

## Social Media Analysis Of Service Quality And Its Implications For Blood Donor Interest At The Indonesian Red Cross Sidoarjo Blood Transfusion Unit In Sidoarjo Regency

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### Keywords:

Social Media, Service Quality, Interest, Blood Donation.

### Abstract

The Sidoarjo Regency Indonesian Red Cross Blood Donor Unit is a blood service unit that functions as a blood donor service facility, blood supply, and blood distribution. The demand for blood is disproportionate to the number of people in need, due to a lack of information and public awareness of voluntary blood donation. In 2024, the number of requests for blood was only 66.99%. This indicates that the Sidoarjo Regency Indonesian Red Cross is unable to meet the demand for blood according to community needs. This study aims to analyze the influence of social media on the quality of service that has implications for the interest of blood donors at the BDU PMI Sidoarjo Regency in 2025. This type of research is quantitative, with the number of research subjects being some blood donors at the BDU PMI Sidoarjo Regency, on December 1-15, 2025, as many as 96 people. Analysis used is path analysis, correlation coefficient and determination coefficient. The results of the study showed that there was an influence of mass media (X) on the quality of service (Y) which had implications for the interest in blood donation (Z) simultaneously with a  $\rho$  value of  $0.000 < 0.05$ , and or the F-count value  $> F$ -table ( $207.121 > 3.94$ ), and there was an indirect influence of mass media (X) on the interest in blood donation (Z) through the quality of service (Y) with a statistical test value of 3.932 and a  $\rho$  value of  $0.000 < 0.05$ . Therefore, it is recommended that the BDU PMI Sidoarjo Regency improve the quality of blood donor services, comfort, clarity in conveying blood donor information, friendliness and politeness in services and handling complaints quickly and appropriately, so that it can increase donor interest in donating blood and invite people around them to donate blood.

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## INTRODUCTION

In this rapidly advancing digital age, advancements in information and communication technology have greatly facilitated access to information for both the public and organizations (Syahputra, Febriani & Melyanti, 2020). One of the most noticeable advancements in accessing information in this digital era is through social media (Ardiyanti et al., 2022). Official social media accounts within an organization serve the purpose of providing the public with information about the organization itself. This dissemination of information helps project a positive organizational image intended for the public who will access the organization's social media platforms (Mulasari, Sahrir & Hartaman, 2022). Many Instagram accounts not only by individuals but also by companies, businesses, and organizations have adopted this approach to promote their institutions and enhance their brand image (Naimah, 2020).

Social media can be used as a tool to provide information to the public (Wulan, 2022). Social media has now become a phenomenon of public dependence; in other words, almost everyone today has a social media account. Therefore, providing information through social media allows people who want to learn about blood donation to do so without having to visit the Indonesian Red Cross (PMI) in person, since many already own personal smartphones. Currently, the PMI has a website that can be used to provide information regarding blood donation activities, such as the blood donation schedule at the Mobile Unit (MU) and the current blood supply levels. This information can also be disseminated through social media.

According to data obtained from [DataIndonesia.id](http://DataIndonesia.id), sourced from the Indonesian Red Cross (PMI) and the World Health Organization (WHO), Indonesia faces a serious challenge in meeting its national blood supply needs. In 2022, the country required approximately 5.56 million units of blood to meet medical and emergency needs. However, the reality on the ground shows that the available blood supply remains far below this requirement. As of June 14, 2024, data indicates that the total blood supply across all blood donation units (UDD) in Indonesia stood at only 91,452 units. This figure reflects a significant gap between blood demand and availability, which has the potential to negatively impact healthcare services, including the treatment of patients requiring blood transfusions, major surgeries, and other medical emergencies (Sari & Farista 2025).

