

"Aku mau bantu karena aku merasa dekat": Peran pengaruh identity fusion sebagai moderator dalam pengaruh jarak sosial terhadap perilaku berdonasi kepada lembaga amal / Giovanni Rachmat, Amarina Ariyanto, Whinda Yustisia

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Abstrak

Previous studies showed that social distance has an important role in explaining donation behavior. This is built on the notion that a person is more likely to give donation to someone with similar group memberships. However, each person has different levels of proximity (or distance) towards the target with group memberships. Objective/y, they may have the same social background. Subjectively, however, the person may perceive that their personal identity not closely related to the social group in common that might cause to perceive a distant to the target and cosequently would not be able to increase donation behavior. This study attempted to further understand the relationship of social distance with donation behavior by examining the fusion identity as moderator. One hundred and ten undergraduate Muslim students of Universitas Indonesia (M=19.87, SD=1. 10) were recruited as participants. We used 2 (social distance: near vs. distant) x 2 (identity fusion: high vs. low) between subject design. The analysis showed that 15.30% variance donation behavior can be explained by social distance,  $F(5,104)= 3.756$ ,  $p= 0.04$ , though social distance did not have a significant unique effect to wards donation behavior. However, there was a significant interaction effect between social distance and identity fusion  $0.456$ , SE: 0187, 9500 0/ [0.086, 0.826],  $t= 2.443$ .  $p= 0.016268$ , 95% CI [min 1235, min 0.173],  $t$ : min 2. 631,  $p= 0.010$ ) but not when the identity fusion is high). Specially, social distance affected donation behavior when the identity fusion is low (b: min 0. 704, SE: 0.