

SOCIAL MEDIA MARKETING AND SOCIAL CONCERN IN BLOOD DONATION

MARKETING EM MÍDIAS SOCIAIS E PREOCUPAÇÃO SOCIAL NA DOAÇÃO DE SANGUE

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Abstract

Purpose: The purpose of this study is to analyze how social media and social concern influence repeat blood donation behavior through trust, from a social marketing perspective, in supporting SDG 3: Good Health and Well-Being and sustainable blood supply systems in Indonesia and Malaysia. **Methodology:** The data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with the assistance of SmartPLS software. **Findings:** Social concern and social media have a

Resumo

Objetivo: O objetivo deste estudo é analisar como as mídias sociais e a preocupação social influenciam o comportamento de doação de sangue recorrente por meio da confiança, a partir de uma perspectiva de marketing social, no apoio ao ODS 3: Saúde e Bem-Estar e sistemas sustentáveis de suprimento de sangue na Indonésia e na Malásia. **Metodologia:** Os dados foram analisados utilizando Modelagem de Equações Estruturais por Mínimos Quadrados Parciais (PLS-SEM) com o auxílio



significant direct effect on repeat blood donation behavior, also significant indirect effect on repeat blood donation through trust as a mediating variable. These results highlight the strategic role of social marketing approaches, whereby social media functions not only as an information channel but also as a marketing tool to strengthen donor relationships, enhance institutional trust, and encourage long-term donor retention. Research limitations: the study focused only on social media, social concern, and trust, while other factors that may influence repeat blood donation—such as personal health conditions, service quality, or previous donation experiences—were not examined. Practical implications: These results offer strategic insights for the Indonesian Red Cross and the Malaysian National Blood Centre to optimize social media utilization through social marketing and relationship marketing strategies, strengthen public trust, and leverage social concern as a motivational driver for long-term donor retention. Social implications: These strategies contribute to the sustainability of blood supply systems by integrating social marketing and relationship marketing approaches, and support the achievement of SDG 3 (Good Health and Well-Being). Originality/value: This study offers a novel integrated model of social media, social concern, and trust in explaining repeat blood donation behavior in Indonesia and Malaysia, contributing to sustainable blood supply management and SDG 3.

Keywords: Repeat Blood Donation. Social Concern. Social Marketing. Social Media. Trust.

do software SmartPLS. Resultados: A preocupação social e as mídias sociais têm um efeito direto significativo no comportamento de doação de sangue recorrente, bem como um efeito indireto significativo na doação de sangue recorrente por meio da confiança como variável mediadora. Esses resultados destacam o papel estratégico das abordagens de marketing social, em que as mídias sociais funcionam não apenas como um canal de informação, mas também como uma ferramenta de marketing para fortalecer o relacionamento com os doadores, aumentar a confiança institucional e incentivar a retenção de doadores a longo prazo. Limitações da pesquisa: o estudo focou apenas em mídias sociais, preocupação social e confiança, enquanto outros fatores que podem influenciar a doação de sangue recorrente — como condições de saúde pessoal, qualidade do serviço ou experiências anteriores de doação — não foram examinados. Implicações práticas: Esses resultados oferecem insights estratégicos para a Cruz Vermelha Indonésia e o Centro Nacional de Sangue da Malásia otimizarem a utilização das mídias sociais por meio de estratégias de marketing social e marketing de relacionamento, fortalecerem a confiança pública e aproveitarem a preocupação social como um fator motivacional para a retenção de doadores a longo prazo. Implicações sociais: Essas estratégias contribuem para a sustentabilidade dos sistemas de suprimento de sangue, integrando abordagens de marketing social e marketing de relacionamento, e apoiam a conquista do ODS 3 (Saúde e Bem-Estar). Originalidade/valor: Este estudo oferece um novo modelo integrado de mídias sociais, preocupação social e confiança para explicar o comportamento de doação de sangue repetida na Indonésia e na Malásia, contribuindo para a gestão sustentável do suprimento de sangue e para o ODS 3.

Palavras-chave: Doação de Sangue Repetida. Preocupação Social. Marketing Social. Mídias Sociais. Confiança.

1 INTRODUCTION

Blood transfusion is a standard procedure in life-saving situations. Blood is a product provided by God through the human body system, so there is no alternative source to replace human blood. For Muslims, donating blood is permitted if the person is in good

health, does not endanger the health and safety of the donor, and the blood is considered beneficial for others who need it (Irsyad Al-Fatwa Series 276., 2022). According to Dr. Yusuf al-Qardhawi, a well-known Muslim scholar, donating blood is considered a great form of charity. Therefore, donating blood is encouraged among Muslims, and there is no need to separate blood between Muslims and non-Muslims. Previous studies have shown that among blood donors, the majority do so sincerely for the sake of Allah, the next factor is because of social concern, the desire to save someone's life is the reason donors donate blood repeatedly (Saeed et al., 2024; Suen et al., 2020).

