



The Quality of Service Provided by the Indonesian Red Cross Blood Transfusion Unit (UTD PMI) in Efforts to Increase the Number of Blood Donors from Generation Z in the City of Surabaya

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ABSTRACT

The participation of Generation Z in voluntary blood donation in Surabaya City is still relatively low, despite their great potential as active donors. This study aims to analyze the quality of service provided by the Surabaya City PMI Blood Transfusion Unit (UTD) in encouraging Generation Z involvement. The study uses a descriptive qualitative method with observation, interviews, and questionnaires, as well as thematic analysis based on the five dimensions of SERVQUAL: tangible, reliability, responsiveness, assurance, and empathy. The results show that most Generation Z respondents are satisfied with the services provided by the PMI BDU. The tangible dimension received the highest score (61%), which includes facility cleanliness, staff neatness, and medical equipment completeness. The assurance and responsiveness dimensions were also rated well, indicating the importance of fast service and clear and convincing communication. However, the empathy dimension was still low, especially in terms of personal attention and meeting the emotional needs of donors. This emphasizes the need to improve the ability of staff to provide a more human touch. Overall, service quality has been proven to play a role in building comfort and trust, which encourages blood donor participation. Optimization can be achieved through improved service standards, digitization of information systems, and social media-based promotions tailored to Generation Z.

INTRODUCTION

Background

The participation of Generation Z in Indonesia, who were born from 1997 to 2012, in voluntary blood donation activities is still relatively low, which is around 1% to 10% of the total young population who have the potential as donors. Generation Z is known to be active on social media, adaptive to technology, and has high social awareness (Matthews et al., 2025). This low participation is thought to be caused by structural and psychological barriers, such as fear of needles, negative perceptions of blood donation, lack of information, and services that are not in line with the needs of Generation Z characteristics (Fadilla et al., 2025). The lack of donor participation from Generation Z also affects the national blood supply. The World Health Organization (WHO) sets a minimum blood requirement of 2% of the total population, while Indonesia still experiences a shortage of 1.4 million blood bags every year. Generation Z, especially students, are considered potential donors due to their relatively healthy physical condition (Safitri et al., 2021).

The number of Voluntary Blood Donors in Surabaya City from Generation Z is still low compared to the Pre-Elderly and Elderly Generations. UTD PMI Surabaya City conducted socialization through the Youth Red Cross (PMR) in high schools and vocational schools to increase awareness of the importance of voluntary blood donation (Octa et al., 2025). The active participation of Generation Z Surabaya City is faced with various challenges ranging from a lack of understanding of the benefits of blood donation, fear of the medical process (needles) to the incompatibility of services with their expectations (Fitriansyah et al., 2024). UTD PMI Surabaya City is experiencing scarcity of blood type A and O due to high demand, while blood type AB is rarely needed. The active involvement of Generation Z Surabaya City is expected to help fulfill the need for blood, improve public health, and foster social care as a form of real contribution to humanity (Purnamaningsih et al., 2022).

The Indonesian Red Cross (PMI) is tasked with providing blood, ambulance services, first aid, disaster relief, and training. PMI has seven basic values as the foundation in carrying out its duties, namely humanity, equality, voluntarism, independence, togetherness, neutrality, and wholeness. UTD PMI Surabaya City established since 1951 has strived to improve services through innovation and strengthening facilities to ensure the availability of blood remains stable. UTD PMI Surabaya City serves the community through the management of blood donation, supply, and distribution. As a large and disaster-prone city, the need for blood in Surabaya is very high, while its fulfillment is constrained by technical and operational problems that have an impact on the quality of health services.

Good service is the process of all efforts made by a person or an organization in order to meet customer needs. Success in providing professional, effective, efficient and accountable public services reflects the government's efforts to provide the best service, so that government performance can be measured by the quality of service delivery (Wijayanto et al., 2022). Public services cover various fields such as administration, education, and health. Indonesia still faces challenges in providing equitable, quality, and affordable

health services (Khalidah et al., 2024). Service can be interpreted as an activity or a series of activities carried out through direct interaction between officers and service recipients both physically and digitally in order to create satisfaction (Hidayat et al., 2025; Mariatul & Lilis, 2024)

Related to the problems at UTD PMI Surabaya City, a solution is needed as a strategy to improve service quality, especially in dealing with the high demand for blood types A and O. UTD PMI analyzes blood demand regularly and conducts campaigns focused on the blood types needed. The lack of education and fear of needles in Generation Z shows the need for socialization and assistance. The low participation of Generation Z donors is thought to be influenced by ineffective service quality. Therefore, this study aims to analyze the service quality of UTD PMI Surabaya City and develop strategic recommendations to increase voluntary blood donor participation from Generation Z in a sustainable manner.

