sense of satisfaction.
7. Excellent service is an integrated service effort for customer satisfaction.

In Indonesia, there is one important aspect of life that must be considered better in the provision of services, namely in the health aspect. As people's standard of living increases, so does the public's desire for quality health. RSUD dr. Soekardjo Tasikmalaya is one of the regional hospitals that has its own Hospital Blood Transfusion Unit (UTDRS) in Tasikmalaya City. The task of UTDRS is as a place provider in providing blood donor services.

Blood donation services provided by the UTDRS dr. Soekardjo is still very far from excellent service because it is proven by the many complaints regarding the services provided and the number of donors each month is very low, as in September 2020 is the month with the least number of donors

between January 2020 and December 2020.

The uncertainty in the number of blood donors is thought to be caused by the dissatisfaction of blood donors with the services provided by UTDRS dr Soekardjo. Here are the problems that arise because of dissatisfaction with the donor to service of blood donation in UTDRS dr Soekardjo: The existence of complaints donors because incompetence of officials, disappointment donors for pe action while serving with walkin k friendly, where services blood donor narrow, less maintained clean, complaints donors because of the lack of innovation in service, the disappointment and confusion of donors to the differences in terms and conditions of blood donation used by each employee.

The problem of blood donation dissatisfaction, allegedly due to the poor quality of blood donor services at UTDRS dr Soekardjo, Tasikmalaya City. Here are some of the problems of service quality that occur: The lack of comfort in the service area due to the limited space, low availability of facilities to support services blood donor, such as computers and *scanners*, compassion there are officers who are less competent and officers who do not use the Standard Opera sional Procedures (SOPs) are the same, not innovation in services, m compassion there are officers who lack of discipline at times and be unfriendly.

By knowing the many problems of service quality which ultimately result in the emergence of problems of donor dissatisfaction. So it is hoped that the UTDRS Dr. Soekardjo of Tasikmalaya City can improve the quality of blood donor services so that it can also increase donor satisfaction. Based on the explanation above, the authors are interested in conducting research with the title "The Effect of Service Quality on Donor Satisfaction in the Blood Transfusion Unit of RSUD Dr. Soekardjo, City of Tasikmalaya".

Literature Review

1. Quality of Public Service

In general, quality is highly subject to change over time based on individual criteria and judgments. Goetsch and Davis (Tjiptono and Chandra, 2016 :115) who define quality as 'a dynamic condition associated with products, services, human resources, processes, and the environment that meet or exceed expectations'. From this statement, it can be seen that quality is an ever-changing condition based on the object used or felt so that it can meet and exceed the expectations of customers who use it.

Lewis and Booms (Tjiptono and Chandra, 2016 : 125) as the first expert to define service quality said that 'Service quality is a measure of how well the level of service provided is able to meet customer expectations'. Based on this definition, service quality

can be realized through the fulfillment of customer needs and desires and the accuracy of delivery to balance customer expectations.

Ibrahim (Hardiansyah, 2018:55) the quality of public services is 'a dynamic condition related to products, services, people, processes and the environment where the quality assessment is determined at the time of the delivery of the public service'. Ibrahim's statement regarding the notion of public quality is almost the same as the statement of Goetsch and Davis because they say that service quality moves and changes. What is considered a quality service quality at this time does not rule out the possibility that it will be considered unqualified in the future because the assessment of service quality occurs during the delivery of public services. This is due to several related factors such as the emergence of increasingly sophisticated products, rapidly increasing services, increasingly competent human resources , faster processes to environmental factors that follow the progress of the times and circumstances when compared to products, services, human resources, processes and today's developing environment.

2. Customer Satisfaction

Satisfaction is something that everyone understands, but it will be quite difficult to explain the definition and how to determine a person's level of satisfaction. According to Cadotte, Woodruff and Jenkins (Tjiptono and

Chandra, 2016:207) satisfaction is conceptualized as 'Feelings that arise after evaluating the experience of using a product/service'. From this understanding, it can be said that the assessment of customer satisfaction occurs after the customer gets the required service.