The minimum blood requirement in Indonesia is estimated to be around 2% of the population in Indonesia, which is 5.1 million blood bags per year. On the other hand, the current production of blood and its components is 4.1 million bags (recorded to come from 3.4 million donors). Of that number, 90% of blood bags come from voluntary donors (Palang Merah Indonesia, 2024). Data shows that the blood supply to meet annual blood needs is still not met. Many things are factors that cause low interest in blood donation, such as lack of understanding of the requirements and benefits of blood donation and other reasons such as fear of needles, blood phobia and fear of fainting (Jaafar et al., 2017; Rahmatullah et al., 2021). So there needs to be a strategy that can attract people's interest so that they are willing to donate their blood regularly to help others.

In Indonesia, in order to fulfill the availability of blood for health service needs, it is carried out by the Palang Merah Indonesia (PMI) through the Blood Transfusion Unit spread throughout Indonesia based on assignments from the Government as regulated in Government Regulation Number 18 of 1980 concerning Blood Transfusion (Palang Merah Indonesia, 2024). This Government Regulation must be adjusted to the development of policies, resources, science and technology in the field of health services.

In Malaysia, blood management is under the governance of the Pusat Darah Negara (PDN) Malaysia. The PDN is responsible for collecting, processing, and supplying blood and blood products to patients in government and private hospitals. Every day, 2000 units of blood are needed nationwide, and the PDN frequently appeals to the public to donate blood, as the surge in demand has led to a shortage of supplies at the PDN. The imbalance between blood supply and demand requires continued efforts to develop new strategies to motivate the public to donate so that blood supplies are sufficient, easily accessible, and timely available when needed. Blood donation

information and campaigns can be accessed on the PDN Malaysia website(Pusat Darah Negara Malaysia, 2024).

Many studies have been conducted to examine what factors motivate people to donate blood. Further understanding of what factors motivate donors to donate blood will help recruit more blood donors (Karacan et al., 2013). Knowledge is an important factor in supporting someone to donate blood. When people know the facts, myths, and fears related to blood donation, they will be more motivated to donate blood (Alam & Masalmeh, 2004).

In addition to knowledge, other studies have found that donors are motivated to donate blood when someone they know is in need and they feel a desire to help others who need blood (Mohammed & Essel, 2018). Other studies have found similar findings, where the most common motivator reported by blood donors is the desire to help others and improve the health of people they may have never met (Ibrahim et al., 2021). Other motivators for donating blood are societal pressure, subjective norms (influenced by friends), reciprocity (availability for oneself, family, or friends), incentives, and curiosity (Ibrahim et al., 2021). To motivate more people to donate blood, it is also important to understand the barriers that prevent them from donating. Previous studies have revealed that lack of understanding of blood donation requirements and never being asked to donate blood are the most common barriers among non-donors (Mohammed & Essel, 2018). These results support research that suggests misinformation about blood donation discourages people from donating (Lownik et al., 2012).

In another study, found that 33.9% of non-donors from their study were afraid of transfusion needles and did not want to experience any pain (wilkinson & Gupta, 2016). Fear of blood and needles may have prevented adults in their study from donating blood. Other studies have found that participants were discouraged from donating blood because they perceived it as painful (Bednall & Bove, 2011; Finck et al., 2016). Some donors reported that unpleasant symptoms after undergoing the blood donation procedure, such as dizziness and headaches (Sham et al., 2019), prevented them from donating blood. Showed that the experience of donating blood, whether pleasant or unpleasant, will have a significant impact on their repeat donor behavior (Finck et al., 2016). In general, the authors concluded that donors who experienced minimal discomfort and no adverse reactions were more likely to return for repeat donations compared to those who reported pain, fear, or unpleasant post-donation symptoms. Given these barriers, effective

communication strategies are essential to reduce fear, increase knowledge, and encourage repeat donation. One of the most influential communication tools today is social media.

2 LITERATURE REVIEW

2.1 Social media and repeat blood donation

Social media serves as a digital communication channel that enables the rapid dissemination of information and facilitates social interaction among users. In the context of health-related behaviors, social media plays a crucial role in shaping individual attitudes and behavioral intentions through exposure to information, social norms, and peer influence. This mechanism can be explained by Social Influence Theory, which posits that individual behavior is shaped by informational and normative pressures emerging from social environments (Kelman, 1958).