Some previous researchers raised similar topics from various perspectives. UTD PMI Gorontalo highlights the quality of service using aspects of professionalism, attitude, ease of access, reliability, assurance, and trust as the basis for qualitative descriptive assessment (Saidi et al., 2024). UTD PMI Kediri Regency analyzes the influence on customer satisfaction using the five-dimensional SERVQUAL approach (Ratna & Yesy, 2022). The Covid-19 pandemic has had a significant impact on blood supply and the quality of services provided and was assessed through a cross-sectional observational approach with 85 respondents (Dewi & Triwianti, 2021). UTD PMI Medan City explored PMI's role in improving accessibility of public services using qualitative methods according to Creswell's approach (Angela et al., 2024). UTD PMI Yogyakarta conducted an assessment of donor satisfaction with the services provided by donor selection officers, in terms of several dimensions of service quality through quantitative methods on 100 respondents (Muslihi et al., 2022). Siapproach While in Surabaya examining the aspects of the quality of service of UTD PMI Surabaya City in increasing the number of voluntary blood donors from generation Z in Surabaya City by reviewing socialization efforts to schools, agencies, government, private, and campuses using Parasuraman's five-dimensional SERVQUAL approach.

There is a Gap Theory regarding the relationship between the quality of UTD PMI Surabaya City services with voluntary blood donor participation from Generation Z which is analyzed by the SERVQUAL model consisting of five main aspects, namely tangible evidence (tangible), reliability, responsiveness, assurance, and empathy which until now has not been studied in depth. The results that have been obtained by previous researchers are the basis for current researchers to fill in the gaps and formulate a more targeted service strategy to increase the number of donors from the productive age group by Generation Z.

Novelty through a service quality analysis approach based on the five dimensions of SERVQUAL is concerned to assess the role of UTD PMI Surabaya City in encouraging voluntary blood donor participation from Generation Z. The results are expected to enrich public service studies. The results are expected to

enrich public service studies and make a practical contribution in formulating an adaptive and targeted blood donor service strategy for productive age (Gen Z).

LITERATURE REVIEW

Quality of Public Services at the Indonesian Red Cross Blood Transfusion Unit in Surabaya

The Indonesian Red Cross Blood Transfusion Unit (UTD PMI) in Surabaya carries out its duties based on Law No. 25 of 2009 concerning Public Services and Minister of Health Regulation No. 83 of 2014 concerning Blood Transfusion Units. Services are focused on quality with the support of adequate facilities, pleasant staff, and efficient processes (Awan & Rukin, 2025). Service quality is key to building public trust, which is determined by speed, accuracy, staff competence, and the adequacy of facilities (Ahmad et al., 2021). Good governance principles such as accountability, transparency, and a focus on public satisfaction are also consistently applied (Ardani et al., 2024). Fast and friendly service makes people more interested in donating blood and increases their trust in the Surabaya PMI Blood Transfusion Unit as a humanitarian institution (Diniarti & Zuli, 2025). The Surabaya City PMI UTD, in dealing with emergency situations, requires a responsive and organized service system supported by medical personnel and volunteers who are always on standby. Public satisfaction is an important benchmark in assessing the quality and effectiveness of the services provided.

Parasuraman, Zeithaml, and Berry (1988) argue that there are five indicators of service quality to measure customer satisfaction. These consist of five dimensions, namely tangibles (physical evidence), reliability (dependability), responsiveness (responsiveness), assurance (certainty), and empathy (concern). The Physical dimension covers physical facilities such as offices, computerized systems, waiting rooms, and information. The Reliability dimension refers to the ability of service providers to deliver services consistently and reliably. The Responsiveness dimension describes the readiness of officers to assist and respond to user needs quickly and accurately. The Assurance dimension is supported by the competence, friendliness, and politeness of staff. The Empathy dimension shows attention and concern for the needs and feelings of consumers. These five indicators are used as a reference in assessing the quality of service of a public institution (Huda et al., 2023; Laka & Mustofa, 2022).

Voluntary Blood Donation

Voluntary blood donation is an important foundation in ensuring the availability of safe and sufficient blood in the city of Surabaya. The Surabaya City PMI Blood Transfusion Unit actively runs various programs to increase community participation in altruistic blood donation (Cahyadi et al., 2022). This program is based on a spirit of humanity through education, socialization in various institutions, and friendly and professional services to create a comfortable and memorable donor experience. The Surabaya City PMI Blood Transfusion Unit does not solely focus on meeting blood supply needs but also aims to make blood donation a cultural norm among Surabaya residents. Regular outreach strategies are conducted at schools, universities, government agencies, and public gathering places, with a primary focus on Generation Z, who have the

potential to become active donors (Suhadarliyah et al., 2023). UTD PMI Surabaya City continues to strengthen its role as a trusted humanitarian institution in the implementation of voluntary blood donation with the support of complete facilities and professional staff. Voluntary blood donation is an important part of a fair, safe, and sustainable blood transfusion system (Ningsih et al., 2022). The success of UTD PMI Surabaya City greatly depends on the quality of service, consistency in outreach, and cooperation with various parties.

Efforts to increase voluntary blood donation must continue as a form of shared concern in building a culture of mutual aid and solidarity within the Surabaya community, with the aim of meeting the ever-increasing demand for blood. This step is also important as a means of education so that the community gains a better understanding of the significance of regular blood donation (Laili et al., 2024). The Indonesian Red Cross (PMI) Blood Transfusion Unit, in collaboration with the Surabaya City Government, presented certificates of appreciation to blood donors who have donated blood, including voluntary donations, such as the 10-time award from the PMI Blood Transfusion Unit Chairperson, the 25-time award from the PMI Head, 25-time, 50-time, and 70-time awards from the Mayor and Governor of East Java, and a 100-time award from the President of the Republic of Indonesia in the form of the Satya Lancana Kebaktian Sosial (Social Service Medal).