Oliver (Tjiptono and Chandra, 2016 : 206) defines ' customer satisfaction as " *The consumer's fulfillment response*", which is an assessment that the product or service feature, or the product/service itself, provides a level of fulfillment related to pleasant consumption, including the level of *under- -fulfillment* and *over-fulfillment* '. The assessment of customer satisfaction proposed by Oliver is a form of assessment of goods or services seen from the success of service providers in meeting customer expectations which if the service is at a level that exceeds customer expectations, the customer will be satisfied but if the service is still less than customer expectations, the customer will be satisfied. will feel disappointed. In this definition, it means that customer satisfaction can be assessed only from customer perceptions without having to be based on service procedures or rules, the most important thing is to create good, pleasant service so that it can meet the customer's expectations.

According to Kotler and Keller (2012) customer satisfaction is 'a person's feelings of pleasure or disappointment arising from comparing

the perceived performance of the product (or outcome) against their expectations' . The definition of customer satisfaction according to Kotler and Keller concerns the customer's feelings after comparing the perceived performance (results) with his expectations . If the customer feels that the performance is below expectations , the customer will be disappointed, if the performance matches the expectation , the customer will be satisfied, and if the performance exceeds expectations , the customer will be very satisfied, happy/excited.

3. Dimensions of Service Quality and Customer Satisfaction

To measure the quality of public services carried out by service providers, it must be based on the dimensions of the quality of public services as a guiding tool. But according to Hardiansyah (2018:61) "To find out customer satisfaction, it can be done through customer surveys based on service quality dimensions that are closely related to customer needs". Based on Hardiansyah's statement regarding how to determine customer satisfaction based on the dimensions of public service quality, the measuring instrument used must be the same between service quality and customer satisfaction. This is because customer satisfaction can be assessed after the implementation of the service provided. From the start of the service to the end of the service. With that, customers can determine their

satisfaction with the services they have received.

Based on research conducted by Sureschendar on 277 customers from 43 banks in India regarding service quality and customer satisfaction in Tjiptono and Diana (2019:208) it is said that there are five determinants of customer assessment of service quality and customer satisfaction, namely:

a. Core service

Core service or core service reflects the 'content' of a service, namely the features offered in a service.

b. Human elements of service

The human element of service includes all aspects (reliability, responsiveness, assurance, empathy, moment of truth, critical incidents, and service recovery) that are included in the human resource element in the delivery of services or services.

c. Systematization of service delivery: non-human element

Systematization of service delivery includes aspects of processes, procedures, systems and technology in the delivery of services or services.

d. Tangibles of service

Tangibles of service in the form of service facilities (such as equipment, machines, signs/instructions, employee appearance and so on).

e. Social responsibility

Social responsibility reflects the ethical behavior of the organization as a corporate citizen, which in turn affects the image and goodwill of the

organization, as well as consumers' overall evaluation of service quality.

4. The Relationship Between Service Quality and Customer Satisfaction

Customer expectations can be sourced from various things, such as from previous service experiences, stories from friends, or from direct service information. Customer satisfaction can create high customer loyalty or image. According to Tjiptono (2004) 'In the context of quality and satisfaction, a consensus has been reached that customer expectations have a major role as a benchmark in evaluating quality and satisfaction.' From these statements mean quality service and customer satisfaction evaluation factors are equal, namely from where customer expectations are met customer expectations when it can be said that the customer is satisfied and thus the quality provided is good. Meanwhile, if customer expectations are not met, it means that customer dissatisfaction will arise and it means that the quality of service provided is not good.

