

Blood Donation Motivation In Building Blood Donor Perception (Self Determination Theory Perspective)

**Yuliatin Azizah¹, Tamriatin Hidayah², Saiful Amin^{3*}
Institute of Techonology and Scince Mandala¹²³**

Email: yuliatin.azizah@itsm.ac.id, titin@itsm.ac.id, saiful@itsm.ac.id

Abstract

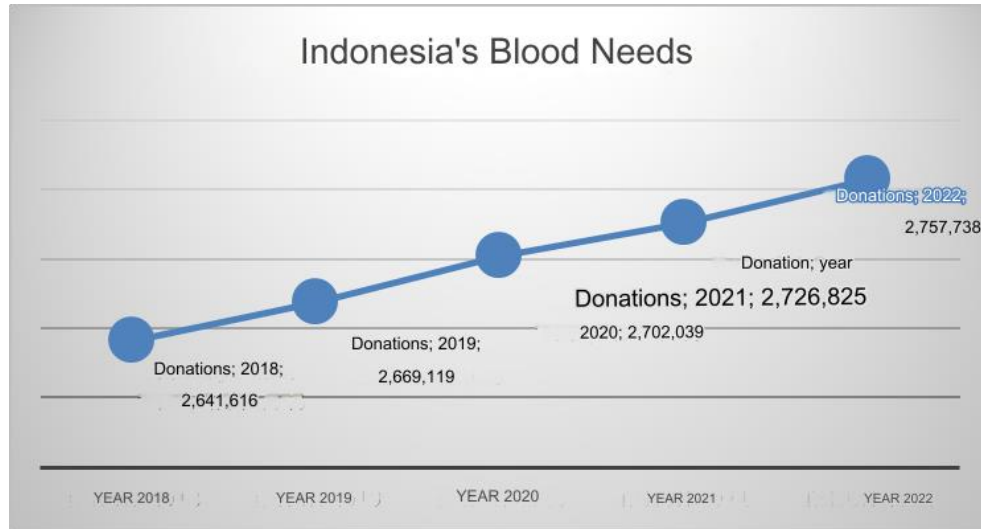
The availability of blood is highly dependent on donors. The phenomenon of the perception of blood as expensive or sold is also often heard, which means that distrust of blood donors affects the motivation to donate. Increasing perception with donor motivation as volunteers to be willing to help patients in need. For this reason, we are interested in conducting research on the influence of self-determination theory on donor perceptions. The research method used is quantitative SEM PLS with the help of the Wrap PLS 7.0 calculation tool. The research sample used the V region of East Java, Indonesia because this area is most often hit by natural disasters so that blood is needed. All question items have been valid and reliable with the results of the study explaining the very good model of Amotivation, External Regulation, Introjected Regulation has no effect on perception. Identification regulation, integration regulation, intrinsic regulation can be used to build blood donor perceptions.

Keywords: Not-Significant, Self-determination, perception, external, intrinsic

INTRODUCTION

Blood is a crucial product that must be available as a therapeutic drug for patients in need. The demand for blood is driven by the requirement for timely processing of certain blood components, such as platelets, which must be processed within a maximum of five hours after being collected from the donor, as stipulated in Minister of Health Regulation Number 91 of 2015 on blood transfusion service standards. Often, when patients are unable to obtain the blood they need, they must search for donors among family and friends or spread the request via social media platforms like WhatsApp and Facebook. Urgent blood needs can arise in the middle of the night for patients who require immediate donor assistance (Azizah, 2019) . According to WHO regulations, the availability of blood stock should be at least 1% of the population in each region (WHO, 2010). As Indonesia's population continues to grow, the

demand for blood also increases. Blood service efforts, as outlined in the Blood Transfusion Service Standards, aim to ensure safe, quality, and adequate blood services (Minister of Health Regulation Number 91, 2015). WHO estimates that the minimum number of blood donors needed is 1% of the population, which is the baseline amount to meet a country's blood requirements (WHO, 2010). The need for blood in Indonesia can be illustrated in the graph below:



Graph 1: Blood Needs Data in Indonesia for a 5-Year Period

The public perception of blood donation remains varied. Fear of needles and the pain associated with pricks often dominate these perceptions. However, if the procedure is performed correctly, the pain is minimal and comparable to an ant bite. There is also a common misconception that blood is expensive or sold for profit, which can lead to distrust and affect individuals' motivation to donate. Motivation, as a driving force within individuals, influences their desire to participate in blood donation. According to Abraham Maslow (1991), motivation is an internal drive that compels individuals to act. In this context, it serves as the impetus for donors—viewed as 'consumers' at the Indonesian Red Cross Blood Transfusion Unit—to take action.

A motivational theory worth exploring to predict donor involvement is Self-Determination Theory (SDT). SDT emphasizes the role of autonomous motivation, which is not solely driven by external factors but is rooted in a person's inherent tendency to learn,

grow, and act out of a genuine sense of interest. According to Curren and Ryan (2020), this theory addresses how motivation can be shaped and regulated from within, fostering intrinsic motivation rather than just responding to external rewards or pressures. For example, in the context of blood donation, an individual may choose to donate not merely because of a desire to support a public blood drive but out of a personal enjoyment and commitment to humanitarian activities. Similarly, in consumer behavior, a woman may buy designer clothes not to display her wealth or social status (extrinsic motivation), but because she has a genuine interest in fashion and enjoys exploring new clothing designs (intrinsic motivation) (Paul & Gilal, 2018). Several studies have identified Self-Determination Theory (SDT) as a more accurate predictor of behavior compared to other models (Hagger & Chatzisarantis, 2009; Ryan & Moller, 2017). By integrating the concept of directed behavior with SDT, researchers have shown that the autonomous motivation highlighted in SDT better predicts consumer behavior than traditional predictors such as 'subjective norm,' 'perceived behavioral control,' and 'past behavior' (Paul & Gilal, 2018).

The application of Self-Determination Theory offers a comprehensive approach to addressing the issue of blood supply in Indonesia. It can help better understand donor motivation, which is crucial for improving perceptions and encouraging blood donation in the country. Donors are encouraged to maintain good health and donate blood regularly in order to ensure the availability of healthy, quality blood for patients, as well as to benefit their own well-being. The frequency of donations is regulated: whole blood donors can donate up to six times per year for men and four times per year for women. Apheresis plasma donors may donate weekly, with a maximum of 33 procedures annually, while platelet apheresis donors can donate up to 26 times a year, with a minimum interval of two weeks between donations (Minister of Health Regulation Number 91 of 2015 on blood transfusion service standards). To enhance donor perceptions and motivation, it is essential to foster a sense of volunteerism and willingness to assist patients in need. Therefore, we are interested in conducting research on the impact of Self-Determination Theory on donor perceptions and behavior.

RESEARCH METHODS

This study uses a quantitative approach with a survey method, namely research aimed at studying large and small populations by selecting and studying selected samples (Kerlinger and Lee, 2000). According to Sugiyono (2012) quantitative research methods are research methods based on positivism, used to study certain populations or samples that have the aim of testing hypotheses that have been set and generalized. While the survey method in this study is used to see the condition of each variable studied and to determine the effect of independent variables on the dependent variable. In this study, the variables studied were self-determination theory, perception of donating, and donor perception. The population according to blood needs data from the East Java BPS data, the need for blood in 2022 is 80,693 people as the population in this study. Details of needs per district for 5 years. According to Ferdinand, (2014:173) in research with multivariate analysis, the sample size is 25 times the independent variable, so the number of sample members is at least 10 times the number of variables studied. Regression analysis with 4 independent variables requires a sufficient sample of 100 respondents. Based on the opinion above, the sample in this study is 25 x 5 independent variables so that the number of samples is 125 respondents to better represent the results, accurate and credible data. The distribution of respondents in each district is carried out proportionally according to the amount of blood needed according to the population in the East Java BPS data in each district. The sample allocation for each district in the East Java Bakorwil V Region can be shown as follows: Jember 38 respondent, Lumajang 18 respondents, 26 respondents, Bondowoso 12 Respondents, Situbondo 10 respondents, Probolinggo 21 respondents.

