

## INTENTION TO BLOOD DONATION: AN EFFECT OF SOCIAL MEDIA

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### Abstract

*Indonesian people are still reluctant to donate blood. Lack of information and low level of awareness are the causes of this phenomena. Social media has a role in delivering comprehensive information about blood donation. This study aimed at examining the effects of social media in influencing individuals to donate blood. The quality of argumentation, interactive, and social media features can increase the positive attitude to donate blood and to establish blood donation intention. Data collection used were online questionnaire of @sahabatdonordarah Instagram followers as many as 200 respondents. The result of hypothesis testing using the AMOS Structural Equation Modeling analysis showed that the quality of argumentation and interactive social media had an effect on the positive attitude of blood donors in forming blood donation intentions, but it was not for social media features. These results indicated that the quality of the argumentation and interactive social media had a strong role in increasing the positive attitude of donating blood which could influence the intention to donate blood.*

**Keywords:** Intention to Blood Donate, Attitude to Blood Donate, Quality of Argumentations, Interactive, Social Media Features

### Introduction

Current blood stock in Indonesia is still insufficient to meet the needs of people's necessity. Based on the standards of the World Health Organization (WHO), the minimum amount of blood in Indonesia is 2% of the total population (255 million), or around 5.2 million bags of blood needed per year (Krisnandi, 2023). In Indonesia, the availability of blood bags is not completely sufficient and even annually tends to decrease by 16% (Lutfi et al., 2019). The reluctance of people to do blood donations is because of the lack of information and awareness of donors about the process of doing blood donations (www.kompasiana.com, 2019). Comprehensive information to the community is needed to increase their knowledge about blood donation.

The growth of internet users in Indonesia has an impact on increasing social media users. Data shows that there are 150 million social media users in Indonesia in 2020 or around 56% of the total population and 130 million people access via mobile (gadget) or around 48% of the total population (Khansa and Putri, 2022). The majority of social media users in Indonesia is 20.6% male aged 25-34 and 14.8% female in the same age (Azhari and Ardiansah, 2022). The data shows that social media users in Indonesia have an adequate age for blood donation. Social media is widely used by the majority of the population because it not only provides text but also audio, images and other multimedia elements to facilitate communication (Wikström and Ellonen, 2012; Sura et al., 2017). Therefore, the role of social media in informing knowledge of the blood donation process plays an important role in increasing the intention to do blood donations.

The study of the intention to blood donation through the effects of social media is still being debated. This is due to the diversity of research results and variables used (Sura et al., 2017; Saha and Chandra, 2018). The study conducted by Sura et al. (2017), several variables have no effect on the intention to donate. This condition is because the variables used do not explain the description of information through the social media. Another study conducted by Saha and Chandra (2018) using the modified Theory of Planned Behavior (TPB) also showed that the intention to donate blood donors was still relatively low due to the low understanding of the Indian people to do blood donations. These various explanations indicate the need for modification of the research model for the effects of social media in influencing individual intentions to donate blood.

The study used Instagram social media as the object to provide knowledge through information for blood donation. The intention formation to donate blood through the effects of social media and attitude is an important factor in individual assessment before taking actual action (Guna wan and Huarng, 2015; Sura et al., 2017). Attitudes have a role in evaluating individual volunteerism for information from social media which is able to provide an assessment to determine further action (Sura et al., 2017). The application of the use of social media in conveying information and attitudes as a mediating variable is formed from three antecedent variables, namely the quality of argumentation, interactivity and social media features (Gunawan and Huarng, 2015; Sura et al., 2017; Alalwan, 2018). The quality of good argumentation has a role in determining the attitude of social media users to the benefits of the provided information (Gunawan and Huarng, 2015). The same point about the interactivity of social media as in Alalwan's study (2018) states that interactivity is a communication process from social media users to exchange information online. Good social media features in the form of images, videos and audio in a variety of information about blood donors

are able to form a contribution to improve individual attitudes to donate (Sura et al., 2017). The explanation shows that in building a research model it is necessary to modify variables to increase the formation of individual intentions to donate blood.