To this day, the Indonesian Red Cross (PMI) has consistently promoted blood donation activities at every PMI branch office across Indonesia, including the PMI branch in Sidoarjo Regency, East Java, which is ready to serve volunteers wishing to donate blood every day. The Sidoarjo Regency PMI is a non-profit organization dedicated to humanitarian work. One of the Sidoarjo Regency PMI's missions is to advance the digitalization of blood services. The PMI is an organization active in the humanitarian sector, such as assisting disaster victims. Additionally, the PMI is the sole organization tasked with providing blood services. Blood donation is a critical activity, given the daily demand for blood from hospitals. Blood donation, besides being a humanitarian activity, also has other benefits; one of them is improving overall health because donating blood stimulates the body to produce new blood (Sari & Farista 2025). However, currently, the demand for blood does not match the number of people in need. This is due to a lack of information and low public awareness regarding voluntary blood donation. Year after year, the need for blood continues to rise; people who require blood typically face urgent, life-or-death situations (Hidayat & Rahmasari 2022).

Blood supplies at the Indonesian Red Cross (PMI) are low due to high demand (surgeries, accidents, dengue fever) and insufficient donor supply, which often occurs during holiday seasons or extreme weather conditions. Blood types O, A, B, or AB can be critically low depending on the location, and if a particular blood type frequently runs low in one area, nearly all PMI branches across Indonesia will also experience a shortage of that same blood type.

The main causes of the blood shortage include increased demand due to surges in cases of diseases such as dengue fever (during the rainy season) or traffic accidents (during the holiday season). The shortage of donors is due to low public awareness of the importance of blood donation, or because regular donors are unable to come in due to their busy holiday schedules. Extreme or unpredictable weather can make people sick and unable to donate, or cause flooding that hinders access to the Indonesian Red Cross (PMI). Additionally, blood type shortages are common; blood type O is often the most critical because it is in high demand, but other blood types such as A, B, or AB can also become critical depending on local conditions.

The Indonesian Red Cross (PMI) in Sidoarjo Regency has been actively using social media platforms to spread awareness about humanitarian issues through posts. The following data, sourced from Google Trends, shows interest trends over time for the Indonesian Red Cross (PMI) of Sidoarjo Regency from March 6 to March 12, 2025. As of that period, the current number of followers is 15,400, and the total number of posts is 944. However, there remains a lack of understanding regarding the services and blood donation procedures offered by the PMI in Sidoarjo Regency.

According to Suryabrata (2002), interest is a sense of preference and attraction toward a particular thing or activity without being prompted by anyone. Interest is essentially the recognition of a connection between oneself and something outside of oneself. The stronger or closer this relationship is, the greater the interest. Benny & Yuskar (2006) in Hidayat & Rahmasari (2022) state that interest is a desire driven by a wish that arises after seeing, observing, comparing, and weighing it against one's desired needs.

Based on observations by the Indonesian Red Cross (PMI) of Sidoarjo Regency, the number of blood units collected from voluntary and replacement donors fluctuates annually. In 2022, the number of blood units from voluntary donors was 39,275, while the total demand for blood was 77,243 units, resulting in a fulfillment rate of 51.46%. In 2023, the number of blood units from voluntary donors was 44,422 units, with a total blood demand of 67,971 units, resulting in a fulfillment rate of 65.35%. Meanwhile, in 2024, the number of blood bags from donors was 48,081, with a total blood demand of 68,700 bags, resulting in a fulfillment rate of 66.99%. This indicates that the Indonesian Red Cross (PMI) of Sidoarjo Regency has not yet been able to meet the blood demand in accordance with the needs of hospitals in Sidoarjo Regency and the surrounding areas.

Based on a preliminary survey conducted by the researcher in August 2025 of 25 people regarding their interest in donating blood, it was found that most were unaware of the aspects of blood donation, and more than half believed that the collected blood would be sold by the Blood Transfusion Unit to people in need of blood. The most common reason given by the public for not donating blood was that they had not been asked to donate by those in need. Additionally, they were also afraid of needles, side effects after donating blood, and the risk of infection.

As an organization, the Indonesian Red Cross (PMI) of Sidoarjo Regency must have a strategy to increase public interest in blood donation. Increasing public interest in blood donation is not an easy task, as many people are apathetic toward their surroundings; therefore, the PMI needs a marketing strategy to attract public interest in blood donation. Based on observations, public interest in blood donation is influenced by the quality of service and promotional efforts carried out by the Sidoarjo Regency PMI. Research by Ariandika (2021) also found that service quality influences public perception and interest in donating blood.

