



Motivation of Blood Donation among Khon Kaen University Students at Blood Bank Unit, Khon Kaen University

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Background and Objective : Blood is an essential component for medical treatment. Despite rising in the number of blood donation, the amount of blood supply is not enough and the proportion of student is less than general population. This study aimed to investigate 1.) proportion of motivations driving Khon Kaen University (KKU) students to donate blood either for the first time or later at blood bank unit. 2.) proportion of knowledge about self-preparing before donation

Methods : It was a Descriptive study at Blood bank unit, Khon Kaen University (KKU). Studies samples were 105 participants KKU students studying at bachelor degree level in the year 2015 and willing to donate blood at blood bank unit. The determined sample size is 102 with no sampling method. Tool : self-reported questionnaire. Data analysis : using SPSS-PC version 19 to calculate frequency, proportion, percentage and 95%CI

Results : The response rate was 100%. The three highest proportions of motivation for first-time donation were desire to help patients 75.2% (95%CI:65.9%, 82.9%), making merit 59.1% and being persuaded 38.1%, respectively. In part of the three highest proportion of motivation in the recent donation were desire to help patients 78.7% (95%CI:68.8%, 86.2%), making merit 62.8% and self-pride 36.2%, respectively. Alcohol-free interval was the question with the most misunderstanding answer 59.05%.

Conclusion : The most affecting motivation of blood donation in three-quarters of the population is desire to help patients concordantly in the first time and later. About half of the population misunderstands about alcohol-free interval.

Keywords: motivations, blood donation, Khon Kaen University, student

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