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Impact of desired gift, social value, processed believed, and pleasure donation on loyalty through satisfaction

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Abstract

This study examines the impact of desired gifts, social value, processed beliefs, and the pleasure of donation on customer loyalty, with satisfaction serving as a mediating variable. The research aims to understand the motivation and social factors that drive blood donor and consumer retention in charitable and gifting contexts. A quantitative approach was employed, utilizing survey data from 465 donors who have donated more than 10 times continuously from 2018 to 2022 from the Blood Transfusion Unit of Bakorwil V East Java, Indonesia. The analysis method used was Structural Equation Modeling (SEM-PLS) to answer the research hypothesis. The results indicate that social value, processed beliefs, and the pleasure of donation positively influence satisfaction, which in turn enhances loyalty. However, desired gifts have a negative impact on satisfaction, which may hinder the formation of loyalty. This finding suggests that unmet expectations or misalignment of desired gifts can reduce customer or donor satisfaction. The mediating role of satisfaction is significant, reinforcing its importance in the loyalty-building process. The findings provide valuable insights for businesses and nonprofit organizations seeking to strengthen customer and donor relationships. By emphasizing the role of satisfaction in loyalty formation, the study highlights the need for strategic efforts to enhance perceived value and emotional fulfillment in gift-giving and donation experiences. Future research could explore additional psychological and contextual factors influencing loyalty in various cultural and economic settings. The recommendation from the findings is that the implementing agency for blood providers must strengthen social value so that the donor community is encouraged to donate.

Keywords: Desired gift, Loyalty, Pleasure, Donation, Processed beliefs, Satisfaction, Self-determination theory, Social value.

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1. Introduction

Service blood own objective availability stock blood for need public. However, it turns out still not enough adequate, availability blood according to current WHO data slow in many part of the world so put safety patient in risk [1]. Availability donor in accordance WHO provisions are as much as 1% of amount residents in each the area [2] so Indonesia needs exists enhancement availability donor Because according to BPS and Secretary data Indonesian cabinet residents in Indonesia always increase every the year [3, 4]. Enhancement Donors must too happen Because lack stock in Indonesia [5]. Importance do research at the Blood Transfusion Unit in the Bakorwil V Region of East Java, Indonesia, because own number death mother and child highest in Indonesia. This region consists from Jember, Bondowoso, Situbondo, Lumajang, Banyuwangi, Probolinggo Regencies is an area of need blood more from other areas because situation death baby highest in East Java [6]. Geographical location area vulnerable disaster, because located 3 mountains tall active namely Arjuna, Raung, Semeru are in the region [7]. Problem arise, because blood can't be saved in period time long make limitation the product produced [8]. Production can't do in a way massively, because can't be saved in a long time. Need cyto patient can't expected, event operation suddenly, or disease critical patient become reason obscure planning production. Donor holds role in qualifying to donate in accordance with selection donor health, so role important quality as well as the quantity of donors becomes not quite enough answer donors needed loyalty donor, not only present at the time needed but also taking care of it error routinely. Incident the Because blood is production from body man so it really depends motivation donate good maintaining process health himself to fit with standard production and manner consistent motivated donate on time Donor time required. Donor as customer The Indonesian Red Cross (PMI) has donated blood as material base product produced. Donors are not just consumers as explained by commonly used marketing theories. One of draft consumer explain understanding consumer as only recipient products, services, and sources other [9]. Donor owns very unique characteristics that is donor No only as recipient service will but at a time own role as provider material product form originating blood from body donor. Uniqueness PMI consumers, namely donor, justifies it that donor No only consumer but role as Co Producer and Co participant PMI. Building efforts donor as Co Producer and Co participant started with dig from voice donor to build his loyalty. Identifying process need customer. This process open more insight about production together and method to build more abilities strong, so acquisition blood not only need patient but become need public become more healthy, have style life donate [10].

Loyalty donor the used and appropriate dug, for predicting involvement donor as Co Producer and Co participant in blood donation that is self-determination theory (SDT). SDT as theory motivation forming and controlling motivation, not from external donor just will but SDT emphasizes tendencies motivation autonomous in oneself Alone. Self-determination theory (SDT) is theory macro about motivation , emotions , and personality in social context [11]. Use Self-determination theory provides opportunity in a way comprehensive for answer problem satisfaction donate. Desired Gift, Social Value, Processed Believed, and finally deep pleasure donation answer desired problems studied that is satisfaction donor as effort increase loyalty donor as Co Producer and Co participant is expected capable identify voice donor because proven use although still happen debate because of the resulting research gap.