Within blood donation contexts, social media platforms are widely utilized to disseminate educational content, humanitarian campaigns, donor testimonials, and real-time information regarding blood supply shortages. Repeated exposure to such content enhances public awareness, reinforces positive attitudes toward blood donation, and strengthens subjective norms that encourage repeated participation. Moreover, visual representations of donation activities and peer endorsements on platforms such as Instagram, Facebook, and TikTok normalize and legitimize blood donation behavior, thereby increasing donors' motivation to donate again.

Empirical evidence suggests that social media engagement positively influences pro-health behaviors by increasing awareness, emotional involvement, and perceived social approval. Accordingly, social media is expected to play a significant role in encouraging individuals to engage in repeat blood donation behavior.

H1: Social media has a positive effect on repeat blood donation behavior.

2.2 Social concern and repeat blood donation

Beyond digital influences, individual psychological factors are also critical in shaping blood donation behavior. One such factor is social concern, which refers to an individual's awareness of and sensitivity to the well-being of others. Social concern is

closely associated with Prosocial Behavior Theory, which explains that helping behaviors are driven by empathy, moral values, and a sense of social responsibility (Eisenberg & Miller, 1987).

Blood donation constitutes a form of prosocial behavior, as it involves voluntary action aimed at benefiting others without direct personal gain. Individuals with higher levels of social concern are more likely to experience a sense of moral obligation and emotional motivation to help others, thereby increasing their willingness to donate blood repeatedly. Previous studies indicate that donors who possess strong altruistic values and social responsibility are more consistent in maintaining long-term donation behavior. Accordingly, social concern is expected to directly influence an individual's decision to engage in repeat blood donation.

H2: Social concern has a positive effect on repeat blood donation behavior.

2.3 The mediating role of trust in the relationship between social media and repeat blood donation

Trust in blood donation institutions is a critical determinant of donor retention. According to Trust Theory, trust is formed through perceptions of ability, benevolence, and integrity (Mayer et al., 1995). In the context of blood donation, trust reflects donors' confidence in an institution's competence, ethical conduct, and commitment to donor safety.

Social media contributes to trust formation by enabling transparent information sharing, showcasing institutional activities, and facilitating two-way communication between donors and institutions. Regular updates, public reporting of humanitarian outcomes, and interactive engagement through social media enhance institutional credibility and reduce uncertainty surrounding the blood donation process. As trust increases, donors become more confident in the safety and reliability of the institution, which in turn encourages repeat donation behavior.

Thus, trust is expected to mediate the relationship between social media and repeat blood donation behavior.

H3: Social media has an indirect positive effect on repeat blood donation behavior through trust.

2.4 The mediating role of trust in the relationship between social concern and repeat blood donation

Although social concern motivates individuals to help others, the translation of altruistic intentions into sustained repeat behavior often depends on institutional trust. Donors with high levels of social concern may be willing to donate blood; however, they are more likely to repeat the behavior when they trust the institution responsible for managing the donation process.

Trust reduces perceived risk and strengthens donors' beliefs that their altruistic actions will lead to meaningful and ethical outcomes. In this regard, trust functions as a psychological mechanism that channels social concern into sustained donation behavior. Donors who trust blood donation institutions are more confident that their contributions are managed responsibly and utilized effectively for humanitarian purposes.

Therefore, trust is expected to mediate the relationship between social concern and repeat blood donation behavior.

H4: Social concern has an indirect positive effect on repeat blood donation behavior through trust.

3 METHODOLOGY

This study employed a quantitative research design that aimed to examine the influence of Social Media and Social Concern on Repeat Donation behavior, with Trust serving as a mediating variable. An explanatory approach with a confirmatory method was used to test the proposed relationships among variables. The data were processed using multivariable analysis techniques. The exogenous variables were X1 (Social Media) and X2 (Social Concern), the endogenous variable was Y (Repeat Donation), and Z (Trust) functioned as the mediating variable.

The population in this study consisted of all active blood donors in Indonesia and Malaysia. The respondents were donors at the Palang Merah Indonesia (Indonesian respondents) and the Pusat Darah Negara Malaysia (Malaysian respondents). The respondents had donated blood at least three times.

The determination of the sample size followed the guideline suggesting that the minimum number of samples should be 5–10 times the number of indicators used in the

study. This study used a ratio of 10 times the number of indicators (Hair et al., 2019). There were 4 variables and 13 indicators, resulting in a minimum required sample size of 130 respondents (13 indicators \times 10).

The data used in this study were primary data obtained directly from the respondents. The respondents were individuals who completed the questionnaire distributed in this study. In addition to the questionnaire, observations were conducted and information was reviewed through the official websites of the Palang Merah Indonesia and the Pusat Darah Negara Malaysia.

4 RESULT AND DISCUSSION

4.1 Responden description

Survey data were collected through questionnaires distributed both offline and online to respondents in Indonesia and Malaysia. A total of 266 donors who met the inclusion criteria participated in this study. The demographic characteristics of the respondents are presented in Table 1.