Characteristics of Generation Z

The characteristics of Generation Z in Surabaya City have great potential in contributing to various aspects of life. They can create new solutions to problems faced by society with a creative and innovative spirit. Their technological skills enable them to be more adaptive in facing challenges (Apriliansa & Sukaris, 2022). The critical nature and independence of Generation Z in Surabaya mean that they do not simply follow trends, but are also capable of bringing about meaningful change. Their increased awareness of social and environmental issues makes them agents of change who can have a positive impact on the future. Digital technology approaches such as mobile applications and online registration systems are very important in attracting Generation Z's interest in blood donation, because Generation Z now prioritizes fast and practical services (Siringoringo et al., 2025).

The Surabaya City PMI Blood Transfusion Unit needs to introduce real-time features such as donor schedule notifications as part of its digital transformation. This service will not only improve the quality of the user experience, but also strengthen long-term loyalty and participation, especially from Generation Z who are accustomed to the digital ecosystem. Education through interactive media, such as instructional videos and digital quizzes, has proven effective in increasing Generation Z's interest in blood donation. The Surabaya City PMI UTD needs to develop participatory educational strategies, such as webinars, Instagram quizzes, or video challenges on TikTok. (Sudiwati et al., 2022). Raising social awareness of the importance of blood donation also needs to be prioritized through in-depth information about its benefits for life.

The Relationship Between Service Quality and Blood Donor Participation

Good service plays a significant role in creating a positive experience for blood donors. Friendly, fast, and professional service makes donors feel valued and comfortable during the donation process. A pleasant experience can increase satisfaction, build trust, and foster loyalty to the Surabaya PMI Blood Transfusion Unit (UTD) (Achmad & Ichsan, 2022). Satisfied blood donors are more likely to return to donate voluntarily and share their experiences with others, either directly or through social media. This expands education and encourages the participation of Surabaya's Generation Z in blood donation activities. Clean, tidy, sterile, and comfortable facilities, along with support from professional medical staff, further strengthen Generation Z's trust. These conditions reflect the institution's commitment to ensuring the safety and comfort of donors (Jumardin, 2023).

Clear communication and handling of complaints help resolve issues effectively. Optimal service builds loyalty among blood donors, encouraging them to continue participating and inviting others to donate. (M. Khudri A et al., 2023). Service quality is closely related to blood donor participation. Therefore, the Surabaya PMI Blood Transfusion Unit must prioritize improving service quality to meet the increasing demand for blood and build social solidarity among the people of Surabaya.

METHODOLOGY

This study uses a qualitative descriptive approach to describe in depth the quality of service provided by the Indonesian Red Cross Blood Transfusion Unit (UTD PMI) in an effort to increase the number of voluntary blood donors from Generation Z in the city of Surabaya. The researcher chose a qualitative approach to understand social phenomena based on the perspective of the research subjects and the natural social context.

This study focuses on Generation Z's perceptions of aspects of service at the PMI Blood Transfusion Unit in Surabaya, such as the friendliness of staff, speed of service, comfort of facilities, and ease of access. This study also highlights the strategies and programs carried out by the PMI Blood Transfusion Unit in attracting Generation Z to donate blood voluntarily, as well as the obstacles faced by both the institution and participants.

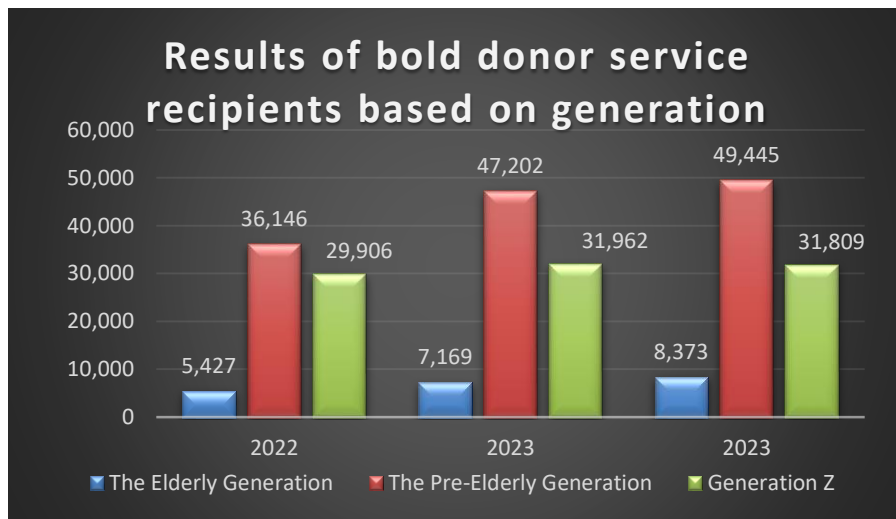
Data was obtained through in-depth interviews with the PMI UTD, questionnaires, participatory observation, and documentation. Interviews were conducted with key informants, namely PMI UTD officers. Questionnaires were distributed to respondents who had been blood donors so that the data obtained reflected their real experiences with the services provided by the PMI UTD. Observations were used to see firsthand how services were provided to prospective donors at the PMI UTD location in Surabaya. Documentation was used to supplement the data through analysis of reports, brochures, and blood donation statistics issued by the PMI.