Bungatung and Reynel [12] mention draft satisfaction customer as one of the element key is satisfaction direct customers can response customer to results performance product or service with his hope. How much big impact satisfaction customer to company, if decision is at a high level will give profit for company, possibly will enjoy product or the same services, however if level satisfaction low, so company will threatened lost consumers, because dissatisfaction will push consumer to move for more other companies can fulfill hope consumer [13-15]. Application satisfaction is very necessary to blood donation service [16]. Satisfaction customer is feeling emerging customers, because evaluation customer to expectations and performance to something product or services [17]. Satisfied customers are key profitability with consider satisfaction customer. Satisfied customer will keep going use the brand [18]. Customer will satisfy, if feel comfortable with services provided by the products used. The higher benefits obtained more of the satisfaction will also be high felt [19]. This research in line with research conducted by Hossain, et al. [20] shows that satisfaction customer influential positive significant to loyalty customer. According to Yulisetiari and Mawarni [13] stated that satisfaction customer is appropriate performance with felt hope.

Loyalty customer to something product or company can be created, if company capable give satisfaction to the customer [21]. According to Eskiler and Safak [22] state that loyalty customer is something indicative conditions that customer loyal to service services provided potential satisfying customer. The result is level high satisfaction give customer chance for committed to the brand. Loyal customers are important for company, because will help company maintain market share and performance finance period long. Study about loyalty through satisfaction measured donors with self-determination theory. Considering, the lack of exploratory research blood donation behavior during this and need for guard supply safe and secure blood [23, 24]. Study about blood donation behavior still a little discuss it about donor loyalty. Blood donors repeated, is the blood supply with the least risk as well as lots superiority like level quality good blood, enthusiasm response donor with cost of low recruitment.

2. Literature Review and Hypothesis

Self-determination theory is theory organismic behavior humans and development personality based empirical. SDT analysis is focused especially at level psychological, and distinguishing type motivation throughout suite from autonomously controlled [25]. Self-determination theory (SDT) examines How condition biological, social, and cultural good increase or damage capacity attached human for growth psychological, engagement, and health, good in a way general nor in domains and businesses certain [26]. Self-determination theory (SDT) as theory motivation forming and controlling motivation not from external donor just will but SDT emphasizes tendencies motivation autonomous in oneself

alone. Motivation the attached to people to learn and grow [27]. Self-determination theory (SDT) is theory organismic based empirical about behavior humans and development personality. SDT analysis is focused especially at level psychological, and distinguishing type motivation throughout continuum from controlled to autonomous [28]. Self determination theory is theory that provides conception about behavior-based autonomy [29]. Assumption man as organism active oriented become always grow and thrive in a way physique nor psychic. Self determination theory becomes theory motivation humans who have proven effective to identify possible influences motivation and behavior [30]. SDT is sharper in understand listen donor build the concept of co-producer and co-participant playing a role important in product blood so need do synthesis taken from various SDT concept of blood donation research.

External regulation of motivation depends on external rewards or punishments. External regulation shapes behavior through externally controlled rewards and punishments has been a major focus of behavioral psychologists [26]. Gilal describes external regulation as motivation caused by rewards or punishments given. Punishments such as losses for not doing, punishment from superiors for not doing [30]. This motivation is an influence or pressure from outside the human being. Those who act under a more controlled form of motivation may feel pressured or coerced Williams, et al. [31]. Ryan and Deci [25] further explain that external regulation concerns behavior driven by externally imposed rewards and punishments and is a form of motivation that is usually experienced as controlled and non-autonomous. External regulation such as Extrinsic motivation is defined in SDT as instrumental motivation, and thus involves all activities aimed at achieving outcomes that can be separated from the behavior itself [30]. Blood donor services are not only sanctions or punishments that affect blood donor services and there are no physical sanctions that punish someone who does not donate. Someone who does not donate does not experience negative impacts or sanctions from anywhere. Some external regulations used in the blood donor process are the presence of donor gifts as a token of gratitude, award certificates and donor rings that are pinned directly by the President of the Republic of Indonesia, then the desired gift is used to measure donor loyalty with the SDT lens.

Motivation of identified regulation is mark social issues that exist in society is motivation because matter the assessed important and have appropriate values with himself [32]. Regulations identified is involvement with activity the Because meaningfulness with interest himself [33]. Society always own agreed value for held as justification kind or badness Schormair and Gilbert [34]. [35] explains that motivation no want to do error and no like being criticized by others forms behavior somebody. Holding, et al. [36] explains that man possible do it because he thinks he must do it, because he feels must do it. Other motivations are also due desired goal achieved although because matter the become something that doesn't pleasant. Attributes identification regulations consist from according to what is important to a person, values activity in a way awareness, support self to objective [25].

