A Study of Service Quality Perception for Blood Donors

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Background:

Blood donor satisfaction is the most critical factor affecting the recruitment of new blood donors and their motivation to donate blood again.

Objectives:

The purposes of this study are to evaluate the donors’ satisfaction of service quality with blood donation center.

Methods:

A total of 423 blood donors were randomly selected from the database of a blood center in Taichung, Taiwan, with a final sample of 407 participated in this cross-sectional study. Data was collected by a 31-item Blood Donor Satisfaction Scale (BDSS), measuring five dimensions: tangible, reliability, convenience, responsiveness and benefit, on a 5-point Likert scale ranging from very dissatisfactory (score= 1) to very satisfactory (score= 5). Participants were aged between 17-61 years old (35±12), and 55% of them were male. Descriptive statistics, independent t tests and one-way ANOVA were done to analyse the influence of age groups and gender on satisfaction of service quality.

Result:

The mean score of BDSS was 127±14 (ranged155-86). Blood donors scored high in the dimensions of tangible, reliability and responsiveness. The dimensions of convenience and benefit gained lower scores compared to other dimensions. Age and gender of blood donors were not related to the satisfaction of service quality.

Discussion:

The results indicated the blood donation service quality of the tangible, reliability and responsiveness had a satisfied level to blood donor. In the dimensions of convenience and benefit that had a service quality gap between blood donor and service provider.

Conclusion:

Related policies should be enacted in response to catch up on what blood donors have expected.