The data obtained in this study included information from questionnaires and interviews with UTD PMI officers in Surabaya. The scores for the questionnaire answers were determined as follows: SS (Strongly Agree) = 1, S (Agree) = 2, N (Neutral) = 3, TS (Disagree) = 4, and STS (Strongly Disagree) = 5. Data analysis was conducted using a thematic analysis approach through various stages, namely: (1) the researcher reduced the data by selecting data relevant to the research focus (2) the reduced data was presented in a narrative format based on the themes that emerged from the interviews (3) the researcher drew conclusions by connecting the themes to identify meaningful patterns. (Miles et al., 2024).

Through thematic analysis, researchers can identify how the quality of PMI UTD services is perceived by Generation Z in Surabaya and how these perceptions influence their intentions and actions in donating blood voluntarily. The results of this analysis are expected to contribute to improving public service strategies, particularly in the context of health and humanitarian issues involving the participation of young people (Gen Z).

RESULTS AND DISCUSSION

Demographics of Service Recipients by Generation



Source compiled by researchers in 2025

Table 1. Research Results Service Recipients

Generation	Year		
	2022	2023	2024
The Elderly Generation	5.427	7.169	8.373
The Pre-Elderly Generation	36.146	47.202	49.445
Generation Z	29.906	31.962	31.809
Total	71.479	86.333	89.627

Source compiled by researchers in 2025

The data in the table above shows the growth trend in the number of individuals from three groups, namely the Elderly, Pre-elderly, and Generation Z, over the last three years (2022–2024). In general, there has been an increase in the total population each year from (71,479) people in 2022 to (89,627) people in 2024. The highest growth occurred in the Pre-Elderly group, which increased from 36,146 in 2022 to 49,445 in 2024. This shows that the middle-aged group dominates in terms of numbers and has experienced the most significant surge in the last two years.

The elderly population also showed a sharp increase from 5,427 people in 2022 to 8,373 in 2024, indicating a progressive aging of the population. Generation Z (18–28 years old) experienced very little growth and even a slight decline in 2024 (31,809) compared to 2023 (31,962). This may indicate a decline in the younger age group due to demographic factors such as declining birth rates or migration. This data is important for planning public services, health, and generation-based marketing strategies or policies.

Quality of Service Provided by the Surabaya PMI Blood Transfusion Unit to Generation Z Voluntary Blood Donors

When visiting the Surabaya PMI Blood Transfusion Unit (UTD), Generation Z respondents who were voluntary donors expressed satisfaction with the quality of service provided. The clean and comfortable facilities, supported by friendly and professional staff, as well as the quick and organized donor process, contributed to this satisfaction. Generation Z is known as a group that is critical and sensitive to service quality, so they respond positively when they receive services that meet their expectations. Therefore, improving the quality of services at the PMI Surabaya BDU is important for attracting and retaining the participation of young people as voluntary donors.

Table 2. Service Quality: Tangibles at the Surabaya PMI UTD

Tangible (Physical Evidence)	presentation (%)				
	1	2	3	4	5
	SS	S	N	TS	STS
Service Location	66,67%	28,21%	5,13%	0,00%	0,00%
Equipment Display	63,16%	31,58%	5,26%	0,00%	0,00%
Appearance of UTD Employees	53,85%	33,33%	12,82%	0,00%	0,00%
Average	61,22%	31,04%	7,74%	0,00%	0,00%

Source compiled by researchers in 2025

The majority of Generation Z individuals gave positive assessments of the physical quality of the Surabaya PMI UTD services. This is evident from the high number of "Strongly Agree" responses in several aspects, namely service location (66.67%), equipment appearance (63.16%), and employee condition (53.85%). These ratings indicate that individuals are satisfied with the cleanliness of the facilities, the completeness of the equipment, and the neatness of the staff. Overall, the data shows that 61.22% of respondents strongly agree, 31.04% agree, and only 7.74% are neutral. No respondents expressed disagreement or strong disagreement. These findings indicate that the physical services provided by the Surabaya PMI UTD have successfully met the expectations of Generation Z and can increase their comfort and trust as donors.

Table 3. Service Quality: Reliability at the Surabaya PMI UTD

Reliability	presentation (%)				
	1	2	3	4	5
	SS	S	N	TS	STS
Providing services according to procedures	50,00%	47,50%	2,50%	0,00%	0,00%
Services are provided on time and according to the schedule provided	57,50%	37,50%	2,50%	2,50%	0,00%

Average	53,75%	42,50%	2,50%	1,25%	0,00%
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Source compiled by researchers in 2025

Most individuals from Generation Z believe that the services provided by UTD PMI Surabaya are reliable. A total of 50% expressed “strong agreement” and 47.5% ‘agreed’ that the services were carried out in accordance with applicable procedures. In addition, 57.5% of respondents “strongly agreed” and 37.5% “agreed” that the services were provided on time and in accordance with the predetermined schedule. On average, 53.75% of respondents “strongly agree,” 42.5% “agree,” and 1.25% “disagree” with the reliability of these services. No respondents indicated that they strongly disagree. This fact shows that the services provided by the Surabaya PMI UTD are consistently on time and in accordance with predetermined procedures, thereby successfully building trust among Generation Z as voluntary donors.

