

# Analisis pengaruh kredibilitas figur dan kredibilitas lembaga Amil Zakat nasional terhadap keputusan donatur dalam menyumbang studi kasus; dompet peduli ummat daarut tauhiid = Analysis of influence of figure credibility and national Amil Zakat institutions credibility on donor decision in donating case study dompet peduli ummat Daarut Tauhiid/ Diani Pratiwi

Diani Pratiwi, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20368188&lokasi=lokal>

---

## Abstrak

[Penelitian ini bertujuan untuk mengetahui pengaruh kredibilitas figur dan kredibilitas lembaga terhadap keputusan donatur dalam menyumbang ke Lembaga Amil Zakat Nasional Dompet Peduli Ummat Daarut Tauhiid DPU DT Penelitian ini menggunakan desain konklusif dan deskriptif yang dilaksanakan satu kali dalam satu periode Responden penelitian ini berjumlah 250 orang yang telah berdonasi satu tahun terakhir ke DPU DT dan sering mendapatkan info kegiatan DPU Daarut Tauhiid melalui newsletter serta berdomisili di Bandung dan Jakarta Tangerang Selatan dan Bogor Data ndash data tersebut dianalisis dengan teknik Structural Equation Modeling SEM serta diolah dengan software Lisrel 8 70 Hasilnya kredibilitas figur dalam hal ini K H Abdullah Gymnastiar Aa Gym berpengaruh positif terhadap sikap donatur terhadap komunikasi pemasaran newsletter DPU DT kredibilitas lembaga berpengaruh positif terhadap sikap donatur terhadap komunikasi pemasaran newsletter DPU DT kredibilitas lembaga tidak berpengaruh positif terhadap sikap donatur terhadap brand DPU DT kredibilitas lembaga tidak berpengaruh positif terhadap keputusan donatur dalam menyumbang ke DPU DT Sikap terhadap komunikasi pemasaran newsletter berpengaruh positif terhadap sikap donatur terhadap brand Sikap terhadap brand tidak berpengaruh positif terhadap keputusan donatur dalam menyumbang Sikap terhadap komunikasi pemasaran newsletter berpengaruh positif terhadap keputusan donatur dalam menyumbang ;This aims of this study is to determine the influence of credibility of figures and

the credibility of the institutions on decision in donating to the National Amil Zakat Institution of Dompet Peduli Ummat Daarut Tauhiid (DPU DT). This research uses conclusive and descriptive design conducted in one time in one period (cross sectional desing). Respondents of this study are 250 donors who donate to DPU DT during 2012-2013, often receive regular information of DPU DT activities through newsletters and scattered in Bandung, Jakarta, South Tangerang, and Bogor. The data was analyzed with SEM techniques and processed with software Lisrel 8.70. The result shows that Credibility of KH Abdullah Gymnastiar (Aa Gym) positively influences on donor decision towards marketing communications (newsletter) published by DPU DT, Credibility of institution gives positive influence on donor decision towards marketing communications (newsletter) of DPU DT, Credibility of institution has no positive influence on brand of DPU DT and has no positive influence on donor decision to donate to DPU DT. The attitude toward marketing communications (newsletter) gives positive influence on brand. The attitude toward brand has no positive influence on

donor decision to donate. The attitude toward marketing communications (newsletter) gives positive influence on donor decision to donate., This aims of this study is to determine the influence of credibility of figures and the credibility of the institutions on decision in donating to the National Amil Zakat Institution of Dompot Peduli Ummat Daarut Tauhiid (DPU DT). This research uses conclusive and descriptive design conducted in one time in one period (cross sectional desing). Respondents of this study are 250 donors who donate to DPU DT during 2012-2013, often receive regular information of DPU DT activities through newsletters and scattered in Bandung, Jakarta, South Tangerang, and Bogor. The data was analyzed with SEM techniques and processed with software Lisrel 8.70. The result shows that Credibility of KH Abdullah Gymnastiar (Aa Gym) positively influences on donor decision towards marketing communications (newsletter) published by DPU DT, Credibility of institution gives positive influence on donor decision towards marketing communications (newsletter) of DPU DT, Credibility of institution has no positive influence on brand of DPU DT and has no positive influence on donor decision to donate to DPU DT. The attitude toward marketing communications (newsletter) gives positive influence on brand. The attitude toward brand has no positive influence on donor decision to donate. The attitude toward marketing communications (newsletter) gives positive influence on donor decision to donate.]