The validity of the questionnaire can be obtained by using a questionnaire that has been widely used by researchers. Convergent validity can be met when each variable has an AVE value above 0.5, with the loading value for each item also having a value of more than 0.5. (Ghozali, 2012). This validity test is by assessing the validity of the question items by looking at the average variance extracted (AVE) value. For good requirements, if the AVE of each question item is greater than 0.5 (Ghozali, 2012). Result AVE greater than 0.5. In general, reliability is defined as a series of tests to assess the reliability of statement items. To test reliability, it can be done through composite reliability, a variable can be said to be reliable when it has a composite reliability value ≥ 0.7 (Sekaran, 2014). All result greater than 0.7. Hypothesis testing using full model structural equation modeling (SEM) analysis with

Wrap PLS. In full model structural equation modeling, in addition to confirming the theory, it also explains whether or not there is a relationship between latent variables (Ghozali, 2012).

RESULT AND DISCUSSION

Respondent Data Based on gender has an important meaning because women have menstruation, pregnancy and breastfeeding are barriers to donating because donation is allowed if the condition does not interfere with health conditions after donating. Several phases that prevent donation are reflected in the number of female respondents as many as 18% and men 82%. The characteristics of respondents according to age range 17 to 25 has a number of 10%, 26 to 34 as many as 22%, above 35 to 43 as many as 26%, 44 to 52 as many as 34 % and 53 to 60 as many as 10 %. Type of Work respondent are self employed 15 %, Instructor 13 %, Employee 50 %, Student 8 %.

Table 1 Respondent Characteristics

Criteria	Respondents	Presentation
Gender		
Woman	23	18%
Man	102	82%
∑	125	100%
Age		
17-25	12	10%
26-34	27	22%
35-43	32	26%
44-52	42	34%
53-60	12	10%
∑	125	100%
Type of Work		
Self-Employed	19	15%
Instructor	16	13%
Employee	62	50%
Student	10	8%
Etc	18	14%
∑	125	100%

Data source: Respondent data processed

The fit and quality indices model which is an advantage in smart PLS produces a very good model value because it has an Average path coefficient (APC) = 0.283 and P <0.001 while Average R-squared (ARS) = 1.320 and P <0.001. The Average adjusted R-squared (AARS) value = 1.336, P <0.001, Average block VIF (AVIF) = 4.041 which means it is accepted because it is below <= 5. The Average full collinearity VIF (AFVIF) value = 4.870,

accepted because it is ≤ 5 . Tenenhaus GoF (GoF) = 1.021, which means it is very good. Sympton's paradox ratio (SPR)=1,000, acceptable if ≥ 0.7 , ideally = 1. R-squared contribution ratio (RSCR)=1,000, acceptable if ≥ 0.9 , ideally = 1. Statistical suppression ratio (SSR)=1,000, acceptable if ≥ 0.7 . Nonlinear bivariate causality direction ratio (NLBCDR)=1,000, acceptable if ≥ 0.7 .

Furthermore, the results of the calculations can produce the following model:

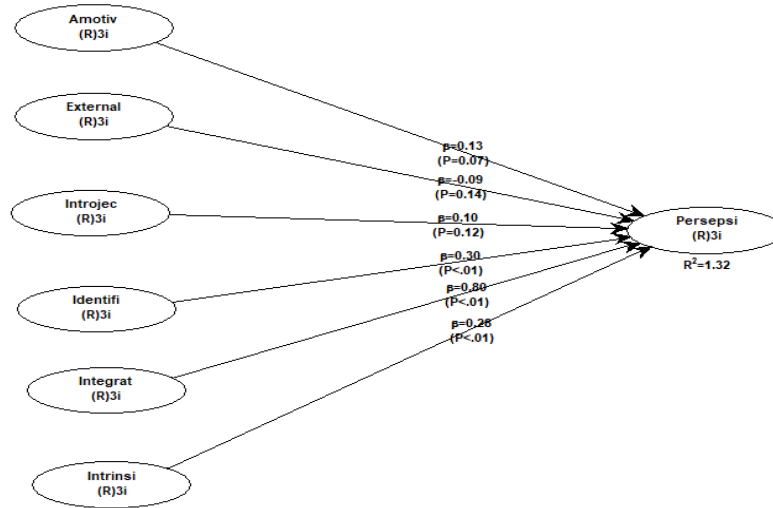


Figure 1 Research Model Output from WrapPLS

Hipotesis	Hubungam	Koefisien Jalur	P. Value	Hasil
H1	Amotivation terhadap perception	0,126	0,074	Rejected
H2	Eksternal regulation terhadap perception	-0,092	0,147	Rejected
H3	Introjected regulation terhadap perception	0,102	0,122	Rejected
H4	Identified regulation terhadap perception	0,302	<0,001	Accepted
H5	Regulasi integrasi terhadap perception	0,795	<0,001	Accepted
H6	Regulasi intrinsik terhadap perception	0,279	<0,001	Accepted

Discussion

Path analysis in the study can be grouped into three categories, namely weak (0.02), medium (0.15), and large (0.35) (Kock, 2013; Hair et al., 2013). The results of this study indicate that the path coefficients (Table 6) for the Amotivation variable of 0.126 have a weak role in influencing donor perceptions. If it is appropriate, not having the intention to donate certainly has a small role in building perceptions of the benefits of donating, perceptions about donating as a place to do charity and having perceptions about the professionalism of the organization. Someone who does not have an understanding of donors will not be able to build perceptions of the benefits of donors, donating as a charity in helping humans and donor

organizations have organizational professionalism so that donors feel comfortable when carrying out the donation process. Someone who does not have knowledge of donors will not be able to build perceptions of the benefits of donors, donating as a charity in helping humans and donor organizations have organizational professionalism so that donors feel comfortable when carrying out the donation process. H1, namely there is an influence between amotivation and donor perceptions. Having a P. Value of 0.74 is greater than 0.05 so that the first hypothesis is rejected. Someone who has no intention does not affect the donor's perception even though donating has benefits because someone who does not have an understanding is not affected, especially by charitable activities through blood donation. Blood donors as consumers who have the characteristics of co-producers and co-participants where the quality and quantity of donor blood are determined by the donor should always be motivated so that feelings of not intending to donate blood, not having an understanding and not being knowledgeable must be changed into intentions and knowledge by improving various customer relationship strategies. Listening to the donor's voice creates a donor perception that is mandatory so that donors always have a perception of the benefits of donating. Donating is a charitable activity, this perception is important to improve through the donor's understanding and knowledge. H2 External Regulation (X2) is an external motivation to get gifts, both physical and social gifts (France et al., 2019). The path analysis of External Regulation has a very weak influence in shaping donor perceptions, namely -0.092. Furthermore, the second hypothesis is that external regulation has an effect on the perception of donating. The p value of 0.147 is greater than 0.05, which means that the second hypothesis is rejected, so that external regulations have no effect on forming donor perceptions.

Donors are not affected by the Indicators of External Reward, Compliance, Reacted (reaction to donate). From these indicators, the reward items in PMI are donor snacks, gifts, and certificates that do not affect the perception of donating. People like the gift items but this does not affect the perception that donating provides donor benefits. The perception of donating as a charitable activity will not be affected by external regulation. Gifts or coercion in donating that cause compliance and conditions that cause a person's reaction to donate from various superiors when the donor activity is carried out will not affect the donor's perception. External influences such as gifts cannot affect perception. Donors as consumers who have the characteristics of co-producers and co-participants where the quality and quantity of donor