Table 4. Service Quality: Responsiveness at the Surabaya PMI Blood Transfusion Unit

Responsivines	presentation (%)				
	1	2	3	4	5
	SS	S	N	TS	STS
UTD PMI always provides information	60,00%	32,50%	7,50%	0,00%	0,00%
UTD PMI responds quickly when needed	52,50%	32,50%	15,00%	0,00%	0,00%
UTD PMI officers are quick to respond	56,41%	38,46%	5,13%	0,00%	0,00%
Average	56,30%	34,49%	9,21%	0,00%	0,00%

Source compiled by researchers in 2025

Most individuals from Generation Z believe that the services provided by UTD PMI Surabaya are reliable. Approximately 50% of respondents strongly agree and 47.5% agree that the services have been carried out in accordance with applicable procedures. Meanwhile, 57.5% strongly agree and 37.5% agree that the services are provided on time and according to the predetermined schedule. On average, 53.75% of respondents strongly agree, 42.5% agree, and only 1.25% disagree with the reliability of these services. No respondents stated “strongly disagree.” This indicates that the Surabaya PMI UTD has consistently provided services on time and in accordance with applicable standards, thereby building trust among Generation Z as voluntary donors.

Table 5. Service Quality: Assurance at the Surabaya PMI UTD

Assurance	presentation (%)				
	1	2	3	4	5
	SS	S	N	TS	STS
PMI UTD officers provide satisfaction during blood donation	61,54%	33,33%	5,13%	0,00%	0,00%
PMI UTD officers explain the process and risks during blood donation	50,00%	42,50%	7,50%	0,00%	0,00%
PMI UTD officers show concern for health and comfort	60,00%	35,00%	5,00%	0,00%	0,00%
Average	57,18%	36,94%	5,88%	0,00%	0,00%

Source compiled by researchers in 2025

The majority of Generation Z individuals feel that PMI Surabaya UTD officers create a safe and pleasant atmosphere when donating blood. This is reflected in 61.54% of respondents who “strongly agree” and 33.33% who “agree” that the officers provide satisfaction. Additionally, 50% of respondents “strongly agree” and 42.5% ‘agree’ that the staff provide clear explanations regarding the process and risks of donating blood. Meanwhile, 60% of respondents “strongly agree” and 35% “agree” that the staff pay attention to the health and comfort of donors.

Table 6. Service Quality: Empathy at the Surabaya PMI Blood Transfusion Unit

Empathy (Empathy)	Presentation (%)				
	1	2	3	4	5
	SS	S	N	TS	STS
Officers build good relationships	50,00%	40,00%	10,00%	0,00%	0,00%
Officers show respect and listen when complaints or questions are raised	60,00%	35,00%	5,00%	0,00%	0,00%
Average	55,00%	37,50%	7,50%	0,00%	0,00%

Source compiled by researchers in 2025

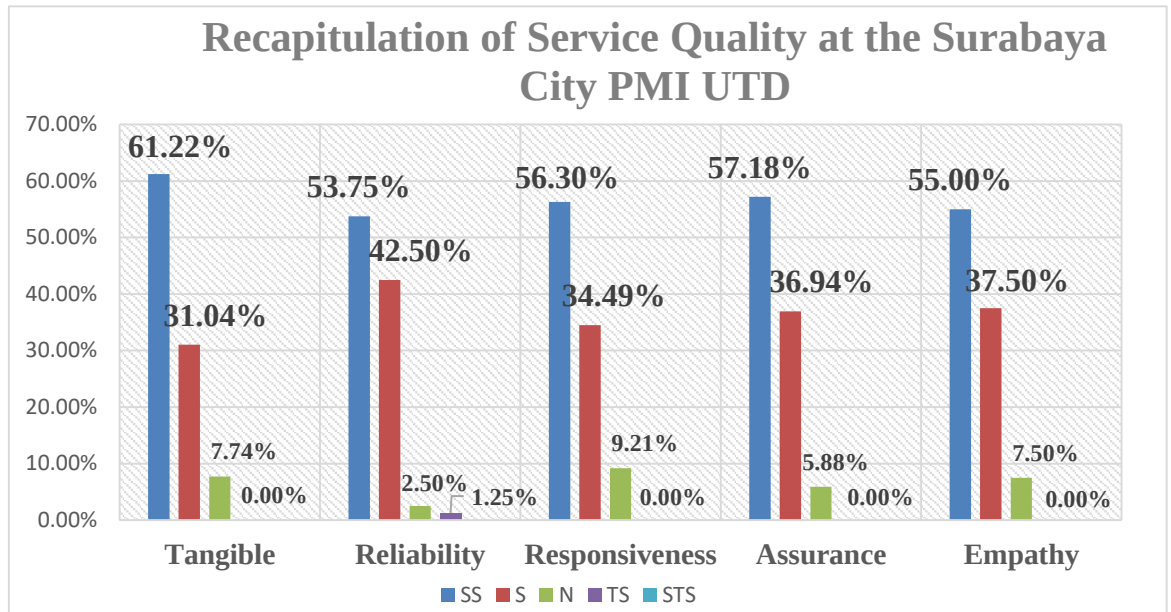
The majority of Generation Z respondents believe that the staff at UTD PMI Surabaya show a high level of empathy. Approximately 50% of them “strongly agree” and another 40% ‘agree’ that the staff are able to build harmonious relationships with donors. In addition, 60% “strongly agree” and 35% “agree” that the staff appreciate and listen carefully when donors ask questions or make complaints. In general, 55% of respondents “strongly agree,” 37.5% “agree,” and 7.5% of respondents chose the “neutral” answer, and no respondents expressed ‘disagree’ or “strongly disagree.” This indicates that donors feel empathy from the staff at the Surabaya PMI UTD, especially in terms of communication, attention, and concern for the emotional needs of donors from Generation Z.