Table 1

Respondent Recapitulation

Become a Donor in	amount
Palang Merah Indonesia	157
Pusat Darah Negara Malaysia	109
Frequency	amount
More than 3 times	102
routine	164
Work	amount
Doctor/ Nurse/ Health Worker	8
Teacher / Lecturer	24
Private sector employee	40
Ggovernment employees	39
Police/ Army	9
Entrepreneur	17
Other	56
Gender	amount
Male	149
Female	117
Income (IDR/MR)	amount
< IDR 2.500.000 (MR 680)	23
IDR 2.500.001 - Rp. 5.000.000 (MR 680-1.360)	83
Rp. 5.000.001 - Rp. 7.500.000 (MR 1.360-2.040)	49
Rp. 7.500.001 - Rp. 10.000.000 (MR 2.040 – 2.720)	64
> Rp. 10.000.001 (MR. 2.720)	47

Age	amount
17-26 Years Old	66
27-42 Years Old	134
43-57 Years Old	59
>58 Years Old	7

Source: Data Collection, 2024

4.2 Evaluation of measurement model

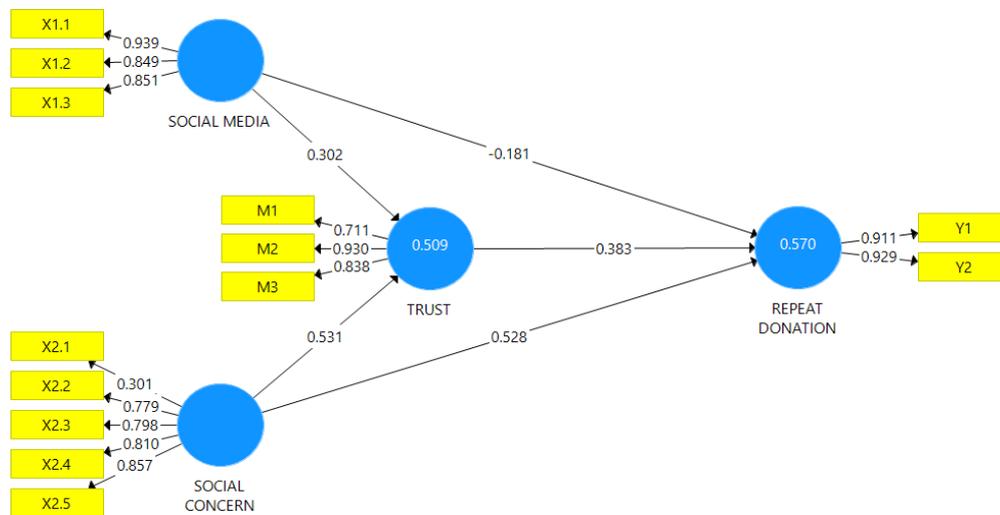
Testing of the outer model (measurement model) in this study was conducted through several procedures, including validity testing. The validity assessment consisted of two steps: convergent validity and discriminant validity. Convergent validity was evaluated by examining the loading factor values and the Average Variance Extracted (AVE). The validity of latent variables with reflective indicators was assessed based on the “outer loadings” of each indicator, where a loading value greater than 0.70 indicated acceptable validity (Hair et al., 2019). In addition, an AVE value of ≥ 0.50 was considered acceptable (Hair et al., 2019). The results showed that the AVE values for all variables exceeded the required threshold. The detailed results are presented in Table 2.

Table 2

Convergent Validity

Indicator	Outer Loading	AVE	Result
X1.1 <-- Social Media	0.939	0,840	Fullfils Convergent Validity
X1.2 <-- Social Media	0.849		Fullfils Convergent Validity
X1.3 <-- Social Media	0.851		Fullfils Convergent Validity
X2.1 <-- Social Concern	0.301	0,655	Does not Fullfils Convergent Validity
X2.2 <-- Social Concern	0.779		Fullfils Convergent Validity
X2.3 <-- Social Concern	0.798		Fullfils Convergent Validity
X2.4 <-- Social Concern	0.810		Fullfils Convergent Validity
X2.5 <-- Social Concern	0.857		Fullfils Convergent Validity
M1 <-- Trust	0.711	0,678	Fullfils Convergent Validity
M2 <-- Trust	0.930		Fullfils Convergent Validity
M3 <-- Trust	0.838		Fullfils Convergent Validity
Y1 <-- Repeat Donation	0.911	0,840	Fullfils Convergent Validity
Y2 <-- Repeat Donation	0.929		Fullfils Convergent Validity

Source: Output SmartPLS, 2024

Figure 1*Measurement Model*

Source: Output SmartPLS, 2025

The test results showed that one indicator did not meet the convergent validity requirement because its loading value was below 0.70. Therefore, this indicator (X2.1), which had a loading value of 0.301, was removed from the analysis. A re-estimation of the model was then conducted using SmartPLS. The results of the subsequent test are presented in Table 3 and Figure 2.