## **Literature Review**

### **Intention to Blood Donate**

The concept of intention begins with a study on Theory of Planned Behavior (TPB) conducted by Ajzen (1991) which is defined as individual motivational factors that lead to behavior. Intention is also defined as a state of mind and individual desire that leads to actual action behavior (Karabulut, 2016; Saha and Chandra, 2018). Blood donation is defined as the act of taking blood voluntarily from an individual which is then stored in a blood bank for blood transfusion (Lesmana, 2016). Intention in the context of donating blood is defined as an individual's desire to be a motivating factor to influence the actual behavior of taking blood voluntarily (Ajzen, 1991; Karabulut, 2016; Lesmana, 2016; Saha and Chandra, 2018).

Through the effect of social media, several variables are identified to form the intention to donate blood. Yet in the study, the variable that determines the intention to donate blood is attitude (Sura et al., 2017). Attitude is a mediating variable that is influenced by the forming variables, namely the quality of argumentation, interactive and social media features (Gunawan and Huarng, 2015; Alalwan, 2018; Sura et al., 2017). The explanation for each variable forming the intention to donate blood is described as follows.

### **Attitude toward Blood Donation**

Attitude is defined as an individual's evaluation of an object (Ajzen and Fishbein, 1977). Blood donation is defined as the act of taking blood voluntarily from an individual which is then stored in a blood bank for blood transfusion (Lesmana, 2016). Attitude to donate blood is defined as a positive individual evaluation of individual voluntary actions to donate blood due to the effects of social media (Ajzen and Fishbein, 1977; Ling et al., 2010; Jusoh and Ling, 2012; Lesmana, 2016; Sura et al. al., 2017; Yeo et al., 2017; Mhina et al., 2018).

A study conducted by Amaro and Duarte (2015) stated that a positive attitude leads to an individual's intention to an object. This is because a positive attitude as an individual's favorite feeling for an object will be able to increase the individual's intention to take actual action. The same opinion was expressed by Maichum et al. (2016) stated that attitudes have a role in predicting individual intentions to take action. Individuals who carry out positive evaluations in the form of blood donors benefits become a motivation to take real action (Wallace et al., 2017). Another study states that individuals with more positive feelings about online donations have a tendency to form an individual's intention to make donations (Sura et al., 2017). This means that a more positive attitude will lead to determining the intention. That pleasant feelings will encourage individuals to carry out positive evaluations which can form the intention to make donations (Amaro and Duarte, 2015; Sura et al., 2017).

### **Quality of Argument**

Argumentation quality is defined as an individual's perception of an argument from a persuasive message information (Martin et al., 2003; Cheung et al., 2012). The study from Shen et al. (2011) defines the quality of the argument in the application of online transactions as information received from a communication between relevant individuals. The quality of the argumentation in the application of online reviews is defined as the strength of information that can be received by individuals to take further action (Zhang et al., 2014). Another study defines the perceived quality of the argument as an individual's perception of the strength of the arguments message on social media in persuading their audience (Lah et al., 2018). Thus, the quality of the argument is defined as the individual's perception of the strength of the relevant message arguments in persuading them to follow up action.

Various studies stated that there is a positive relationship between the quality of argumentation and individual attitudes. The study of Bee and Dalakas (2013) stated that quality arguments can attract individual responses to an object so that it can provide a positive evaluation for further action. Information conveyed through messages with good argumentative quality will be perceived as providing benefits to form a positive attitude that leads to the desire to take actual action (Gunawan and Huarng, 2015). This is because the quality of the argument from a message that is relevant and accepted by the individuals tends to be evaluated positively (Gunawan and Huarng, 2015; Wang, 2015). The quality of argumentation that has a beneficial information can be accepted by individuals who are able to influence a positive attitude to receive information (Lin et al., 2017).