Engström and Elg [11] explain Integrated regulation which is SDT concept viz assimilate things new with mark as well as need himself [11]. Regulatory Process integrated requires that somebody bring mark or regulations to in harmony with other aspects of himself Alone with need psychological base someone and with identification other [28]. This Motivation because matter the in accordance with objective his life. Someone who does something naturally own integrated aims and objectives from himself. One of example of people donating because matter the in accordance with objective his life for help fellow [32]. Integration is a process where, often somebody with become aware and use reflection level tall. Trust process in SDT concept when people are capable bring action based imposed value internally to in realm full activity intentional. That matter involves modification value and or accommodation mark or other attitudes have been held previously become trust in himself. When achieved, someone can experience full support heart to behavior worth with not exists conflict from other attached identification. Internalisation integrated experienced fully authentic become believed. Attribute from regulations integrated is harmony, synthesis from identification, consistent with identification [29]. Applicable values in society good from religion, values socio-cultural internalize man become trust in heart rooted become objective trusted life in a way strong. Jolanta explained that regulations integrated is objective resulting life from values [37]. Various the definition above can withdraw understanding that integrated values in himself will make A trust to mark the so that do it Because believe that no way That in accordance objective his life. Exposure Processed is believed to be synthesis from regulations integration.

Engström and Elg [11] explain the Intrinsic regulation concept of SDT, namely motivation intrinsic appear every time people find it fun and interest in something task [11]. The motivation that arises Because satisfaction, comfort [32]. Motivation intrinsic as source growth - oriented energy that leads people to take optimal challenge in effort to control environment they're with expand skills and knowledge. Attributes - attributes in motivation intrinsic is interest, enjoyment, inherent satisfaction [28]. Motivation intrinsic is phenomenon important, because concerning expression classic from trend-oriented growth from soul man. Motivation in a way intrinsic, individual move in a way independent going to challenge new, framework more experience breadth, and improvement coherence in understanding. They enforce interesting behavior interest them, looking stimulation, testing limits, and so on open assimilate what 's new. The definitions above can withdraw understanding that everyone has the joy that is born from himself start develop start from children. Motivation intrinsic originate from in yourself, completely determined alone and characterized by interest, and pleasure [38]. The most obvious reason somebody try do something because his wish alone. Somebody like do it because the goal interesting for him. Somebody do it for something he likes without requested. Donate blood become pleasure donate pleasure donation becomes synthesis from intrinsic regulation.

Kotler, et al. [39] mentioned draft satisfaction customer as one of the element keys. According to Kotler, satisfaction customer is response customer to results comparison between performance product or service with hope them [39]. Customer satisfaction related with extent of the product or service fulfil or exceed hope customer. Satisfaction customer arise Because evaluation customer to expectations and performance product or service [14]. Satisfaction is what the donor

feels after they consume or use service provider blood. Satisfaction is indicator important from quality product or services offered by a company. Satisfaction give mark plus or at least the same with hope customer, then satisfaction can achieve. Satisfaction needed for maintain consumer [40] satisfaction donor become factor important in maintain good relationship [41]. Impact satisfaction donor to company, is at a high level and delivers profit for company. Level of satisfaction low donors will threaten donor no return. Dissatisfaction will push donor no donate so that threaten company lack supply blood [14]. Application satisfaction is very necessary to blood donation service [16].

Loyalty is strong and close relationship with customer is dream from all frequent marketer become key success marketing period long [39]. Loyalty is also interpreted as loyalty from customer with choose product in a way repetitive [42]. Loyalty is commitment customer to use return or the usual one called subscribe service preferred in a way consistent in the future , so cause the same purchase or Suite use the same service in a way repetitive [43]. Customer no move with influence situational and effortful marketing potential cause transition behavior. Transition behavior also applies for management blood. Transition behavior in blood donation like No come return donate regularly or come No in condition healthy. Blood donation service need increase loyalty donor blood with recruiting and retaining donors for ensure effectiveness and efficiency system maintenance health. Blood donation service must increase amount donation so that loyalty is needed. Donor loyalty can be measured with become a regular blood donor at least twice or more in a year and pushing relatives, friends and colleagues working for blood donation [44].

Theoretical studies and studies empirical study previous can made framework draft study as following.