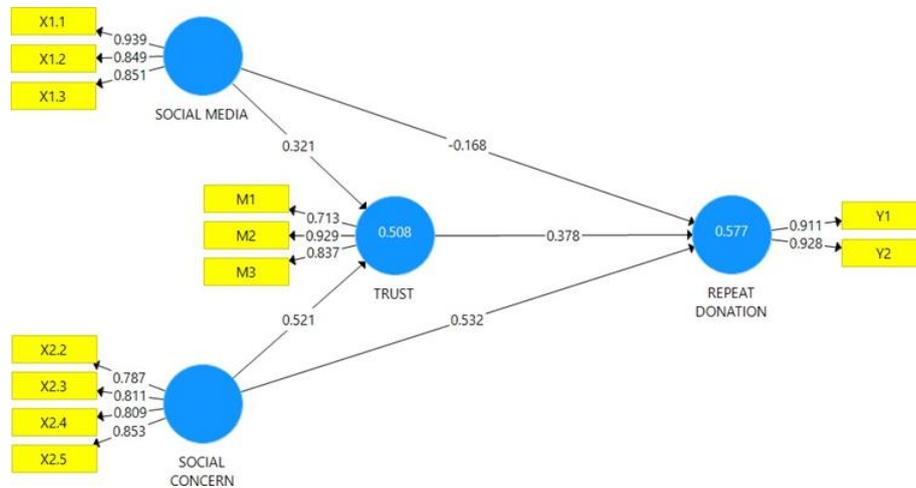
Table 3*Covergent Validity after X2.1 dropped*

Indicator	Outer Loading	Average Variance Extracted (AVE)	Result
X1.1 <-- Social Media	0.939	0.849	Fullfils Convergent Validity
X1.2 <-- Social Media	0.849		Fullfils Convergent Validity
X1.3 <-- Social Media	0.851		Fullfils Convergent Validity
X2.2 <-- Social Concern	0.787	0.665	Fullfils Convergent Validity
X2.3 <-- Social Concern	0.811		Fullfils Convergent Validity
X2.4 <-- Social Concern	0.809		Fullfils Convergent Validity
X2.5 <-- Social Concern	0.853		Fullfils Convergent Validity
M1 <-- Trust	0.713	0.691	Fullfils Convergent Validity
M2 <-- Trust	0.929		Fullfils Convergent Validity
M3 <-- Trust	0.837		Fullfils Convergent Validity
Y1 <-- Repeat Donation	0.911	0.846	Fullfils Convergent Validity
Y2 <-- Repeat Donation	0.928		Fullfils Convergent Validity

Source: Output SmartPLS, 2024

Figure 2

Measurement Model after X2.1 dropped



Source: Output SmartPLS, 2025

After the X2.1 indicator was removed, all outer loading values met the criteria for convergent validity. The detailed results are presented in Table 4. Following the retesting, all indicators were found to be valid because their outer loading values exceeded 0.70. In addition, the AVE values also met the required threshold of >0.50, indicating that all constructs achieved adequate convergent validity.

The next assessment was discriminant validity, which ensured that each construct in the research model was empirically distinct from the others. Discriminant validity was evaluated using the Heterotrait-Monotrait Ratio (HTMT). The HTMT criterion was selected because it provides higher accuracy in detecting discriminant validity issues compared with cross-loading and Fornell–Larcker assessments. Discriminant validity was considered acceptable when the HTMT value for each construct did not exceed 0.90 (Hair et al., 2019). The test results are presented in Table 4.

Table 4

HTMT Result

	M	X1	X2	Y
M				
X1	0,748			
X2	0,812	0,835		
Y	0,769	0,754	0,821	

Source: Output SmartPLS, 2024

The results showed that none of the HTMT values exceeded the threshold of 0.90, indicating that all constructs met the requirements for discriminant validity. The composite reliability test was then conducted to assess the reliability of the indicators in measuring their respective constructs. This test also evaluated the internal consistency of the measurement model. Composite reliability values greater than 0.70 were considered acceptable. As shown in Table 5, all constructs demonstrated composite reliability values above 0.70. Therefore, the measurement model was considered to have adequate composite reliability and exhibited good reliability.