### **Interactive**

Interactive in the context of advertising is defined as a communication feature that can provide feedback via mobile devices (Wu and Hsiao, 2017). Another study conceptualizes interactive in social media objects as a media platform that facilitates two-way communication so that users can exchange information online (Alalwan, 2018). Interactive in the application of the website is interpreted as a communication process through a media platform that is able to provide real-time feedback to its users directly (Abdullah et al., 2016;

Etemad, 2016). While interactive in social media objects is interpreted as two-way online communication through the features provided by social media (Hao et al., 2016). Hence, interactive is defined as a communication process between individuals of online media platform users who can provide feedback directly.

Various studies indicated an interactive positive relationship to individual attitudes. Previous studies stated that interactive as a reciprocal process to obtain acceptable information has an influence on individual positive attitudes (Kettanurak et al., 2001; Cui et al., 2010). Another study stated that interactive has a positive relationship with individual attitudes (Cui et al., 2010). Social media interactivity, which is perceived by its users as fun, easy to use, dynamic, and useful can form positive emotions of individuals that encourage them to donate (Kurniawati et al., 2021). The study of Ahn et al. (2014) said that interactive in website objects has a positive evaluation of attitudes because an interactive website will increase individual positive feelings towards the website. This is because by the interaction conducted among individuals, they will get effective information.

### **Social Media Features**

Features in the context of the website are interpreted as service provided by the website system. It is to be accepted by its users based on system features such as design, functionality, and security (Ahn et al., 2004). The development of information media that issues social media and social media features is outlined as information that can be extracted through an object such as a color histogram of an image (Figueiredo et al., 2012). Social media features in the object of online donations are also interpreted as facilities provided for social media users to share information through images, audio, and video that can influence individuals to donate (Sura et al., 2017; Alawan, 2018). So it can be concluded that social media features as a facility for social media users to share information that can be extracted through color histograms in the form of images, audio and video. It can influence individuals to act.

Previous studies suggested that good social media features have a tendency for individuals to give positive evaluations. Its application on the online printing business with social media features can provide information on printed media content that affects individual positive attitudes (Wikstrom and Ellonen, 2012). This is because the existence of social media features can provide opportunities for users to participate in providing input on the creation of print media content that will be created (Wikstrom and Ellonen, 2012). A positive evaluation in the use of social media is influenced by the features on social media to express their daily life and fulfill information according to their needs (Settanni et al., 2018). Social media features of online donations in the form of discussion forums, chat rooms, photo sharing, and audio video can improve communication and online information sharing that tend to provide positive assessments and affect individual attitudes to donate (Sura et al., 2017).

### **Hypothesis**

H1 : The higher the individual's positive attitude affects to the intention for blood donation

H2 : The higher the quality of the argument will effect positively on the individual's attitude toward blood donating

H3 : The more interactive a social media can affect to positive attitude of individuals toward blood donate

H4 : The better the social media features displayed can affect the positive attitude of individuals to blood donate.

### **Methods**

This study used a method of confirming variables from previous studies to examine the effects of social media in establishing blood donation intentions. Data collection in the study used an online survey method on individuals who access social media of instagram @sahabatdonordarah. The number of people who access the @sahabatdonordarah instagram is not exactly known. For this reason the sampling technique used was non-probability purposive sampling method. To determine the respondents, several criteria are set. The first criterion is individuals who are 20 years old or more. The age limitation is based on the assumption that they are adults and they have adequate understanding to fill out the questionnaire provided. The second criterion is that the individuals ever accessed the @sahabatdonordarah instagram. Based on these criteria, 200 respondents were selected. SPSS was used o test the validity and the reliability of measuring instruments. Hypothesis testing used was the SEM analysis with AMOS software.

### **Result and Discusssion**

#### **Respondent Characteristics**

The results of the descriptive analysis showed that the gender distribution of female respondents was 75.5%, of which the majority of respondents are at the age group of 20-24 was 81%. If seen from the characteristics of last education, the largest respondents were high school; it was 50.5%, and for the university student, it was 68.5%. The largest number of respondents in this study came from Java. It was 71% with the frequency of accessing Instagram @sahabatdonordarah at least once was 73%.