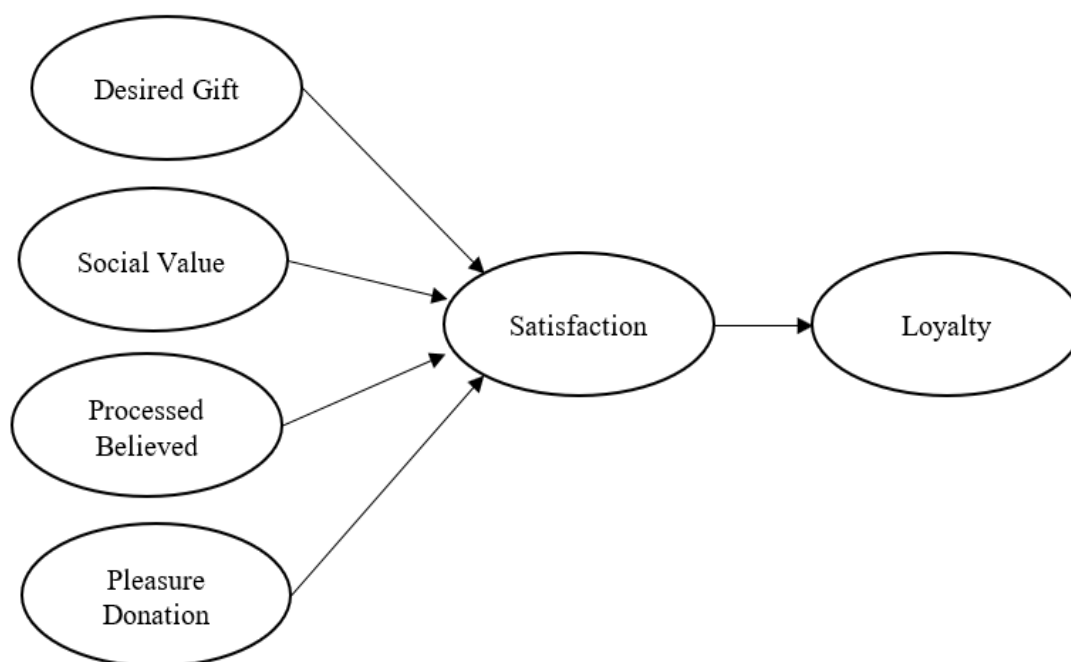


Figure 1. Conceptual framework.

The hypothesis in this study is explained as follows:

- H₁: Desired gift has a significant effect on satisfaction*
- H₂: Social value has a significant effect on satisfaction*
- H₃: Processed believed has a significant effect on satisfaction*
- H₄: Pleasure donation has a significant effect on satisfaction*
- H₅: Satisfaction has a significant effect on loyalty*

3. Materials and Methods

This research use approach quantitative with survey method. Study done in East Java Bakorwil V includes 6 Districts, Jember Regency, Lumajang Regency, Bondowoso Regency, Situbondo Regency, Banyuwangi Regency, Probolinggo Regency. Population study This taken based on data from the Central Statistics Agency East Java Province in 6 districts start from 2018 to 2022 amounting to 80,693 people. Samples taken based on approach use 5 observations for each estimated parameter, so found amount sample amounting to 465 people.

Characteristics the respondent becomes subject in something study covers various types of factors gender, education, age, ethnicity work. With characteristics respondent, researcher dig more information in-depth and relevant. The data was obtained from 465 completed questionnaires with the following details:

Table 1.

Characteristics respondent.

Characteristics respondent	Amount	Percentage
Gender		
Man	340	73%
Woman	125	27%
Education		
Elementary and middle school	20	4%
Senior high school	145	31%
Diploma & bachelor	300	65 %
Age		
17 – 25 years	41	9%
26 – 34 years old	115	25%
35 – 43 years old	135	29%
44 – 52 years old	123	26%
53 – 60 years	51	11%
Ethnicity		
Java	374	80%
Madurese	69	15%
Osing	10	2%
China	7	2%
Another	5	1%
Work		
Students	26	6%
Farmer	14	3%
Self-employed	96	21%
Employee	210	45%
Teacher	62	13%
Housewife	25	5%
Retired	6	1%
Health worker	16	3%
Etc	10	2%

Table 1 shows that the number of male respondents is more lots of from women , as appropriate with Donor data Because a number of obstacle health is not fulfilled for woman when currently pregnant, breastfeeding or menstruation. It means Donor man own chance more Lots from Woman Because condition body type different gender. Based on characteristics education show that respondents have level Diploma and undergraduate education, to be followed level high school education, and smallest level elementary and middle school education. Characteristics of respondents based on age show that the lowest age is 17-25 years old 9 % followed range aged 53-60 years as much as 11%. Range spread in a way equally start from range ages 26 to 52 years give explainer that range the is widest range in study This is because respondents is donors who have been donors 10 times and are permanent active the year donate. Donor First donor at age 17 Then if donor the always active then in the range 26 years old will own the number of donors is 10 more times. Range 26-34 years by 25%, range 35-43 years by 29%, and range 44-52 years by 26%. Characteristics based on highest tribe Javanese are 80% and are followed with Madurese 15%. Temporary ethnic group Osing and China own the same percentage that is the percentage is 2% each, other tribes also donate at 2 %. Results description respondents explain that all ethnic group donate for donate blood, tribe the most is Javanese as ethnic group largest in East Java. Inner tribe donate besides used for predicting Donors can too used to see rhesus blood group that is positive and negative. Characteristics based on job, employee / employee occupy percentage biggest as many as 44% followed work as self-employed by 21%. Teaching staff also dominates the sequence third followed traders and farmers.