Some experts believe that customer satisfaction leads to service quality. Kotler & Keller (Tjiptono and Chandra, 2016:125) say 'Service quality must start from customer needs and end with customer satisfaction and positive perceptions of service quality'. Customer satisfaction with a particular service experience will lead to an overall evaluation or attitude towards service quality over time (Bitner, 1990;

Oliver, 1981;Parasuraman, et al., 1988). The two statements reveal that the perception of customer satisfaction will arise from the start of the services provided, the fulfillment of all customer needs, until the service is completed with good quality or not. After that, customers can determine their level of satisfaction with the quality of service they get.

Kotler and Armstrong (1996) stated that 'The higher the quality of the products and services provided, the higher the satisfaction felt by customers.' This statement clearly explains that customers generally expect the products or services they consume can be accepted and enjoyed with quality services and ultimately can create high customer satisfaction as well. This requires the company to pay attention to the quality of the services provided by the company/institution.

Method

The research method used is a quantitative research method with a correlational research design. The research unit is at the Blood Transfusion Unit of Dr. Soekardjo Hospital, Tasikmalaya City. The population in this study were blood donors at the Blood Transfusion Unit dr Soekardjo Tasikmalaya in 2020 that berj otal 7105. Determination of the sample size of respondents using the Slovin formula, which is shown as follows:

$$\text{Slovin's formula: } n = \frac{N}{1+N(e)^2}$$

Where :

n = Sample size

N = Population Size

e = The level of error in selecting members of the sample that is tolerated (The error rate taken in this *sampling* is 10%)

The sampling technique used in this study is non- *probability sampling*, which is a sampling technique that does not provide equal opportunities or opportunities for each element or member of the population to be selected as a sample. In this research report, the researcher uses *incidental sampling* according to Sugiono (2017): " *incidental sampling* is a *sampling* technique based on chance, that is, anyone who coincidentally meets a researcher and can be used as a sample if it is deemed that the person who happened to be met is suitable as a data source".

The data collection techniques used are as follows:

1. Primary Source

Primary sources are data sources that directly provide data to data collectors.

- a. Observation
- b. Questionnaire
- c. Interview

2. Secondary Source

Secondary sources are data collection by collecting reports on the place of research and other data related to research, such as:

- a. Literature study
- b. Internet

1. Test Instrument

a. Validity Test

According to Sugiono (2017) "Validity is a measure that shows the degree of accuracy between the actual data occurring on the object and the data collected by the researcher". The test equipment used is the calculation using Ms. Excel

b. Reliability

Reliability basically measures the reliability of the instrument. A measurement is said to be reliable if it gives consistent results. Reliability is an important support for validity but is not a sufficient condition for obtaining validity. The reliability test in this study used the *Split Half* formula with the help of Ms Excel. Then proceed by using the Spearman Brown formula as follows:

$$R = \frac{2r}{1+r}$$

Good or bad reliability of research instruments can be consulted with the value of r table according to the number of respondents' samples used. If the results of $R > r$ Table then the reliability of the instrument is good and the results of the questionnaire can be trusted, but if the value of $R < r$ Table then the reliability of the instrument is bad and the results of the questionnaire are less reliable.

2. Analysis of the Questionnaire

In distributing questionnaires to respondents, the author uses a *Likert scale* model research instrument which is made in the form of a checklist. The Likert scale according to Sugiyono (2012) is 'Used to measure attitudes, opinions and perceptions of a person or group of people about social phenomena. With a Likert scale, the variables to be measured are translated into variable indicators, then these indicators are used as a starting point for compiling instrument items which can be in the form of statements.'

To process the data from the questionnaire, the author uses quantitative analysis through data processing which is tabulated and

described into a frequency distribution table with steps h -steps as follows:

- a. Determining the range, namely by means of the highest score/score minus the lowest score/score.