**Table 1.** Characteristics of Respondents

Characteristics	Classification	%	Characteristics	Classification	%
Sex	Male	24,5	Occupation	Government Employees	7,5
	Female	75,5		Private Employees	19
Age	20 - 24 year old	81	Per Month Income (Rp)	College Student	68,5
	25 - 29 year old	11		Etc	5
	30 - 34 year old	4		<500.000	27,0
	34 - 39 year old	1,5		500.000 – 1.500.000	1,5
	40 - 44 year old	1		1.500.000 – 2.500.000	4,5
	≥ 45 year old	1,5		2.500.000 – 3.500.000	2,0
Level of Education	High School	50,5	Resident (Island Base)	>3.500.000	10,5
	Diploma 3	9		Java	71
	Bachelor/Diploma 4	35,5		Sumatera	3,5
	Master	5		Kalimantan	20,5
Frequency of Accessing Instagram @sahabatdonordarah	Once	73	Maluku	4	
	Twice	21	Papua	0,5	
	>Twice	6	Nusa Tenggara	0,5	

Source : Processed Data (2023)

**Measurement Test**

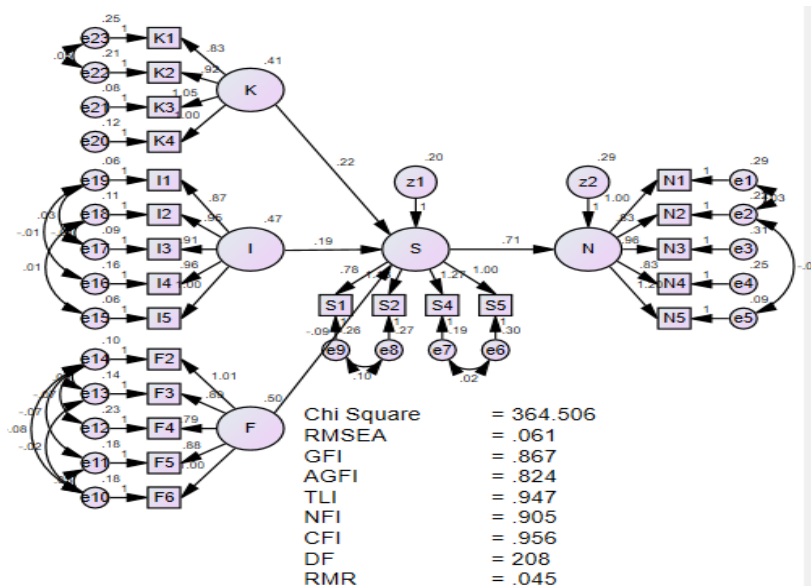
The independent variables in this study were the quality of argument, interactive, and social media features, with the mediating variable of the attitude of blood donors, and the dependent variable of the intention to donate blood. Based on table 2, each variable in this study constructed a questionnaire item based on conceptual definitions and measuring tools from previous studies. Measurement of the questionnaire items used a 5-scale Likert scale from strongly disagree to strongly agree. The totaled questionnaire items used in testing the hypothesis were twenty-three from the twenty-five questionnaire items proposed. The test results showed that a loading factor was more than 0.7. It means that each question item reflects each question that can be used for hypothesis testing. There are two questionnaire items (S3 and F1) with the factor loading is less than 0.7 that are not used for hypothesis testing because they are invalid. The results of reliability testing show a Cronbach Alpha value of more than 0.60, which shows that the instrument used in this study can be trusted as a data collection tool and is able to reveal the actual information in the field.