Data analysis uses descriptive and inferential statistics. Analysis descriptive for describing in a way deeper from each variable this research. Analysis descriptive used with the process of organizing, structuring, and presenting data in an organized manner systematic for giving clear picture about characteristics answer respondent. Inferential analysis using SEM-PLS with WarpPLS 7.0 Program. Stages testing deep analysis This that is testing validity use validity discriminant and convergent validity, testing reliability done with see Cronbach's Alpha and Composite reliability values block indicators that measure construct , model testing using Average Path Coefficient (APC), Average R Squared (ARS), Average Adjusted R-Squared (AARS), Average block VIF (AFVIF) have ideal value, Tenenhaus GoF (GoF) has mark tall which is 0.665 more big from value 0.36 provisions high above 0.36, Sympson's Paradox Ratio (SPR), R-Squared Contribution Ratio (RSCR), Statistical Suppression Ratio (SSR) has an ideal value of 1,000. Stages furthermore form structural model in PLS is evaluated with using R², and testing hypothesis (t test) is carried out with use comparison between results path coefficient shown by the t-statistic value with t-table, if the t-statistic value is higher than the t-table value, mean there is influence between variable free in a way Partial to variable bound. 95% confidence level and value significant the (α) is 5% then t- table value for the two -tailed hypothesis is > 1.96. Another method is with compare

between probability value (p -value) to mark significant (α), if the p-value is smaller from α value (p-value < 0.05), then there is influence between independent variable in a way partial to dependent variable.

4. Results

Combined Loading value with discriminant validity test. The results of discriminant validity testing are presented in Table 2 this:

Table 2.
Test results validity and reliability.

	Cross loading	S.E
DG1	0.907	0.041
DG2	0.933	0.041
DG3	0.859	0.042
SV1	0.862	0.042
SV2	0.879	0.042
SV3	0.833	0.042
BP1	0.879	0.042
BP2	0.897	0.041
BP3	0.857	0.042
WW1	0.780	0.042
WW2	0.843	0.042
PD3	0.865	0.042
SATISFIED1	0.732	0.042
SATISFIED2	0.871	0.042
SATISFIED3	0.829	0.042
LOY1	0.852	0.042
LOY2	0.886	0.041
LOY3	0.856	0.042

All the value of combined loading and cross loadings is more big from construct other so that the validity test accepted so that all question in the questionnaire is valid and can be used For measure proposed construction. More cross loading value big of 0.70 and p-value of each question item own value < 0.001 so all items from variable can be used in this study.

Convergent validity value in research This can seen in Table 3 This:

Table 3.
Convergent validity.

	Cronbach's alpha	Compost reliability	AVE
Desired gifts	0.882	0.927	0.810
Social value	0.820	0.893	0.736
Processed believed	0.851	0.910	0.771
Pleasure donation	0.773	0.869	0.689
Satisfaction	0.740	0.853	0.660
Loyalty	0.832	0.899	0.748

Result of Average Variance Extracted (AVE) analysis (Table 3) shows that every variable own mark more from 0.50 (>0.50). So, the variables desired gift, social value, processed believed, pleased, satisfaction, and loyalty are used in the research This has fulfil condition from validity convergent based on AVE analysis. Reliability test done with see Cronbach's Alpha and Composite reliability values block indicators that measure construct. Cronbach's Alpha and Composite Reliability Results will show satisfactory value if above 0.7 (table 3). On research This Cronbach's Alpha and Composite Reliability values have mark above 0.7. which means that all over variable in study This meets the reliability test.

Testing model fit as well connection PLS 7.0 Wrap variables have 10 criteria and all inner model criteria study This accepted as a fit and appropriate model namely Average Path Coefficient (APC), Average R Squared (ARS), Average Adjusted R-Squared (AARS), Average block VIF (AFVIF) have ideal value, Tenenhaus GoF (GoF) has mark tall which is 0.665 more big from value 0.36 provisions high above 0.36, Sympson's paradox ratio (SPR), R-Squared Contribution Ratio (RSCR), Statistical Suppression Ratio (SSR) has an ideal value of 1,000. Clearer model fit and quality results linear relationships can be seen results on the Table 4.

Table 4.
Model fit and quality indicates.