A Independent variable (quality of service)

Highest score = $5 \times 86 = 430$

Lowest score = $1 \times 86 = 86$

Range = $430 - 86 = 344$

Interval = $344 : 5 = 68.8$

If it is poured in the form of class intervals to determine the category of assessment on the independent variable (x) it will look like the following table:

Table.1 The Category of Assessment on the Independent Variable

Mark	Rating Classification
361.21 – 430.00	Very good
292.41 – 361.20	Well
223.61 – 292.40	Pretty good
154.81 – 223.60	Not good
86.00 – 154.80	Not good

- b. Dependent variable (donor satisfaction)

Highest score = $5 \times 86 = 430$

Lowest score = $1 \times 86 = 86$

Range = $430 - 86 = 344$

Interval = $344 : 5 = 68.8$

If it is expressed in the form of class intervals to determine the assessment category on the dependent variable (y) it will look like the following table:

Table.2 The Assessment Category on the Dependent Variable

Mark	Rating Classification
361.21 – 430.00	Very satisfied
292.41 – 361.20	Satisfied
223.61 – 292.40	Quite satisfied
154.81 – 223.60	Less satisfied
86.00 – 154.80	Not satisfied

c. Percentage

In the frequency distribution, the total reality score of each statement item can be represented by the following calculation:

$$\frac{\text{Total skor}}{\text{Skor Ideal}} \times 100\%$$

Information :

Total score = sum of reality scores for each item (both variables)

Ideal score = highest score x number of respondents (5 x 86 = 430)

By going through the results of the above calculations by categorizing the strength and weakness of the level of implementation of the two variables, based on the criteria proposed by Arikunto (2009), as shown in the following table :

Table 3. Persentase Ideal Score

Percentage	Implementation Level
81% - 100%	Very well
61% - 80%	Well
41% - 60%	Pretty Good
21 - 40%	Not good
0 - 20%	Not Good

Furthermore, to determine the correlation between the two variables, a parametric statistical test was carried out using the *Product Moment* (r) correlation coefficient formula as follows:

$$r_{xy} = \frac{\sum xy}{\sqrt{(\sum x^2) \cdot (\sum y^2)}}$$

Information :

r_{xy} = Product Moment Correlation Coefficient

$$\sum x^2 = (x - \bar{x})^2$$

$$\sum y^2 = (y - \bar{y})^2$$

$\sum xy$ = Sum of the product of x by y

In order to provide an interpretation of how strong the relationship between service quality and donor satisfaction is in blood donation services, guidelines are used as listed in the table below:

Table 4. Correlation Coefficient Interpretation Guidelines

Class Interval	Relationship Level
0.00 – 0.19	Very low
0.20 – 0.39	Low
0.40 – 0.59	Currently
0.60 – 0.79	Strong
0.80 – 1.00	Very strong

Source: Sugiyono (2017)

Furthermore, to find out how much influence service quality has on donor satisfaction in blood donation services, it is sought by using the coefficient of determination with the following formula:

$$Kd = \frac{(r^2)}{100\%}$$

Information :

Kd = Coefficient of determinant

$$r^2$$

= Person correlation coefficient squared

Meanwhile, to find out how much influence the service quality variable (x) has on donor satisfaction (y), guidelines are used as listed in the table below:

Table.5 Coefficient of Determination Interpretation Guidelines

Statement	Information
>4%	Very Low Influence
5% - 16%	The Influence Is Low But Sure

Statement	Information
17% - 49%	The influence is quite meaningful
50% - 80%	High or Strong Influence atau
<81%	Very High Influence

Source: Ridwan and Sunarto (2009)

3. Hypothesis Testing

Meanwhile, to prove the hypothesis that there is a significant influence between service quality and donor satisfaction in blood donation services, the following formula is used:

$$t = \frac{r\sqrt{n-2}}{\sqrt{1-(r^2)}}$$

(Sugiyono, 2012)

Information :

t = Calculated value

r = Product Moment

Correlation Coefficient

n = Sample

With the following decision rules:

- If $t > t_{table}$, then the effect is significant (H_0 is rejected and H_a is accepted)
- If $t < t_{table}$, then the effect is non-significant (H_0 is accepted and H_a is rejected)