blood are determined by the donor should always be motivated. Gifts or gifts cannot shape the donor's perception. Donors as co-participants and co-producers are not formed from gifts, so an effective marketing strategy is needed to listen to the voice of donors, creating donor perceptions is mandatory so that donors always have a perception of the benefits of donors. Donating is a charitable activity, this perception is important to be improved through the understanding and knowledge of donors. H3 Introjected Regulation variable with indicators of feelings of controlling oneself so as not to disappoint (ego involvement), needing self-approval (focus on self-approval), needing the approval of others such as feeling uncomfortable because of not helping others. Introjected Regulation as a feeling of guilt if not helping others has a path analysis value of 0.102, which has a weak category in its influence on donor perceptions. The P Value of 0.122 is higher than 0.05 so that introjected regulation affects the perception of donors being rejected. Fear of disappointing, fear of feeling guilty if not helping others does not affect the perception of donors. Feelings of fear and guilt that are experienced when not helping others do not affect the perception that donors are donor activities. The perception of donors is not formed from feelings of guilt because donation must be beneficial for a person, both in terms of health and the feeling of donating to charity.

Path analysis of the identified regulation variable of 0.302 is a high category path analysis value for donor perception. Furthermore, H4 Identified regulation has an effect on donor perception. The P Value of H-4 is below 0.01, the value is below 0.05 so that the fourth hypothesis, namely identified regulation has an effect on donor perception, is accepted. The values that are built are values that are considered important to oneself (personal importance), aware that the activity has important value (conscious valuing of activity), activities that are in accordance with life goals (self endorsement of goals). Donating is a value that is considered important for donors to form a perception of donating. If donors already consider donating to have important value for themselves, then the perception of the benefits and desire to donate will be formed. A good perception of PMI as a blood organizer can be realized because donating is considered important. Donating is an important activity, namely an activity that helps humans so that it forms a perception of the benefits and charitable activities for humans. Path analysis using the integration regulation variable of 0.795 is a high correlation value so that the use of integration regulation has a very large influence on the perception of donors as co-producers and co-participants. Furthermore, H-5 there is an influence of integration

regulation on donor perceptions with a P Value of <0.001 which can be concluded as accepted. Integration regulation, namely a feeling of congruence, awareness, consistency with prevailing social values (consistency of identification) in donating, having an awareness to carry out donating activities and a sense of consistency with prevailing social values, influences donor perceptions. Someone who has a feeling of congruence with donor activities (congruence), awareness, consistency with prevailing social values (consistency of identification) will influence their perceptions so that the perception of donating is beneficial, has charitable values and organizational professionalism is formed into a positive perception in their donor activities. Path analysis using the intrinsic regulation variable of 0.279 is a high correlation value so that the use of intrinsic regulation has a large influence on donor perceptions as co-producers and co-participants. Next, H-5 there is an influence of intrinsic regulation on donor perceptions with a P Value of <0.001 which can be concluded as accepted. Intrinsic regulation, namely a feeling of satisfaction when donating, having the pleasure of donating and having the pleasure of donating blood if owned by the donor, influences the donor's perception. Someone who has a feeling of pleasure will influence their perception so that the perception of donating is beneficial, has a charitable value and the professionalism of the organization is formed into a positive perception in their donor activities. Someone who has the pleasure of donating will always be happy when donating, of course the perception of donor activities as a beneficial activity of charity will be carried out at the blood donor organizer. Moreover, the sense of pleasure forms the perception of donating because donating is like a pleasant addiction.

CONCLUSION

The Amotivation variable has a weak role in influencing donor perception. Amotivation does not affect donor perception as a co-producer and co-participant. External Regulation has a very weak influence in shaping donor perception and the second hypothesis is that external regulation does not affect donor perception. The Introjected Regulation variable has a weak category in its influence on donor perception. Introjected regulation does not affect donor perception as a co-producer and co-participant. The identified regulation variable has a high category influence on donor perception as a co-producer and co-participant. Furthermore, H4

Identified regulation affects donor perception as a co-producer and co-participant. The integration regulation variable has a high correlation value so that the use of integration regulation has a very large influence on donor perception as a co-producer and co-participant. Integration regulation on donor perception has an influence value on donor perception. Path analysis using the intrinsic regulation variable is a moderate correlation value so that the use of intrinsic regulation has an influence on donor perception as a co-producer and co-participant. Furthermore, shows the influence of intrinsic regulation on donor perception, which can be concluded as acceptable.

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