No	Model fit	Test results	Information
1	Average path coefficient	APC=0.341 P<0.001	Accepted
2	Average R squared	ARS=0.601 P<0.001	Accepted
3	Average adjusted R squared	AARS=0.599 P<0.001	Accepted
4	Average block VIF	AVIF=2.228	Accepted
5	Average full collinearity	AFVIF=2.478	Accepted
6	Tenenhaus GoF	GoF=0.665	Accepted
7	Sympson's paradox ratio	SPR=1.000	Accepted
8	R-Squared contribution ratio	RSCR=1.000	Accepted
9	Statistical suppression ratio	SSR=1.000	Accepted
10	Nonlinear bivariate causality direction ratio	NLBCDR=1.000	Accepted

Outcome model PLS SEM analysis can seen in Figure 2 the fit model below:

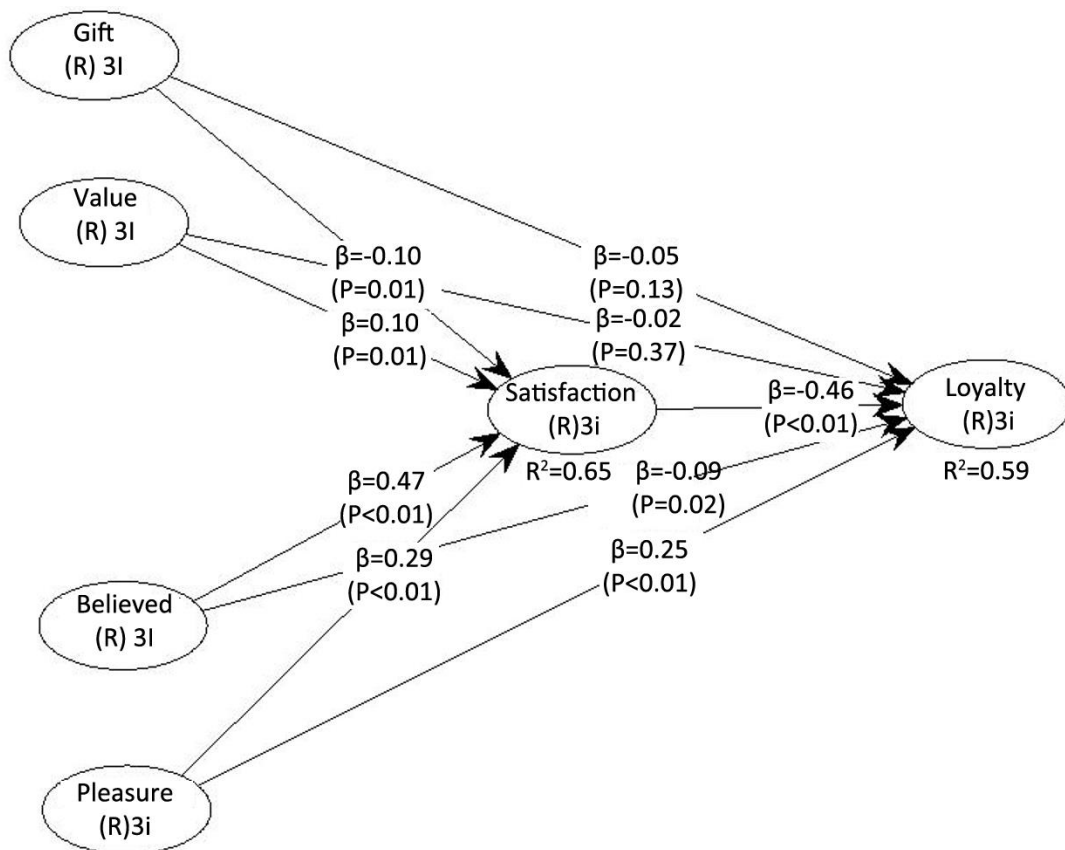


Figure 2.
Model fit.

Structural model in PLS is evaluated with using R^2 . The R^2 value is used to measure level variation change variable independent to dependent. The taller R^2 value means the better prediction model from the proposed research model.

Table 5.
R-Square.

Variable	R square	R Square adjusted	Information
Satisfaction	0.655	0.652	Strong
Loyalty	0.548	0.547	Strong

Based on R Square R-square value (R^2) in study This show that Variable Satisfaction influenced by the variables Desired Gift, Social Value, Processed Believed, Pleasure Donation amounting to 65.2% while the remaining 34.8% influenced by other variables that are not researched in this study. Meanwhile, the satisfaction model in form loyalty amounting to 54.7% and 45.3% were influenced other variables do not researched in this research.