Table 5

Composite Reliability

	Cronbach's Alpha	rho_A	Composite Reliability	Result
Social Media	0.819	0.939	0.912	Reliable
Social Concern	0.833	0.842	0.888	Reliable
Trust	0.769	0.789	0.869	Reliable
Repeat Donation	0.819	0.825	0.917	Reliable

Source: Output SmartPLS, 2024

Cronbach's Alpha measured the internal consistency of the items designed to assess each construct. The coefficient ranged from 0 to 1, with higher values indicating stronger reliability. The test results showed that all Cronbach's Alpha values were closer to 1, indicating high internal consistency. Therefore, it was concluded that all variables demonstrated adequate reliability, meaning that the items were consistent and stable in measuring their intended constructs.

4.3 Model fit evaluation

The results of the data analysis showed the model fit measurements presented in Table 6. As shown in the table, the model examining the influence of the exogenous variables on the endogenous variable had an R-square value of 0.577, which indicated a moderate level of explanatory power. Meanwhile, the model assessing the influence of the exogenous variables on the mediating variable had an R-square value of 0.508, also indicating a moderate level of explanatory power.

Table 6

R Square

	R Square	R Square Adjusted
Trust	0.508	0.505
Repeat Donation	0.577	0.572

Source: Output SmartPLS, 2024

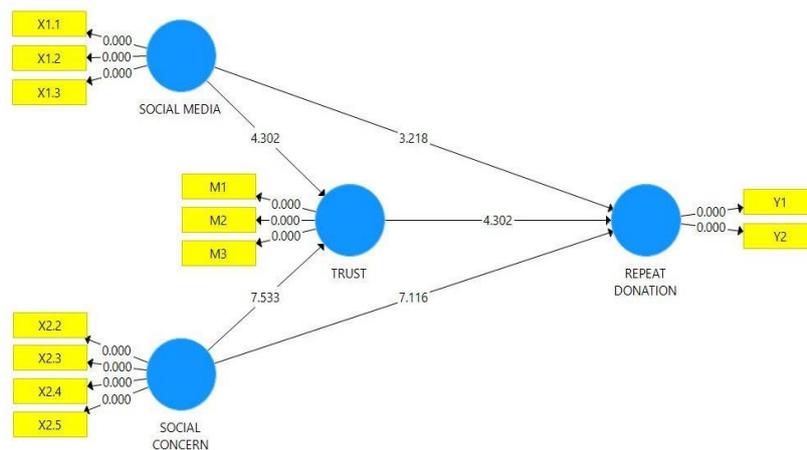
4.4 Structural model evaluation

The next assessment was the evaluation of the structural model, which aimed to examine the causal relationships between the latent variables. The structural model (inner model) represented the theoretical causal linkages among the latent constructs based on the underlying conceptual framework. The evaluation of the structural model was conducted using the bootstrapping procedure in SmartPLS.

The evaluation of the structural model was conducted to examine the relationships among the latent constructs. Several statistical measures were used in this assessment, including the p-values, t-statistics, and confidence intervals. After the bootstrapping procedure was performed, the results were generated as presented in Figure 3 and summarized in Table 7.

Figure 3

After Bootstrapping Procedure



Source: Output SmartPLS, 2025

The evaluation of the structural model was conducted to examine the relationships among the latent constructs. Several statistical measures were used in this assessment, including the p-values, t-statistics, and confidence intervals. After the bootstrapping

procedure was performed, the results were generated as presented in Figure 3 and summarized in Table 7.

Table 7

Total Effect

			Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values	Description
Social Media	->		-0.168	-0.167	0.052	3.218	0.001	Supported
Repeat Donation								
Social Concern	->		0.532	0.535	0.075	7.116	0.000	Supported
Repeat Donation								
Trust	->	Repeat	0.378	0.375	0.088	4.302	0.000	Supported
Donation								

Source: Output SmartPLS, 2024

Based on the SmartPLS output presented in Table 7, the path coefficient for Social Media on Repeat Donation was -0.168 , with a t-statistic of 3.218 (>1.96) and a p-value of 0.001 (<0.05), indicating a significant effect. Therefore, H1 was accepted. This result suggests that social media activities developed and managed by the Palang Merah Indonesia (PMI) and the Pusat Darah Negara Malaysia (PDN) significantly influenced donors' likelihood to engage in repeat donation.

The effect of Social Concern on Repeat Donation was 0.532 , with a t-statistic of 7.116 (>1.96) and a p-value of 0.000 (<0.05), confirming a significant relationship. Thus, H2 was accepted. This finding indicates that higher levels of social concern motivated respondents to donate blood repeatedly to the respective institutions. The effect of Trust on Repeat Donation was 0.378 , with a t-statistic of 4.302 (>1.96) and a p-value of 0.000 (<0.05), showing a significant influence. Therefore, H3 was accepted.

