

Chapter 9

Public Awareness and Intention in Organ Donation Through Mobile Applications: A Perspective From Malaysia

Siti Intan Nurdiana Wong Abdullah

 <https://orcid.org/0000-0001-7249-8512>

Universiti Kebangsaan Malaysia, Malaysia

Phuah Kit Teng

 <https://orcid.org/0000-0001-6454-6879>

Tunku Abdul Rahman University of Management and Technology, Malaysia

Bernard Lim Jit Heng

 <https://orcid.org/0009-0000-7583-3152>

INTI International College, Subang, Malaysia

ABSTRACT

In response to combatting COVID-19 and to ease the traceability of immunization, the Mysejahtera mobile application has been rolled out nationwide in Malaysia by the Ministry of Health. However, the usage of this application in public health has been decreasing as the pandemic situation becomes more manageable. Subsequently, new features including the pledge for organ donation have been introduced. Yet, the number of organ donors remain low. In supporting the growth of digital health, this study aims to determine the factors contributing to the awareness, attitude, and intention of Malaysians to register as organ donors in this application. A quantitative approach is applied, whereby purpose sampling is used. The sample size taken is 400 respondents, and structural equation modelling (SEM) method is utilised to validate the model. This study shed light on the public's awareness and their willingness to use mobile app for organ donation purposes. The result is expected to assist policymakers in developing effective strategies and to successfully manage organ donation in Mysejahtera.

DOI: 10.4018/978-1-6684-8337-4.ch009

INTRODUCTION

Transplantation technologies are regarded as one of the most effective medical developments of the 21st century. A transplant of an organ can be more cost-effective than alternative treatments (Agwu et al., 2015, and Ozcan et al., 2015). Unfortunately, the existing supply of transplantable organs falls far short of the demand. This rising disparity between the number of organ donors and receivers poses a significant challenge to governments around the world (Rasiah et al., 2016). Despite the government of Malaysia's significant efforts to increase organ donation from the public, the donation rate is believed to be poor. hundreds of lives in need of organs are at risk as the status of these patients worsens daily. it is heart-breaking to consider that some of them are counting down their remaining days because the expected donor has not appeared (Noordin et al., 2020). The patients belonged to diverse racial, age, and gender groups, and they endured pain as they awaited organ donations from charitable individuals. Obtaining a qualified donor is difficult, as many members of society find it simpler to donate money than an organ. This is due to Malaysians' inadequate understanding and limited consent on the importance of organ donation (Naghavi et al., 2020). Hence, the objective of this study is to provide a clearer understanding of the public's awareness and intention to pledge as an organ donor through the MySejahtera application.

BACKGROUND

According to Kaur (2022), The International Registry on Organ Donation and Transplantation (IRODaT) has listed Malaysia as having one of the lowest rates of deceased organ donation, with only 0.9% of the population donating organs per million inhabitants in 2020. This is largely attributable to the "opt-in" organ donation (od) system in Malaysia, which requires an individual to pledge voluntarily to be included in the national registry for organ donation. Despite the noble goal, the concept of ethical and consenting organ and tissue removal from a donor for transplantation into a recipient is still relatively new in Malaysia. In addition, organ donation can be objected to by the living individuals or family members of the deceased under the "opt-out" system that further reduce the statistic for organ donation.

According to Table 1, Malaysia's organ donation rate is low, despite a minor increase over the years. Malaysia's figure is far lower than that of most developed nations, such as the United States, Spain, and other European nations. This is evident from the data shown in Table 2 regarding the leading countries for dead donors in 2021. Numerous kinds of research were undertaken to investigate the causes of the low rate of organ donation in Malaysia, and religious concern, cultural beliefs, a lack of information, mistrust, and a lack of awareness were cited as the primary factors (Burud et al., 2020). To save the lives of those in need, all sectors of Malaysian society must be aware of the significance of organ donation.

MySejahtera application is one of the initiatives taken by the Malaysian government to encourage organ donation among Malaysians. In September 2022, the MySejahtera application included an organ donor commitment registration option (Sallehuddin, 2022). According to the Ministry of Health led by former Health Minister Khairy Jamaluddin, this programme is expected to increase awareness and make it easier for individuals to register as donors. The initial objective of this effort was to aid the government in reducing hemodialysis costs for people with end-stage renal failure (Chan, 2022). Since the 'Organ Donor Pledge' registration function was introduced on the MySejahtera application in September 2022, more than 4,500 individuals have vowed to give their organs in response to this effort.

19 more pages are available in the full version of this document, which may be purchased using the "Add to Cart" button on the publisher's webpage:

www.igi-global.com/chapter/public-awareness-and-intention-in-organ-donation-through-mobile-applications/323784

Related Content

System Upgrade and Integration at a Medium-Sized Dental Clinic

Eun G. Park and Benjamin Paris (2014). *International Journal of Privacy and Health Information Management* (pp. 51-64).

www.irma-international.org/article/system-upgrade-and-integration-at-a-medium-sized-dental-clinic/120116

Applications of Data Mining in the Healthcare Industry

John Wang, Xiaohua Huang and Dan Zhu (2008). *Encyclopedia of Healthcare Information Systems* (pp. 68-73).

www.irma-international.org/chapter/applications-data-mining-healthcare-industry/12924

The Development of a Web Strategy in a Healthcare Organization: A Case History

Massimo Memmola (2007). *Web Mobile-Based Applications for Healthcare Management* (pp. 1-35).

www.irma-international.org/chapter/development-web-strategy-healthcare-organization/31150

Agent-Based Wellness Indicator

Chitsutha Soomlek and Luigi Benedicenti (2013). *Telehealth Networks for Hospital Services: New Methodologies* (pp. 300-330).

www.irma-international.org/chapter/agent-based-wellness-indicator/74657

U.S. Cancer Politics Illuminated

Joan W. Young (2012). *International Journal of User-Driven Healthcare* (pp. 68-72).

www.irma-international.org/article/cancer-politics-illuminated/75186