Service quality refers to the standard of service provided to customers both internal and external based on established service procedures. Service quality refers to the extent of the gap between reality and customers' expectations regarding the service they receive (Kotler & Keller, 2018). Recognizing the importance of service quality, it is essential for organizations operating in the humanitarian services sector specifically the Indonesian Red Cross (PMI) of Sidoarjo Regency to consistently provide the best possible service to every member of the community.

Another factor influencing public interest in donating is promotion. Promotional activities consist of all marketing efforts aimed at accelerating the purchase of a product or encouraging purchases within a short period of time (Shimp, 2000). In essence, promotion is a form of marketing communication. Marketing communication refers to marketing activities that seek to

disseminate information, influence, persuade, and/or enhance the target market's perception of a company and its products so that the market is willing to accept, purchase, and remain loyal to the products offered by the company in question (Tjiptono, 2002).

This indicates that promotion plays a crucial role in communicating the products or services being offered to the public. As we know, the public needs to be aware of the services provided in order to persuade or attract their interest, so that they can decide to donate blood at the designated location (Prawira, S. H., & Pangestuti, E., 2019).

Public relations plays a significant role in an organization because it involves fostering good relations with the community. One of the efforts made by the Sidoarjo Regency PMI Public Relations Department to encourage and raise public awareness of the benefits of blood donation is through public relations activities. These activities include publicity campaigns, which are a technique frequently used in public relations programs for promotional purposes; specifically, to introduce the Sidoarjo Regency PMI so that the public can become familiar with it.

The purpose of this study is to collect data and information and to analyze the influence of social media on service quality, which in turn affects blood donor interest at the Indonesian Red Cross Blood Donor Unit in Sidoarjo Regency in 2025, with the following hypotheses:

1. Social media influences service quality at the Indonesian Red Cross Blood Donor Unit in Sidoarjo Regency in 2025.
2. Social media influences blood donor interest at the Indonesian Red Cross Blood Donor Unit in Sidoarjo Regency in 2025.
3. Service quality influences blood donor interest at the Indonesian Red Cross Blood Donor Unit in Sidoarjo Regency in 2025.
4. Social media influences blood donor interest through service quality at the Indonesian Red Cross Blood Donor Unit in Sidoarjo Regency in 2025.

## METHODS

This study was conducted using a quantitative, descriptive-verification approach, utilizing primary data obtained from respondents directly involved in the issue under investigation. The respondents consisted of 96 blood donors at the Indonesian Red Cross Blood Donation Unit in Sidoarjo Regency from December 1 to 15, 2025. Data collection involved distributing closed-ended questionnaires using a Likert scale to the respondents, comprising a social media questionnaire with 12 questions, a service quality questionnaire with 15 questions, and a blood donation interest questionnaire with 10 questions. The characteristics of the respondents are shown in the table below:

Table 1 Distribution by Respondent Characteristics

No	Karakteristik	f	%
1	Gender		
	Male	29	30,2
	Female	67	68,8
2	Age of Respondents		
	17 – 30 years	61	63,5
	31 – 40 years	11	11,5
	41 – 50 years	11	11,5
	51 – 60 years	13	13,5

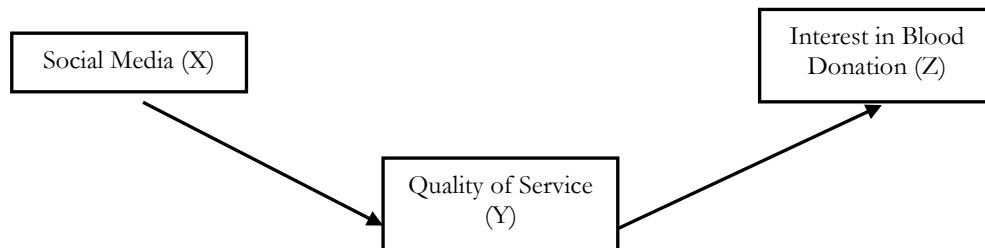
<b>3</b>	Education		
	Elementary School	2	2,1
	SMP/ Equivalent	2	2,1
	SMP/ Equivalent	39	40,6
	D3	8	8,3
	D4	3	3,1
	S1	32	33,3
	S2	10	10,4
<b>4</b>	Occupation		
	Housewife/Unemployed	13	13,5
	Student / College Student	26	27,1
	Private Employee	15	15,6
	Entrepreneur	12	12,5
	Civil Servant	26	27,1
	TNI	2	2,1
	Police Officer	2	2,1
<b>5</b>	Marital Status		
	Married	39	40,6
	Unmarried	57	59,4
<b>Total</b>		96	100,0

