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STUDIES**



**FACTORS THAT MOTIVATE BLOOD DONOR TOWARDS
BLOOD DONATION
CASE STUDY AT SARAWAK GENERAL HOSPITAL BLOOD
BANK AND BLOOD DONATION DRIVES**

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DECEMBER 2017

ACKNOWLEDGEMENT

Thank you to merciful Lord for all the countless blessings.

Our humble effort we dedicate to our loving family, whose affection, love and encouragement of day and night enable us able to get such success and honor.

It is a great pleasure to acknowledge our deepest thanks and gratitude to Madam Ivy anak Jugah for her kind supervision, patience and unwavering support throughout this study.

We would to extend our sincere appreciation to Sarawak General Hospital Blood Bank staffs who had warm-heartedly provided us with support and hospitality.

To all relatives and friends who have in one way or another rendered their support morally, financially and physically, thank you.

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THE ABSTRACT

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Blood donation is a way to collect blood for blood transfusion. Due to the fact that there is no substitute to blood products, frequent and steady blood donation is required to maintain blood supply. Thus this study is to study the factors that motivate blood donor towards blood donation. A sample of 98 respondents participated in the study. The study on the other hand, took place at Sarawak General Hospital blood bank and blood donation drives. Firstly, the finding showed that respondents of 28 to 47 years old, male and post graduates were motivated to donate blood. Next, the finding also indicated that the blood donation incentives offered encouraged the blood donor to donate blood. Last but not least, the blood donor had adequate knowledge about blood donation. The finding was able to answer the all research objectives determined by researchers. Consequently, the study was beneficial to the blood bank and other policymakers in order to close the gap between blood supply and blood demand as well as to attain the voluntary blood donation goal.

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CHAPTER ONE

INTRODUCTION

1.0 Introduction

This chapter focuses on the background of the study which is, the factors that motivates donor to donate blood. The presentation of this chapter begins the research background, followed the problem statement, research questions, research objectives, scope of the study, significance of study and lastly the definition of terms and concepts used in this study.

1.1 Research background

Blood shortage happens due to the less number of blood donors who are willing to donate blood. It will lead to the difficulties in the blood bank to cope with the insufficient blood in the country.

Blood is essential to carry important elements to our bodies. It transported through arteries and veins, which supplies nutrients, oxygen and hormones to the cells (Nordqvist, 2014). According to American Red Cross, there are numbers of blood components which are, red blood cells, white blood cells, plasma and platelets. Each blood component carries different functions. In addition, Group A, Group B, Group AB and Group O are the four main blood groups. The capability of blood groups are also important, to make sure the patient is receiving the right blood type.