The next assessment involved examining the indirect effects. The indirect effect represents the influence of exogenous latent variables on the endogenous variable through a mediating construct. In this study, the model tested the indirect effects of Social Media and Social Concern on Repeat Donation through Trust in the Palang Merah Indonesia and the Pusat Darah Negara Malaysia. The results of the indirect effect analysis are presented in Table 8, which reports the statistical significance of the mediating relationships.

Table 8*Indirect Effect*

		Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Description
Social Concern Trust	->	0.197	0.198	0.053	3.732	0.000	Supported
-> Repeat Donation							
Social Media Trust	->	0.121	0.118	0.039	3.124	0.002	Supported
-> Repeat Donation							

Source: Output SmartPLS, 2024

The results of the indirect effect analysis showed that the t-statistic for the influence of Social Concern on Repeat Donation through Trust was 3.732 (>1.96), with a p-value of 0.000 (<0.05). This result indicated a significant indirect effect of Social Concern on Repeat Donation through the Trust variable. Therefore, H4 was accepted.

In addition, the indirect effect analysis showed that the t-statistic for the influence of Social Media on Repeat Donation through Trust was 3.124 (>1.96), with a p-value of 0.002 (<0.05). This finding confirmed a significant indirect effect of Social Media on Repeat Donation through the Trust variable. Thus, H5 was accepted.

4.5 Discussion

From a marketing perspective, the findings of this study can be interpreted through the lens of social marketing and relationship marketing, where blood donation institutions act as nonprofit service providers aiming to influence voluntary, prosocial behavior rather than commercial transactions. In this context, social media functions as a strategic marketing communication tool that delivers value-based messages, builds long-term relationships with donors, and reinforces trust in the institution. By integrating educational content, humanitarian narratives, and transparent activity reporting, PMI and PDN Malaysia are able to align marketing communication with donors' social values and emotional motivations. This approach reflects contemporary social marketing principles, which emphasize trust-building, engagement, and sustained behavioral change as key outcomes of effective marketing strategies in public health and humanitarian settings.

The results showed that Social Media had a significant effect on Repeat Donation, indicating that the digital communication strategies managed by PMI and PDN Malaysia

successfully encouraged donors to continue donating. Social Media, as reflected in the indicators of media channels, educational content, and activity reporting, influenced donors' intention to donate regularly and their plans to continue future donations.

The use of social media by PMI and PDN Malaysia—primarily for institutional introduction, blood donation procedure information, educational content, and humanitarian activity reporting—expanded public reach and increased donor awareness. This continuous exposure acted as a reminder for donors to return. These findings are consistent with previous studies showing that platforms such as Facebook and Instagram effectively increase public awareness and participation in blood donation campaigns (Wakefield et al., 2010).

Other studies also support these results, demonstrating that hashtag-based donation campaigns enhance donor engagement (Thackeray et al., 2013), and that interactive content increases both new and repeat donor participation (Chen et al., 2020). Furthermore, research shows that exposure to altruistic messages and self-efficacy on social media strengthens young people's attitudes and intention to donate blood (Zhang & Liu, 2024). Social media information and communication have been shown to be critical for donors (Guglielmetti Mugion et al., 2021) and positively influence trust through credible content (Tseng et al., 2022).

The findings also indicated a significant effect of Social Media on Trust. This means that the quality of social media communication—through official channels managed by PMI and PDN Malaysia—enhanced donors' perceptions of institutional ability, benevolence, and integrity. High-quality information, transparent reporting, and consistent updates fostered trust, as also supported by studies showing that social media content from health institutions can increase public trust when the information is accurate and transparent (Stellefson et al., 2020).

Although prior research suggested that internet users are not always more trusting (Uslaner, 2004), the present study aligns with the service-focused social marketing perspective, which emphasizes transformative communication that aims to support voluntary prosocial behavior (Gordon et al., 2016; Ostrom et al., 2010).

The results demonstrated a significant positive effect of Social Concern on Repeat Donation. Respondents with high levels of empathy, a desire to help others, and engagement in social harmony were more likely to donate blood repeatedly. This finding is consistent with previous literature emphasizing that concern for others is a strong

predictor of donor behavior (Ferguson et al., 2007). Social reinforcement and encouragement from one's social environment also contribute to repeat donation behavior (Jaafar et al., 2017).

Trust was also found to significantly influence Repeat Donation. Donors believed that PMI and PDN Malaysia prioritize donor safety, manage blood transparently, and uphold ethical standards—factors that increased their confidence to donate again. Trust has been shown in prior research to precede behavioral intention in health-related and social activities (Sun et al., 2024). When donors believe that the donated blood will be delivered appropriately and ethically, their likelihood of returning and recommending donation increases (Melián-Alzola & Martín-Santana, 2020).