Source: Questionnaire data, processed (2025)

The data were analyzed using SPSS 21 and the following statistical tools:

1. Path analysis

Path analysis is a type of regression model used to analyze causal relationships between one variable and another, as illustrated below:



2. Correlation Coefficient Analysis

This analysis is used to determine the strength of the influence of independence, competence, and objectivity on audit process quality. The analysis used is Spearman’s rank correlation, calculated using the following formula:

- 1) If there are duplicate data points, the Conover formula is used, as follows:

$$R_s = \frac{\sum_{i=1}^n R(X_i)R(Y_i) - n(\frac{n+1}{2})^2}{\sqrt{[\sum_{i=1}^n R^2(X_i) - n(\frac{n+1}{2})^2] [\sum_{i=1}^n R^2(Y_i) - n(\frac{n+1}{2})^2]}}$$

Notes:

R (Xi) = Rank of X for the i-th data point

R (Yi) = Rank of Y for the i-th data point

N = Number of subjects or number of respondents

- 2) To calculate the multiple correlation coefficient, the following formula can be used:

$$R_{y,x1,x2,x3} = \sqrt{\frac{r^2_{yx1} + r^2_{yx2} + r^2_{yx3} - 2(ryx1)(ryx2)(ryx3)}{1 - (rx1x2x3)^2}}$$

Notes:

$r_{yx1}$  = Correlation coefficient between variable X1 and variable Y

$r_{yx2}$  = Correlation coefficient between variable X2 and variable Y

### 3. Analisis Koefisien Determinasi ( $R^2$ )

Pengujian ini dilakukan untuk mengetahui seberapa besar pengaruh semua variabel independen dalam model regresi terhadap variabel dependen, dengan rumus sebagai berikut :

$$Kd = r \cdot 100\%$$

Notes:

$R^2$  = Coefficient of determination, or the extent to which changes in the dependent variable

$r$  = Product-moment correlation coefficient.

## RESULTS AND DISCUSSION

### Descriptive Analysis

The three variables studied were social media, service quality, and interest in blood donation. Based on the research results, the following was found:

From the calculation of the social media variable with 12 questions, a score of 4,652 was obtained, or 80.76% of the ideal score of 5,760. Thus, social media (X) falls into the “very strong” category. The lowest average response was for the statement: “The responses from the Sidoarjo Regency PMI social media admin are friendly, clear, and communicative,” with an average of 77.10%, while the highest score was for the statement “It is easy to get the latest information about the Sidoarjo Regency PMI through social media,” with an average of 83.80%.

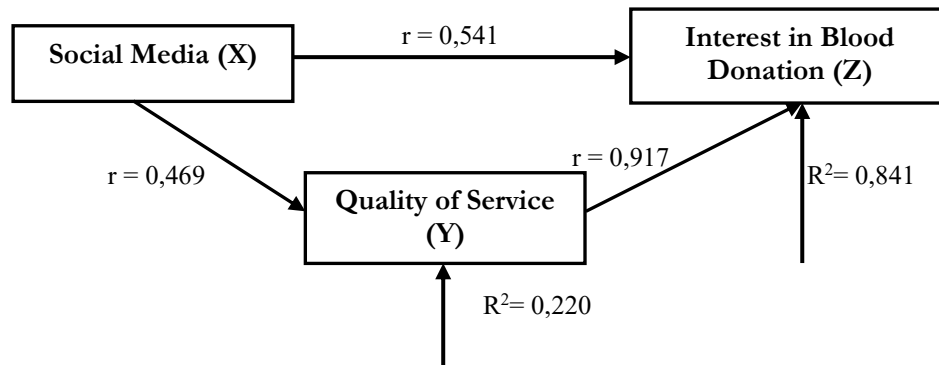
Calculations based on the service quality variable, comprising 15 questions, yielded a score of 5,442, or 75.57% of the ideal score of 7,200. Thus, service quality (Y) falls into the “strong” category. The lowest average response scores were for the statements “Staff provide service meticulously and on time”; “Staff provide sufficient service time for blood donors”; “The PMI Blood Donation Unit in Sidoarjo Regency has complete facilities,” each with an average of 68.50%, while the highest-scoring statement was “Staff pay close attention to the needs of blood donors,” with an average of 79.20%.