Overall, the average shows that 57.18% of respondents “strongly agree,” 36.94% “agree,” and 5.88% take a “neutral” stance. No respondents expressed disagreement or strongly disagreed. This data indicates that the staff of the Surabaya PMI Blood Transfusion Unit have performed their duties well in providing a sense of security to donors, particularly in terms of comfort, clarity of information, and attention to health, thereby increasing Generation Z's confidence to become voluntary donors. keseluruhan dari hasil analisis 5 dimensi dari kualitas pelayanan UTD PMI Surabaya terhadap responden donor darah sukarela dibawah ini

Table 7. Service Quality at the Surabaya PMI Blood Transfusion Unit

Summary of Service Quality at the Surabaya PMI Blood Transfusion Unit					
Dimension	Presentation (%)				
	SS	S	N	TS	STS
Tangible	61,22%	31,04%	7,74%	0,00%	0,00%
Reliability	53,75%	42,50%	2,50%	1,25%	0,00%
Responsiveness	56,30%	34,49%	9,21%	0,00%	0,00%
Assurance	57,18%	36,94%	5,88%	0,00%	0,00%
Empathy	55,00%	37,50%	7,50%	0,00%	0,00%

Source compiled by researchers in 2025



From the data analysis, five aspects of the quality of service provided by the Surabaya PMI UTD showed high satisfaction among Generation Z respondents. The Tangible aspect recorded the highest percentage of “Strongly Agree” responses at 61.22%, followed by Assurance at 57.18%, Responsiveness at 56.30%, Empathy at 55.00%, and Reliability at 53.75%. These results indicate that physical elements, the attitude of service staff, speed of service, and empathy are the factors most appreciated by young donors.

The percentage of respondents who answered “Agree” was also quite significant in all aspects, ranging from 31.04% to 42.50%, with a relatively low neutral (N) value and almost no ‘Disagree’ or “Strongly Disagree” responses. This indicates that, in general, the services provided by the Surabaya PMI Blood Transfusion Unit have been running well and are able to meet the expectations of Generation Z as voluntary blood donors. Maintaining this quality is important to ensure that the trust and active participation of the younger generation continue to increase.

The Relationship Between Service Quality and Volunteer Blood Donor Participation.

Good service plays an important role in encouraging community participation in volunteer activities at the Surabaya City Blood Transfusion Service Unit. This service includes the provision of clean facilities and infrastructure supported by comfort and accompanied by a friendly attitude from service staff, as well as clear and safe procedures. These factors contribute to building donor trust and satisfaction. When donors feel valued, safe, and comfortable during the donation process, they are more likely to donate blood again. Empathetic communication, transparent information sharing, and a personal approach from staff, along with relevant promotional strategies, further strengthen donor loyalty and engagement, particularly among younger

generations such as students. Therefore, improving service quality is the key to increasing voluntary blood donation participation in Surabaya.

Table 8. Interview Data per Servqual Dimension on Service Quality at UTD PMI Surabaya

Criteria Type	Question	Result
Tangible	How do the cleanliness, appearance of staff, equipment, physical appearance, and visual promotional materials of the Surabaya City PMI UTD contribute to increasing the comfort, trust, and interest of Generation Z in blood donation?	The cleanliness of the facilities, the neatness of the staff, and the completeness of the equipment reflect the professionalism of the Surabaya City PMI UTD in maintaining the comfort and trust of donors. Facilities such as comfortable donor beds, fragrant rooms, and well-organized waiting and post-donation rooms also contribute to comfort, especially for Generation Z. Additionally, promotional activities are carried out through social media platforms like Instagram and Facebook, with short video content serving as a strategy to attract young donors.
Realibility	Does the Surabaya City PMI UTD guarantee the accuracy of the blood donation process, maintain precision in service to ensure there are no errors, and establish promotional partnerships to increase donor trust and participation?	The Surabaya City PMI UTD always prioritizes the safety and comfort of donors through donor stages that follow procedures, the use of tested equipment to provide good results, verification of donor identities, and the implementation of tapping in accordance with SPO. In addition, we also regularly collaborate with students in donor activities, such as

		opening booths at certain events.
Responsivines	What is the strategy of the Surabaya City PMI UTD in maintaining service quality, overcoming challenges when serving donors, especially Generation Z, and how do they respond to promotion through social media?	The Surabaya City PMI UTD continues to develop technology-based services, speed up waiting times, provide consultations, and expand donor locations to respond to community needs. Challenges arise when donors arrive at the same time, but these are overcome through teamwork and good communication, while education continues to be provided to new donors who are still afraid or lack information. The response from the younger generation on social media has been very positive through active participation and creative campaigns
Assurance	How do the training of officers and the role of the Public Relations Department of the Surabaya PMI contribute to conveying reassuring information, building a sense of security, and ensuring that promotions reflect the quality and safety of services for donors, especially new donors?	Regular training is needed so that officers are able to communicate empathetically and knowledgeably, especially to new donors, by explaining procedures transparently, using simple language, and providing assistance so that they feel safe and comfortable. In addition, Public Relations ensures that promotional materials reflect the quality, safety, and credibility of the Surabaya PMI UTD service.
Empathy	Why are empathetic and communicative approaches important in building donor	By showing concern for the comfort and needs of donors, implementing 3S (Smile,