The mediation analysis revealed that Social Concern had a significant indirect effect on Repeat Donation through Trust. Individuals with high social concern were more willing to entrust their donations to PMI and PDN Malaysia, increasing their intention to donate repeatedly. This aligns with the argument that social values and prosocial traits strengthen both trust and the likelihood of repeated donation (Steele et al., 2008).

Similarly, Social Media exerted a significant indirect effect on Repeat Donation through Trust. Educational content, transparency in reporting humanitarian activities, and consistent communication strengthened donor trust, which subsequently increased repeat donation behavior. These findings echo earlier research showing that social media can influence community health behaviors (Alanzi et al., 2023; Paul & Headley-Johnson, 2025) and enhance trust through visible transparency in organizational activities.

5 CONCLUSION

Based on the findings of this study, it can be concluded that Social Media had a significant influence on repeat blood donation among donors in PMI and PDN Malaysia. Social Media—measured through media channels, educational content, and activity reporting—played a critical role in increasing public awareness of blood donation, disseminating information about donor procedures, and communicating humanitarian activities. These forms of engagement encouraged donors to donate blood regularly and to plan for future donations. In addition, Social Media significantly influenced donor trust in PMI and PDN Malaysia, as reflected through indicators of ability, benevolence, and

integrity. The effective management of social media content, including informative, transparent, and interactive communication, contributed to strengthening public trust.

Social Concern was also found to have a significant effect on repeat donation. Indicators such as empathy, social harmony, and involvement in social activities motivated respondents to donate blood repeatedly. Moreover, Social Concern influenced repeat donation indirectly through Trust, indicating that individuals with higher levels of social concern were more likely to trust blood donor institutions and subsequently engage in repeat donation. The study also confirmed that both Social Media and Social Concern exerted significant indirect effects on repeat donation through the Trust variable. These findings align with previous research demonstrating that social media campaigns, visual content, and donor testimonials effectively increase blood donation participation. Similarly, prosocial motivation and concern for others have been identified as major drivers of repeat donation behavior.

This study provides meaningful theoretical and practical implications. Theoretically, it reinforces the understanding of how Social Media, Trust, and Social Concern contribute to prosocial behavior, particularly repeat blood donation. Practically, these findings offer strategic recommendations for PMI and PDN Malaysia to optimize their social marketing strategies, through social media communications, enhancing institutional trust, and strengthening social awareness as a motivating factor for donors. By implementing these strategies, both institutions can increase their loyalty levels, reflected in repeat donations, and help ensure the continued availability of blood for humanitarian needs.

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Appendix

Table Operational Definition of Variables

Variable	Indicators	Question
Social media is an internet-based media that facilitates users to describe themselves, or something they want to share through interaction, collaboration, sharing, and communicating with other social media users, as well as forming virtual social bonds.	(1) Social Media Channels	I Know PMI/Pusat Darah Negara has a website / Instagram / Tiktok / other social media
	(2) Sharing Education	PMI/ Pusat Darah Negara provides education to the community through websites and other social media.
	(3) Activity Reporting	PMI's/ Pusat Darah Negara's social and humanitarian activities are reported via its website and other social media
Social Concern is an interest or passion for helping others.	(1) Do social action	I donate blood because I want to help people in need.
	(2) Provide facilities (something) to contribute	I donate my blood without expecting any reward/incentive or anything like that.
	(3) Empathize with others	Donating blood is one way to foster concern for others.
	(4) Building harmony	Donating blood is one way to build harmony
	(5) Facilitate social activities	I tell other people about my good experience donating blood through PMI/PDN Malaysia and invite them to donate blood too.
Trust is a positive belief or expectation held by a person or group toward another party (individual, group, or institution) that that party will act in a reliable, honest, and responsible manner in a given situation.	(1) Ability refers to the competence and characteristics of services by the Indonesian PMI / PDN Malaysia.	The management is able to provide, serve, and ensure that donors are safe to donate their blood there.
	(2) Kindness is the willingness of the manager to provide satisfaction, so that a mutually beneficial relationship is established between the Management and the donor.	The management does not merely pursue the target of maximum blood acquisition, but also has great concern for the safety and health of donors and blood recipients.
	(3) Integrity is related to how the behavior or habits of the management in carrying out their duties.	The quality of the blood distributed is guaranteed or not.
Repeat Donations is a form of response/reaction from someone who feels satisfied after receiving certain services/services.	(1) Has been a regular blood donor	I have Donated Blood Regularly at PMI/Pusat Darah Negara Malaysia
	(2) Planning to Continue Donating Blood at PMI	In the future I plan to continue donating my blood to PMI/Pusat Darah Negara Malaysia

Authors' Contribution

All authors contributed equally to the development of this article.

Data availability

All datasets relevant to this study's findings are fully available within the article.

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