

# Knowledge, attitude and practice towards blood donation among undergraduate automotive engineering technology students in UniKL MFI campus

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## **ABSTRACT**

**Introduction:** Human blood is an important component of human existence, and there are currently no replacements. Blood donation is a vital part of worldwide healthcare related to blood transfusion as a life-sustaining and life-saving procedure as well as a form of therapeutic phlebotomy as a primary medical intervention. This study aimed to assess the knowledge, attitude, and practice towards blood donation among undergraduate automotive engineering technology students. **Materials and Method:** A quantitative cross-sectional study design was conducted, with 141 respondents selected through convenience sampling. Data was analyzed using descriptive statistics, Chi-square tests assessed the associations between socio-demographic variables and knowledge, attitude and practice level on blood donation. **Results:** The results showed that 54.6% of the participants had adequate knowledge about blood donation, 77.3% displayed a negative attitude toward blood donation and 70.9% of the participants reported high level of blood donation practice. Significant associations were found with the group of gender on knowledge ( $p=0.002$ ) and attitude level ( $p=0.040$ ). There was no significant association with the group of gender and practice level ( $p=0.063$ ). Socio-demographic characteristics, year of study and age group also showed insignificant association with the knowledge, attitude and practice level of the participants. **Conclusion:** In conclusion participants had a sufficient understanding on blood donation, exhibited a negative attitude towards it. This study emphasizes the importance of targeted educational campaigns and promotional activities within universities to foster a positive attitude and higher participation rates in blood donation among students.