

Aku mau bantu karena aku merasa dekat : peran identity fusion sebagai moderator dalam pengaruh jarak sosial terhadap perilaku menyumbang kepada lembaga amal = I'd like to help you since I feel like we're close : the role of identity fusion as a moderator in the affect of social distance to donation behaviors towards charity groups

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Abstrak

ABSTRAK
Penelitian ini meneliti pengaruh jarak sosial terhadap perilaku berdonasi, yaitu salah satu bentuk dari perilaku menyumbang, dengan identity fusion berperan sebagai moderator. Jarak sosial dimanipulasi dengan menyamakan atau membedakan identitas agama partisipan dan lembaga amal untuk menciptakan jarak sosial yang kecil atau besar. Eksperimen dilakukan pada 110 mahasiswa dengan kriteria mahasiswa aktif S1 Universitas Indonesia dan beragama Islam $M=19,87$, $SD=1,10$. Hasil analisis linear regression menunjukkan bahwa 15,30 varians perilaku berdonasi dapat dijelaskan oleh jarak sosial, $F_{5,104} = 3.756$, $p=0.04$, meski jarak sosial tidak memiliki significant unique effect terhadap perilaku berdonasi. Namun, terdapat pengaruh interaksi yang signifikan antara jarak sosial dan identity fusion $b=0,456$, $SE=0,187$, 95 CI [0,086, 0,826], $t=2,443$, $p=0,016$. Secara spesifik, jarak sosial mempengaruhi perilaku berdonasi ketika tingkat identity fusion rendah $b=-0,704$, $SE=0,268$, 95 CI [-1,235, -0,173], $t=-2,631$, $p=0,010$ tetapi tidak ketika tingkat identity fusion tinggi.

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ABSTRACT
This research investigates the affect of social distance towards donating behavior, with identity fusion acting as a moderator. Social distance is manipulated by matching or unmatching the religious identity of both the participants and the charity organization, to create a socially near or socially distant condition. The experiment was conducted among 110 Muslim undergraduate students of Universitas Indonesia $M=19.87$, $SD=1.10$. The linear regression analysis shows that 15.30 of variance can be explained by social distance, $F_{5,104} = 3.756$, $p=0.04$, though no significant unique effect of social distance towards donating behavior was found. However, a significant interaction effect between social distance and identity fusion was found $b=0.456$, $SE=0.187$, 95 CI 0.086, 0.826, $t=2.443$, $p=0.016$. Specifically, social distance affect donating behavior when the identity fusion is low $b=0,704$, $SE=0,268$, 95 CI 1,235, 0,173, $t=2,631$, $p=0,010$ but not when the identity fusion is high.