	loyalty, and how does the Surabaya PMI UTD tailor its promotions to be relevant to the needs of its main target audience?	Greet, Say Hello), and maintaining a polite attitude in service, the Surabaya City PMI Blood Transfusion Unit builds a sense of appreciation that encourages loyalty. Promotion is also focused on students and creative communities through a personal approach that is relevant to humanitarian values, healthy lifestyles, and social contributions.
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Source compiled by researchers in 2025

Demographics of Service Recipients by Generation

Based on data analyzed from 2022 to 2024, it appears that the Pre-Senior Generation group is the segment with the highest population and fastest growth, followed by the Senior Generation, which shows significant growth. Meanwhile, Generation Z shows a more stagnant trend and even a slight decline in 2024. This reflects a demographic shift towards an older population. This change in population structure has direct implications for the planning and provision of public and commercial services, particularly in the context of service quality.

According to Parasuraman's SERVQUAL theory, each generation has different perceptions and expectations of service quality. Seniors and Pre-Seniors are more sensitive to the dimensions of assurance and empathy because they need a sense of security, comfort, and a personal approach. This is reinforced by the Customer Perceived Value theory (Zeithaml, 1988), which states that service value is determined by the suitability of benefits to user needs. As the elderly population grows, organizations need to tailor their services to emotional and functional needs, such as patient staff, age-friendly access, and clear communication. Conversely, Generation Z places more emphasis on the dimensions of responsiveness and tangibles, such as fast, technology-based, and easily accessible services. Expectation-Confirmation Theory (Oliver, 1980) explains that satisfaction arises when services exceed expectations. For Gen Z, responsive and innovative digital systems are key to shaping satisfaction and loyalty. These findings imply the importance of a segmented approach to service quality management. Service providers need to implement different strategies for each generation in order to effectively and efficiently meet user needs amid demographic dynamics.

The quality of service provided by the Surabaya PMI Blood Transfusion Unit to voluntary blood donors

Generation Z rated the quality of service provided by the Surabaya PMI Blood Transfusion Unit as very good based on five indicators in the SERVQUAL model, which include Physical Evidence, Reliability, Responsiveness, Assurance,

and Empathy. The Tangible Evidence aspect emerged as the strongest element, with the highest level of agreement rated as “strongly agree,” indicating the presence of clean and comfortable facilities and neatly dressed staff. The Assurance and Responsiveness dimensions also yielded positive results, showing that staff successfully created a sense of security and responded quickly to donor requests. The Empathy and Reliability dimensions also received recognition, particularly in terms of communication and service consistency. All dimensions showed minimal dissatisfaction. These results are in line with the SERVQUAL concept from Parasuraman, Zeithaml, and Berry (1998), which emphasizes service quality as the foundation for building customer satisfaction and trust. Therefore, the Surabaya City PMI UTD has succeeded in offering services that meet the expectations of Generation Z and has the potential to maintain their involvement as voluntary donors.

The Relationship Between Service Quality and Participation of Voluntary Blood Donors

Tangible

Tangible aspects of service are tangible evidence such as neat rooms, polite staff, adequate equipment, and comfortable facilities, which create a good first impression and increase customer trust and satisfaction (Novitasari et al., 2023). The results of the researcher's interviews with the Surabaya City PMI UTD show professionalism in maintaining cleanliness, the politeness of staff, and the availability of complete medical equipment. Comfortable facilities such as the donor room, waiting room, and post-donation room help create a good experience for donors, especially Generation Z. The promotional method used, namely short videos on social media, has succeeded in attracting the attention and interest of Generation Z to participate in donating.

According to the SERVQUAL concept designed by Parasuraman, Zeithaml, and Berry (1988) through five indicators, including the dimensions of Tangible and Responsiveness. The Tangible aspect can be seen from the clean conditions of the place, the neat attitude of the staff, and the complete equipment, which help create a professional impression and build donor trust. On the other hand, promotion through social media reflects the Responsiveness aspect, namely the ability of the PMI UTD to respond to the information needs and communication styles of the younger generation. The combination of good physical service and an effective digital approach helps increase the satisfaction and loyalty of young donors.

Realibility

Reliability in a service means the ability of an institution or service provider to consistently provide services that are consistent, timely, accurate, and in accordance with what has been promised or predetermined standards, thereby enabling users to trust the quality and integrity of the services provided (Naufal Sulni & Albari, 2024). The results of interviews conducted by researchers showed that the Surabaya City PMI Blood Transfusion Unit (UTD) is highly committed to ensuring the safety and comfort of donors. This is evident in the use of tested equipment, donor identity checks, and blood collection methods that comply with standard procedures. The PMI Blood Transfusion Unit often collaborates

with students in blood donation activities. They participate in various events on campus and set up service booths to serve donors.