**Table 2.** Variables, Statement Items, and Validity and Reliability Test Results

Variables	Statement Items	Loading Factor	Cronbach Alpha Value Minimal = 0,60	Note
Blood Donation Intention (Lin, 2007; Karacan <i>et al.</i> , 2013; Shaouf <i>et al.</i> , 2016; Sura <i>et al.</i> , 2017)	I have the intention to do a blood donation (N1)	0,840	0.884	Valid and reliable
	I will contribute in the future (N2)	0,778		Valid and reliable
	I plan to actively donate blood donations (N3)	0,730		Valid and reliable
	I will donate blood donors if I have the opportunity (N4)	0,776		Valid and reliable
	I am interested in doing blood donation (N5)	0,823		Valid and reliable
Blood Donation Attitude (Boateng and Okoe, 2015; Muk and Chung, 2015; Yeo <i>et al.</i> , 2017)	Donating blood is a good thing (S1)	0,790	0.824	Valid and reliable
	Donating blood is important (S2)	0,831		Valid and reliable
	Donating blood is a wise act (S4)	0,758		Valid and reliable
	Donating blood is beneficial for all (S5)	0,738		Valid and reliable
Quality of Argument (Wang, 2015; Wall and Wakentin, 2019)	Instagram @sahabatdonordarah provides good information about blood donation (K1)	0,816	0.906	Valid and reliable
	Instagram @sahabatdonordarah provides useful information about blood donation (K2)	0,774		Valid and reliable
	Instagram @sahabatdonordarah provides the latest information about blood donation (K3)	0,813		Valid and reliable
	Instagram @sahabatdonordarah	0,778		Valid and reliable

	provides accurate information about blood donation (K4)			
Interactive (Lee and Cho, 2011; Alalwan, 2018; Shao and Pan, 2019)	Instagram @sahabatdonordarah provides interactive information about blood donation (I1)	0,857		Valid and reliable
	Instagram @sahabatdonordarah understands the information needs of its users about blood donation (I2)	0,808		Valid and reliable
	Instagram @sahabatdonordarah had the opportunity to have an opinion about blood donation (I3)	0,854	0,955	Valid and reliable
	Instagram @sahabatdonordarah can facilitate discussions about blood donation (I4)	0,794		Valid and reliable
	Instagram @sahabatdonordarah has the opportunity for its users to share information on blood donors (I5)	0,855		Valid and reliable
Social Media Features (Pengnate and Sarathy, 2017; Huang and Benyoucef, 2017)	The Instagram feature @sahabatdonordarah provides clear information about blood donation (F2)	0,650		Valid and reliable
	The Instagram feature @sahabatdonordarah provides pleasure in displaying blood donation information (F3)	0,752		Valid and reliable
	Instagram @sahabatdonordarah uses audio-video clear blood donation information (F4)	0,814		Valid and reliable
	Instagram @sahabatdonordarah uses audio-video clear blood donation information (F4)	0,799	0,913	Valid and reliable
	Instagram @sahabatdonordarah in displaying blood donation information is designed to have an attractive aesthetic appearance (F5)	0,774		Valid and reliable
	Instagram @sahabatdonordarah offers consistency in the design layout in providing blood donation information (F6)			

Source : Processed Data (2023)



Source : Processed Data (2023)

Figure 1. Result Goodness of Fit

**Hypothesis Test**

The results of hypothesis testing based on Table 3 show that there are 3 supported hypotheses because there is a relationship between variables with a significance level of less than 0.05, and there is 1 hypothesis that is not supported because the relationship between variables has a significance level of more than 0.05.



**Table 3. Hypothesis Test Results**

Hypothesis	Standard Estimate	c.r	P	Notes
Attitude → Intention to Blood Donation	0,710	5.336	***	H1 Supported
Quality of Argument → Attitude	0,224	2.617	0,009	H2 Supported
Interactive → Attitude	0,188	2.314	0,021	H3 Supported
Social Media Features → Attitude	-0,090	-1.089	0,276	H4 Not Supported

Source : Processed Data (2023)

### Discussion

Individual positive attitude about blood donation gives an impact on the intention to donate blood through the information from the @sahabatdonordarah Instagram. The results of this study are relevant to various previous studies which stated that attitude has a positive effect on intention. A positive attitude which is an individual's favorite feeling for an object can influence the intention to take actual action (Amaro and Duarte, 2015). This condition is because attitude as a form of individual evaluation of a product / service has an important role in predicting individual intentions to take action (Maichum et al., 2016). Positive individual reactions on a good object can form an intention to take an action (Hoque and Alam, 2020). Therefore, it can be interpreted that the higher the individual's positive attitude towards blood donation information on the @sahabatdonordarah Instagram can influence him to intend to blood donate.

