ABSTRACT

RED CROSS SERVICE QUALITY INDONESIA (PMI) Lampung Province (Study on Blood Donor Unit Branch Lampung Province

By

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The importance of the availability of blood at the UDD-PMI requires PMI to maintain the quantity and quality of blood available to meet the need for blood transfusions. However hard the availability of blood at the UDD-PMI is because there are still many people who do not understand the importance of blood donation, it is seen from the number of people who have difficulty looking for blood. Therefore people who are looking for the blood supply in the UDD-PMI is very difficult and requires a long time. This statement is derived from the people who have difficulty looking for blood.

The purpose of this study was to obtain an overview and analysis of the quality of services PMI Lampung Province in Pembina Branch UDD Lampung Province in improving the quality of services and constraints inhibiting implementation of services in the UDD-PMI Lampung Province. This type of research is descriptive research type with qualitative approach. While data collection techniques done with the interview, documentation and observation.

The conclusion from this research is that the quality of service in the UDD Branch PMI Lampung Province is not maximized and the need to reform. This can be seen from the number of obstacles that occur in the implementation of the provision of services in the UDD-Pembina PMI Lampung Province. For that we need for dissemination to the public of the meaning of a blood donor.

In this research found problems in service delivery UDD-PMI branch builder Lampung province is divided into internal and external constraints. Among the issues the length of time the blood demand, the number of employees, lack of understanding of the website, at least the number of voluntary donors.

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