Based on the calculations for the 10 questions regarding interest in blood donation, a score of 3,688 was obtained, representing 76.83% of the ideal score of 4,800. Thus, interest in blood donation (Z) falls into the “strong” category. The lowest average scores were for “I am proud to be a blood donor because I have saved other people’s lives” and “I encourage others to become donors because donating blood helps fellow human beings,” with an average of 67.71%, while the highest-scoring statements were “I encourage others to become donors because donating blood helps fellow human beings” and “I become a blood donor out of a genuine desire from the heart, without coercion,” with an average of 82.92%.

### Verificatory Analysis

#### 1. Path Analysis

Path analysis was conducted to determine the effect of social media (X) on service quality (Y), the effect of social media (X) on interest in blood donation (Z), the effect of service quality (Y) on interest in blood donation (Z), and the effect of social media (X) on service quality (Y) which implies an effect on interest in blood donation (Z), with the following results.



From the figure above, it can be concluded that:

- Variable X is correlated with variable Z, with a correlation coefficient of 0.469, indicating that the strength of the relationship between the two variables falls into the “Moderate” category.
- The path coefficient of X on Y is 0.541.
- The coefficient of determination ( $R^2$ ) for X on Z is 0.220 (22.0%); thus, epsilon—or the external variables not included in the model—accounts for 0.780 (78.0%) of the variation in Z.
- The path coefficient for Z on Y is 0.917.
- The coefficient of determination ( $R^2$ ) for Z on Y is 0.841 (81.1%); thus, epsilon—or external variables not included in the model—accounts for 0.199 (19.9%) of the variation in Y.

2. Correlation Coefficient

Correlations

		Social Media (X)	Quality of Service (Y)	Interest in Blood Donation (Z)
Social Media (X)	Pearson Correlation	1	.469**	.541**
	Sig. (2-tailed)		.000	.000
	N	96	96	96
Quality of Service (Y)	Pearson Correlation	.469**	1	.917**
	Sig. (2-tailed)	.000		.000
	N	96	96	96
Interest in Blood Donation (Z)	Pearson Correlation	.541**	.917**	1
	Sig. (2-tailed)	.000	.000	
	N	96	96	96

\*\* . Correlation is significant at the 0.01 level (2-tailed).

From the table above, it can be seen that, the correlation coefficient between the social media variable (X) and Service Quality (Y) is 0.469; the correlation coefficient between social media (X) and interest in blood donation (Z) is 0.541; the correlation coefficient between Service Quality (Y) and Interest in Blood Donation (Z) is 0.917; according to Sugiyono (2019), these correlation coefficients are categorized as a strong relationship.

3. Simultaneous Hypothesis Testing (F-Test)

The calculated F-test value is obtained from the multiple linear regression equation. The detailed results are as follows:

ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2737.949	3	912.650	207.121	.000 <sup>b</sup>
	Residual	405.384	92	4.406		
	Total	3143.333	95			

a. Dependent Variable: Interest in Blood Donation (Z)

b. Predictors: (Constant), Social Media with Quality Service, Social Media (X), Quality of Service (Y)

Source: Questionnaire data, processed (2025).