Table 6.
Significant test.

	t Statistics	P values	Results
Desired Gift -> Satisfaction	-2,263	0.012	Significant
Social Value -> Satisfaction	2,192	0.014	Significant
Processed Believed -> Satisfaction	10,789	<0.001	Significant
Pleasure Donation -> Satisfaction	6,502	<0.001	Significant
Satisfaction -> Loyalty	17,529	<0.001	Significant

Based on [Table 6](#) it can be seen results PLS calculations that state influence direct between variable, then concluded there is influence significant direct if t-statistics value >1.98 and vice versa. The results of the hypothesis test of the influence of desired gift on satisfaction show that t-statistic value of -2.263 and p-value of 0.012, based on these results it can be concluded that the first hypothesis is accepted. The influence of social value on satisfaction shows that t-statistic value of 2.192 and p-value of 0.014, based on these results it can be concluded that the second hypothesis is accepted. The influence of processed believed on satisfaction shows that t-statistic value of 10.789 and p-value <0.001 , based on these results it can be concluded that the third hypothesis is accepted. The influence of pleasure donation on satisfaction shows that t-statistic value of 6.501 and p-value <0.001 , based on these results it can be concluded that the fourth hypothesis is accepted. The influence of satisfaction on loyalty shows that t-statistic value of 17.529 and p-value <0.001 , based on these results it can be concluded that the fifth hypothesis is accepted.

5. Discussion

Desired gift has which negative influence statistics significant and has effect to donor satisfaction. Construct presented gift is the latent variable that is measured with there are three items in the UTD PMI, namely gifts, donor snacks and plaques and meet governor / president. Donate is activity humanity and prohibited exists transaction sell buy in form whatever. So the reward is given is food drink replacement blood taken so that body can in a way maximum processing new blood, some gifts interesting and final is charter as well as can meet governor and president in grace hero humanity. Third indicator Desired Gift is intended for researchers easier in justify results related research with activity present from UTD PMI. Gifts influential to satisfaction can support study on the contrary results testing coefficient track show that rewards matter to loyalty. This means that the reward activities carried out by PMI have an impact direct in a way negative on increase loyalty donor. Findings study the in line with the results of [Rahi and Abd. Ghani \[45\]](#) and [Gilal, et al. \[30\]](#) which provide results study that regulations external influential significant to consistent behavior with study previously conducted by [Williams, et al. \[31\]](#) and [France, et al. \[32\]](#) explain that patterned regulations external with rewards have possible impact reliable and valid. This research result contribute important to development new from self-determination theory. This Development in the form of the original SDT concept that exists desired gift will motivating donor, so they get satisfaction from in himself. Development new lies in relationships negative from both of them. There are gifts precisely make donor feel no satisfied. They make a donation sincerely without hope reward. Prizes given to donors give effect negative. Donor donates blood in a way volunteer. If there is desire for getting present so matter the can undermines the sense of voluntariness and loyalty.

Social value has positive influence in a way statistics significant and has effect to donor satisfaction. Donors who have mark social feel donate blood is noble thing, activity donate blood is very important for helping other people's health will can build satisfaction. Supporting religious values mark social because of blood donation in accordance religious teachings for charity to fellow can influential in build perception donor. This result in accordance with description answer from respondents who have mark tall in frequency Social Value construct as latent variables are measured with three indicator namely blood donor is noble activities (personal importance), donating blood is very important especially for helping other people's health (Conscious valuing of activity) and appropriate religious teachings for charity to fellow (Self Endorsement of goal). These results support study [Van Den Broeck, et al. \[33\]](#); [Rahi and Abd. Ghani \[45\]](#) and [Azizah and Amin \[46\]](#) provide research results that identified regulations have a significant effect on behavior. An important contribution from the concept of self-determination theory is that donors who have social values feel that donating blood is a noble thing, the activity of donating blood is very important to help other people's health and can build satisfaction. Religious values that support social values because blood donation is in accordance with religious teachings to give charity to others can have an influence in building the perception of donors. These values provide enthusiasm for donating so that you are satisfied after donating blood. Donors feel that their actions have a positive impact on society and are recognized as good social action, they tend to feel more satisfied. Blood donors who feel that their actions are appreciated by society and recognized as an important contribution tend to feel more satisfied. Social recognition can take the form of praise, certificates of appreciation, or awards events held for loyal donors.

Processed believed is influential significant to satisfaction donor Co Producer and Co Participant Jember. Processed Believed has which positive influence statistics significant and has effect to Donor satisfaction. This result show that belief that has been processed in self somebody will influential significant to satisfaction Donor. It means if processed believed owned donor the higher, then will the more increase satisfaction Donor as Co Producer and Co Participant. Vice versa if processed believed owned low, then will lower satisfaction donor. Belief about donor benefits, perceptions that the donor is activity charity for humanity and development in a way objective professionalism organizer blood and also capable build commitment donate. The processed believed construct is the latent variable that is measured with three indicators namely congruence, awareness and consistency of identification. That trust influential to satisfaction donor. These findings are in