Results and Discussion

1. Service Quality Level

After the authors analyzed the 10 (ten) statement relating to the blood donor service quality indicators in UTDRS Dr. Soekardjo Tasikmalaya, following the recapitulation result of respondents as set out in the table below: Recapitulation of Respondents' Answers to Quality Indicators of Blood Donation Services at the Blood Transfusion Unit of dr Soekardjo Hospital, Tasikmalaya City:

No	Statement Items	Score	Score Category
1	UTDRS service innovation (rewards for voluntary donors, donor snacks, and electric donor cards)	210	Not good
2	Hours and days of service	368	Very good
3	UTDRS (open and serve 24 hours)	354	Well
4	Fast blood donation service	329	Well
5	The staff is always friendly and polite	358	Well
6	Trouble-free service procedures and processes	408	Very good
7	Adequate UTDRS facilities	336	Well
8	Condition of the blood donor site (such as temperature, cleanliness, noise level, and smell)	383	Very good
9	Neat and professional appearance of UTDRS officers	394	Very good
10	Equal treatment of officers for every donor (no discrimination)	420	Very good
	UTDRS strategic location		
	TOTAL	3560	Well
	AVERAGE	356	

From the recapitulation of the questionnaire answers for the service quality variable at the Blood Transfusion Unit of Dr. Soekardjo Hospital, Tasikmalaya City, a score of 3,560, with an average value of 356 obtained from the following calculations:

$$\begin{aligned}\text{Average} &= \frac{\text{Total skor}}{\text{Jumlah Item Variabel X}} \\ &= \frac{3.560}{10} \\ &= 356\end{aligned}$$

Or if it is presented, it will get a value of:

$$\begin{aligned}\text{Percentage} &= \frac{\text{Skor Rata-Rata}}{\text{Skor Ideal}} \times 100\% \\ &= \frac{356}{430} \times 100\% \\ &= 82.79\%\end{aligned}$$

From the recapitulation of respondents' answers for the service quality variable at the Blood Transfusion Unit of RSUD Dr. Soekardjo, Tasikmalaya City, an average score of 356 was obtained which indicates a good category. When presented, the result is 82.79%, including the level of implementation is very good. This means that the overall quality of service at the Blood Transfusion Unit of Dr. Soekardjo Hospital, Tasikmalaya City has been carried out very well based on the 5 dimensions of public service quality proposed by Sureshchandar (Tjiptono and Diana, 2019).

2. Donor Satisfaction Level

Furthermore, the authors analyzed the 10 (ten) statement relating to the indicators of satisfaction Pens blood donors in UTDRS Dr. Soekardjo Tasikmalaya, following the recapitulation result of respondents as set out in the table below is: Recapitulation of Respondents' Answers to Blood Donor Satisfaction Indicators at the Blood Transfusion

Unit of dr Soekardjo Hospital, Tasikmalaya City.

Table. 7 Donor Satisfaction Level

No	Statement Items	Score	Score Category
1	Donor satisfaction with UTDRS service innovations (rewards for voluntary donors, donor snacks, and electric donor cards)	200	Less satisfied
2	Satisfaction donors to j am and day care UTDRS (open and serve 24 hours)	368	Very satisfied
3	Donor satisfaction with fast blood donation service	361	Satisfied
4	Donor satisfaction with staff who are always friendly and polite	340	Satisfied
5	Donor satisfaction with trouble-free procedures and service processes	358	Satisfied
6	Satisfaction donors to f asilitas adequate	407	Very satisfied

No	Statement Items	Score	Score Category
7	Donor satisfaction with the conditions of the blood donor site (such as temperature, cleanliness, noise level, and aroma)	329	Satisfied
8	Satisfaction of donors to the p enampilan officer neat and professional UTDRS	391	Very satisfied
9	Donor satisfaction with the same treatment for all donors (no discrimination)	396	Very satisfied
10	Satisfaction donors to l okasi strategic UTDRS	421	Very satisfied
	TOTAL	3571	
	AVERAGE	357.1	Satisfied