Related to the SERVQUAL concept proposed by Parasuraman, Zeithaml, and Berry in 1998, reliability describes an institution's ability to implement services accurately and consistently, in accordance with established guidelines and operational standards. The Surabaya City PMI UTD demonstrates a good level of reliability through the implementation of appropriate donor procedures, the use of qualified equipment, and accuracy in the verification and tapping processes. This consistency reflects the commitment of the Surabaya City PMI UTD to service quality while helping to build continuous trust from donors.

Responsiviness

Responsiveness is the ability of officers to respond quickly and appropriately to user needs, questions, or complaints, so that users feel served and secure and confident. (Herudiansyah et al., 2023). Based on field research, the Surabaya City PMI UTD routinely trains officers to be ready and quick to serve, especially new donors. This training includes how to explain procedures clearly, using easy language, and providing assistance. The Public Relations team also ensures that promotions reflect the overall quality, safety, and reputation of the service. These findings show that the Surabaya City PMI UTD has been able to be responsive in its services, in accordance with the SERVQUAL theory by Parasuraman, Zeithaml, and Berry (1988). Staff are given regular training so that they can respond quickly and provide assistance to donors, especially first-time donors. In addition, the Public Relations team also quickly adjusts promotional materials to suit the information needs of the community. This responsiveness is crucial for building trust and increasing donor participation.

Assurance

Assurance in service is a service provider that guarantees user safety and trust through the competence, friendliness, good communication, and knowledge of its staff. (Malikhah & Sawiji, 2024). Based on the results of a study conducted by researchers, the Surabaya City PMI UTD continues to train officers to speak with empathy and explain steps clearly, using easy-to-understand sentences, as well as assisting first-time donors. The Public Relations team also ensures that advertising messages reflect the quality, safety, and trustworthiness of the services provided. The Surabaya City PMI UTD demonstrates assurance by providing regular training for staff so that they are able to explain the donation procedure clearly and politely, as well as providing assistance to new donors so that they feel safe and confident. Public Relations also ensures that promotional materials reflect the quality and credibility of the services. This is in line with the assurance dimension in SERVQUAL theory, which emphasizes the importance of knowledge and professional attitudes in building user trust.

Empathy

Empathy in service means that service personnel show concern by understanding and responding to the needs and feelings of each person in a polite, kind, and appropriate manner, so that the people receiving the service feel relieved and satisfied (Saputra et al., 2021). Based on the results of research conducted by the Surabaya City PMI Blood Transfusion Unit, it reflects empathy in its services through understanding and responding to the needs of each donor

personally. Officers provide courteous, attentive, and personalized service. The PMI Blood Transfusion Unit applies the 3S principle (smile, greet, and say hello) and a personal approach, so that donors feel valued and comfortable. Promotional strategies are also focused on students, university students, and creative communities with an approach that is in line with humanitarian values and a healthy lifestyle. These findings are consistent with the empathy dimension in SERVQUAL theory, which highlights the importance of staff attention to the personal needs of customers. This friendly and emotional approach has been proven to increase the satisfaction and loyalty of young donors..

It can be concluded that the quality of service provided by the Surabaya PMI Blood Transfusion Unit is good based on the five aspects of SERVQUAL. The tangible aspect is evident in the neat facilities, complete equipment, and the polite and clean appearance of the staff. Reliability is demonstrated through standard procedures and cooperation with the student community. Responsiveness is evident in the staff's attentiveness in responding to calls and promotions tailored to the communication style of the younger generation. Assurance is formed through regular training and clear communication, making donors feel comfortable and at ease. Empathy is also evident in the friendly attitude of the staff, personalized service, and promotions that are in line with humanitarian values. These five aspects help increase the satisfaction and loyalty of young blood donors.

CONCLUSION AND RECOMMENDATION

The quality of service provided by the Surabaya PMI Blood Transfusion Unit has a significant impact on the participation of Generation Z in voluntary blood donation. The most outstanding aspect is the tangible dimension, as seen in the neat facilities, complete equipment, and professional appearance of the staff. This makes Generation Z donors feel comfortable when donating blood. The empathy dimension is still considered low, indicating a lack of personal attention and empathetic communication. The reliability, responsiveness, and assurance dimensions show that the quality is quite good, but still needs to be improved, especially in terms of consistency of procedures, speed of service, and safety assurance. Promotion through social media has proven effective in attracting Generation Z, who prefer fast and digital services. Good service quality can strengthen donor trust and loyalty. Therefore, non-physical aspects such as empathy and communication need to be improved so that Generation Z participation can continue to increase. The Surabaya PMI UTD needs to improve the empathy and communication skills of its staff through training. Fast and user-friendly digital services for Generation Z also need to be developed. Services should be tailored to the characteristics of each generation, such as a personal approach for the elderly and technology for young people. Promotions on social media should be made more attractive, and service quality evaluations should be conducted regularly based on the five dimensions of SERVQUAL.

FUTHER STUDY

This research still has delays, so it is necessary to conduct further research related to the topic The Quality of Service Provided by the Indonesian Red Cross Blood Transfusion Unit (UTD PMI) in Efforts to Increase the Number of Blood Donors from Generation Z in the City of Surabaya in order to improve this research and add insight for readers.

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