The information in column F of the table above indicates that the calculated F-value is 207.121. If  $df_1 = 2 - 1 = 1$ , with a total of 96 respondents minus 2 variables (1 independent variable and 1 dependent variable) = 94, then the critical F-value is 3.94, so the calculated F-value is greater than the critical F-value. Given that the calculated F-value is greater than the table F-value, it can be concluded that there is a proven effect of social media (X) on Service Quality (Y), which has implications for the blood donor variable (Y).

#### 4. Partial Hypothesis Testing (t-Test)

H1: The effect of social media (X) on service quality (Y).

The t-value for the social media variable (X) is 0.469, and the calculated t-value is 5.142. The critical t-value is 1.661 and the p-value is 0.000. Since the calculated t-value is greater than the critical t-value ( $5.142 > 1.661$ ) and the p-value is less than 0.05 ( $0.000 < 0.05$ ), it can be concluded that there is a significant effect of social media (X) on Service Quality (Y).

H2: The effect of Service Quality (Y) on blood donation interest (Z).

The t-test value for the Service Quality (Y) variable is a calculated t-value of 6.110. The significance level is 0.000. The table value for 96 respondents minus 3 variables is 1.661 (one-tailed t-test) with a significance level of 0.000. If the calculated t-value is greater than the table t-value ( $6.110 > 1.661$ ) and/or the p-value of 0.000 is less than 0.05, then it can be concluded that there is a significant effect of Service Quality (Y) on Blood Donation Interest (Z).

H3: The Effect of Social Media (X) on Interest in Blood Donation (Z)

The t-test value for the social media variable is 0.892, the calculated t-value is 3.671, and the significance level is 0.000. The table value for 96 respondents minus 3 variables is 1.661 (One-tailed t-test) with a significance level of 0.000. Since the calculated t-value is greater than the table t-value ( $3.671 > 1.661$ ) and the p-value of 0.000 is less than 0.05, it can be concluded that there is a partial effect of social media (X) on blood donation interest (Z).

H4: The effect of social media (X) on service quality (Y), which influences interest in blood donation (Z)

The t-test value for the relationship between social media (X) and interest in blood donation (Z) is 3.671. If the calculated t-value is greater than the critical t-value ( $3.671 > 1.661$ ) and/or the p-value of 0.000 is less than 0.05, then it can be concluded that there is a partial effect of social media (X) on blood donation interest (Z).

#### 5. Results of the Sobel Test

Based on the test statistic value of 0.3932 and the P-value (significance level) of 0.000, it can be concluded that the social media variable (X), through the service quality variable (Y), influences the blood donation interest variable (Z) at the PMI Blood Donation Unit in Sidoarjo Regency.

## CONCLUSION

Conclusions of this Study: Based on the analysis of primary and secondary data, as well as the results of path analysis, hypothesis testing, and research data regarding employees at the PMI

Blood Donation Unit in Sidoarjo Regency, it can be concluded that respondents' responses to the social media questionnaire (X) yielded the highest score of 4,652 (80.76%), which falls into the "very strong" category relative to the ideal score of 5,760, compared to responses regarding the service quality and blood donor interest variables. There is an influence of Social Media (X) on Service Quality (Y) that simultaneously impacts Blood Donor Interest (Z), with a p-value of  $0.000 < 0.05$ , and/or a calculated F-value  $>$  table F-value ( $207.121 > 3.94$ ). Based on the research results, the PMI Blood Donation Unit (UDD) of Sidoarjo Regency is advised to improve the quality of blood donation services (Z) for donors in terms of cleanliness, comfort, and the layout of the organization's buildings and facilities; clarity in conveying blood donation information; friendliness and courtesy in service; as well as prompt and appropriate handling of service complaints, so that, in the future, it can increase the interest of volunteer blood donors to donate their blood and encourage those around them to donate blood as well.

In addition, the Sidoarjo Regency PMI Blood Donation Unit's social media (X) should be more active, creative, and innovative in sharing information about blood donation—including the locations of blood donation events, current blood supply levels, and interactions with followers (donors). It should also post more content featuring donor profiles and provide early information about blood donation, thereby helping to eliminate the negative stigma surrounding blood donation through its social media platforms.

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