From the recapitulation of the questionnaire answers for the service quality variable at the Blood Transfusion Unit of Dr. Soekardjo Hospital, Tasikmalaya City, a score of 3.5 71 was obtained , with an average value of 357.1 obtained from the following calculations:

$$\begin{aligned} \text{Average} &= \frac{\text{Total skor}}{\text{Jumlah Item Variabel Y}} \\ &= \frac{3.571}{10} \\ &= 357,1 \end{aligned}$$

$$= 357,1$$

Or if it is presented, it will get a value of:

$$\begin{aligned} \text{Percentage} &= \frac{\text{Skor Rata-Rata}}{\text{Skor Ideal}} \times 100\% \\ &= \frac{357,1}{430} \times 100\% \\ &= 83.05\% \end{aligned}$$

From the recapitulation of respondents' answers for the donor satisfaction variable at the Blood Transfusion Unit of RSUD Dr. Soekardjo, Tasikmalaya City, an average score of 35 7.1 was obtained which indicated the category was satisfied . If dipresentasikan result amounted to 83.05 % including excellent execution level. This means that overall donors at the Blood Transfusion Unit of RSUD Dr. Soekardjo Tasikmalaya City are satisfied with the service based on the 5 dimensions of customer satisfaction according to Sureshchandar (Tjiptono and Diana, 2019).

3. The Effect of Service Quality on Donor Satisfaction in Blood Donor Services

a. Relationship between service quality and donor satisfaction

To see the relationship between service quality and donor satisfaction in blood donation services, the authors conducted statistical tests using the *product moment* correlation coefficient formula according to Sugiono (2017). With the results of testing the value of the correlation coefficient *product moment* by 0 , 98 . These results , when presented with guidelines for providing the interpretation of the correlation coefficient according to Sugiono (2017), include a very strong relationship level.

b. Big influence of service quality on donor satisfaction

To find out how much influence service quality has on donor satisfaction in blood donation services, it is calculated using the coefficient of determination formula. The results of the calculation of the coefficient of determination show that the effect of service quality on blood donor satisfaction is 96%. While the remaining 4% is influenced by poor service quality factors such as service innovation indicators. The result of the coefficient of determination is 96% if it is presented with the guideline of interpretation of the coefficient of determination according to Ridwan and Sunarto (2009) including the influence of quality on customer satisfaction which has a very high influence.

4. Peng exam Hypothesis

The t-test was carried out by looking at the ratio between and, whether it was greater or less than by using the t-test formula and obtained 44,884. To search with 95% confidence level. Thus the alternative hypothesis (H_a) that has been formulated by the author is "There is a significant influence between service quality on donor satisfaction from the Blood Transfusion Unit of RSUD dr. Soekardjo Kota Tasikmalaya" was accepted.

Conclusions

The level of service quality and donor satisfaction at the Blood Transfusion Unit of Dr. Soekardjo Hospital, Tasikmalaya City, has been carried out very well based on the 5

dimensions of service quality according to Sureshchandar (Tjiptono and Diana, 2019:208). So the Blood Transfusion Unit at RSUD Dr Soekardjo Tasikmalaya City should be able to maintain the indicators of service quality and donor satisfaction which are already very good, but must improve the innovation of the services provided.

Based on the calculation of correlation *product moment* that is included in the very strong relationship between service quality and satisfaction of donors at the blood transfusion unit dr Soekardjo Tasikmalaya with the impact of service quality to satisfaction of donors who use the coefficient of determination including the very high influence. So it is hoped that UTDRS can maintain and improve the quality of its services from various aspects so that it can create high donor satisfaction and have a positive impact on the number of voluntary blood donors who donate their blood back at UTDRS so that they can meet the needs of blood demand for inpatients at Dr Soekardjo Hospital, Tasikmalaya City.

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