It is perceived by the users that the @sahabatdonordarah Instagram has provided good quality of arguments. It can form a positive attitude in influencing them to donate blood. The results of this study are relevant to previous studies which explained that quality arguments can attract individual responses to an object that can establish individual positive attitudes (Bee and Dalakas, 2013). The quality of the argument on the social media messages in the form of information that is relevant and accepted by individuals tends to be evaluated positively in increasing the intention to behave (Gunawan and Huarng, 2015; Wang, 2015). The quality of argumentation on social media that provides information on donation knowledge and raises emotional issues is the proper tool in influencing individuals under 35 years old to donate (Wallace et al., 2017). Qualified arguments on social media about blood donation that are supported by educating data, facts, and information will be responded positively by individuals to carry out blood donation actions.

Interactive on social media, which is a feedback communication feature among users, is a strong factor in forming a positive attitude to donating blood. Information obtained through interactive channels on social media is more effective in obtaining information that can influence the attitude of social media users to donate (Cui et al., 2010). The interactivity of social media which informs blood donors gives a positive evaluation effect in the form of feelings to share and care for each other. (Ahnet et al., 2014). The power of social media that can make two-way interactions anytime and anywhere to share information and knowledge will be evaluated positively by individuals (Akram and Kumar, 2017; Kim and Lee, 2017). It means that the higher interactive of @sahabatdonordarah Instagram allows individuals to provide more positive evaluations in establishing blood donation attitudes.

Social media features that display information in the form of images, audio, and video provide pleasure for individuals to continue to watch them (Sura et al., 2017; Settanni et al., 2018). They, such as attractive images that convey the messages, will provide visual stimuli that can affect cognitive and behavioral users (Wikstrom and Ellonen, 2012; Kurniawati et al., 2021). However, in this study, the features of social media are not sufficiently supportive to influence individual attitudes to donate blood. Social media features that display attractive endorsements are not a strong dimension in influencing attitudes to behave (Lim et al., 2017). The motivation of the community to donate blood is due to the similarity of human values among humans and socialization to be able to meet new people (Nonnis et al., 2020). Prospective blood donors need sufficient knowledge during the implementation process and after blood donation. They also need physically interactions with other donors. From this point, it can be concluded that prospective blood donors do not really need the context display of the @sahabatdonordarah Instagram. Yet, they tend to see the Instragram content to get information that can increase their knowledge of donating blood.

### Conclusion and Recommendation

This study was conducted to examine the effect of the attitude of donating blood on the intention to donate blood which is formed by the quality of the argumentation, interactive and social media features through the @sahabatdonordarah Instagram effects. The results of data analysis show that there are three supported hypotheses and one unsupported hypothesis. It can be interpreted that a positive attitude to donate blood is considered to be able to provide effectiveness in increasing users' intention to donate blood donors through the effects of social media. It is due to the quality of information arguments presented on social media and the interaction of social media that can make two-way communication but not due to the social media features factors.

The official of @sahabatdonordarah Instagram should provide informations that are beneficial for blood donation. Those are for the personal health and it can help other people who are interactive in communicating

to increase the trust and positive evaluation of its users. The information conveyed should also display information on the process and the workings of blood donation in fulfilling the audience's knowledge needs. It is also in order to reduce fear and increase a positive attitude towards blood donation.

This study examined the intention of individuals to blood donate through the effects of social media. Hence, it has not been able to test respondents to the stage where respondents actually take action to do blood donations. This study was conducted using a cross-sectional approach which has a weakness that is its inability to explain the process that occurs in the object or variable being examined and its correlation.

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