agreement with research result explained Integrated regulation, namely assimilate things new with mark as well as need himself influential to behavior [Azizah and Amin \[46\]](#); [France, et al. \[32\]](#) and [Engström and Elg \[11\]](#), explained that regulations integrated is objective resulting life from values influential to behavior [\[37\]](#). Trust process in SDT concept when people are capable bring action based imposed value internally to in realm full activity intentional. Belief about donor benefits, perceptions that the donor is activity charity for humanity and development in a way objective professionalism organizer blood and also capable build commitment donate. Donor own trust that activity donate own impact positive to humanity so that satisfaction will materialize if has donate. Donors who have trust will ability power technical service will form satisfaction for donor. This result confirmed by the answers respondents who have frequency tall to agreement exists trust. Trust processes feelings of security and comfort. When individuals or customer feel that they can trust party others, them tend feel calmer and more confident that they no will let down or disadvantaged. Trust is a capable process reduce perception risks and uncertainties in the donation process. Customers who believe in the company will feel more comfortable in take decision to buy product or service, which is in the end increase satisfaction them. Donor Trust is foundation from strong and long- lasting relationships. In personal relationships or professional, trustworthy create more ties strong, improve satisfaction because exists mutual support and reliability profitable.

Pleasure donation is influential significant to Satisfaction Donor as Co Producer and Co Participant. This result show that the Pleasure Donation is influential significant, meaning if pleasure charity / pleasure donation owned donor as high, then will the more increase satisfaction donor as Co Producer and Co Participant. Vice versa pleasure charity / pleasure donation owned donor low, then will lower satisfaction Donor as Co Producer and Co Participant. This result accepts stated hypothesis that the higher pleasure charity / Pleasure Donation towards blood donation activities so can build Satisfaction Donor as Co Producer and Co Participant. Donors who have that feeling donor is satisfaction live, donate that fun, donating blood part important in life Because enjoyment separately when has donate will influence satisfaction donor. Study This support results study from [Williams, et al. \[31\]](#). LA William explained that motivation Intrinsic is characterized by a feeling of joy and happiness own influence to intention donate. [Gilal, et al. \[30\]](#) explains influence intrinsic regulations to intention behavior purchase study previous show results that motivation intrinsic influential positive to Loyalty Donor as a suitable Co Producer and Co Participant with results study from [France, et al. \[32\]](#) who explains motivation intrinsic give reliable and valid influence. The concept of SDT viz motivation intrinsic appear every time people find it fun and interest in something task. Donors who have that feeling donor is satisfaction live, donate that fun, donating blood part important in life Because enjoyment separately when has donate will influence satisfaction donor. Happy donors in charity tend do activity with a sense of happiness. Give blood be a fun process. Fun activity if done of course create in a way strong feeling satisfied in self donor. Happy donor charity usually own values strong altruism. Donate blood give chance to realize values This in a way real. The act of helping others without selfless give satisfaction deep emotional. Favorite the become action own impact positive direct to other people's lives. Know that blood they can save life or help sick people give feeling significant achievement and satisfaction.

Satisfaction donor influential significant to loyalty donor. These results are supported with description answer respondents about satisfaction that gives answer high for indicators satisfied to professionalism organization, satisfied because has useful and doing donation. This result show that satisfaction influential significant These results show that stated hypothesis that the more Donor satisfaction as PMI co-producer and co-participant is increasing increase loyalty Donor as Co Producer and Co Participant can accepted or proven. Research result This is also supported by the results study from [\[47\]](#) and [Subhan and Suyanto \[48\]](#) that satisfaction influential to loyalty donor. [Al-Riyami, et al. \[49\]](#) provided conclusion that perception satisfaction influence on blood donation activities among the community student. Established donors not only from hopes very suitable gift with characteristics donor. Values social public give encouragement donate grow trust so that all public the more like activity donate so that create satisfaction in the end form loyalty.

6. Conclusion

Conclusions of the study highlight a number of important findings related to the influencing factors of donor blood satisfaction at the East Java Bakorwil V Region Blood Transfusion Unit. First, the findings show that the desired gift has a significant negative influence on donor satisfaction, indicating that donors tend to be more satisfied when their actions are based on volunteer motivation rather than self-interest. Social value and processed beliefs each contribute positively to donor satisfaction, indicating that these factors strengthen feelings of satisfaction in the process of donating. Additionally, pleasure in donation is also proven to positively influence donor satisfaction. Donor blood satisfaction has a significant positive impact on their loyalty. Therefore, understanding the factors that can help increase the management and effectiveness of blood donor programs, as well as strengthen the attachment of donors to the donation activity, is essential. The limitations of this study exist in the context-specific geographic and social aspects of the Bakorwil V area of East Java, which may not fully represent the situation in other areas; thus, generalization of the findings needs to be done with caution. Additionally, the research is limited to the data collected within a certain timeframe, so the dynamics influencing donor satisfaction can change over time, necessitating regular updates to the findings. Based on this study, efforts to increase donor loyalty should focus on strengthening the social values that exist in society, fostering a process of trust for donors in the donation activity. Donors should not expect gifts, as this can negatively affect their satisfaction and loyalty to the donation process.

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