

Pengaruh proyek amal, fitur IT, dan religiositas terhadap sikap donatur dalam penyaluran dana sosial secara online selama pandemi COVID-19 di Indonesia = The effect of charity projects, IT features, and religiosity on donors' attitude to donating online during the COVID-19 pandemic in Indonesia

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Abstrak

Di tengah pandemi COVID-19, dana sosial seperti donasi online berperan penting bagi masyarakat dikarenakan dampak ekonomi yang tidak bisa terelakkan. Pandemi mengubah cara masyarakat untuk berdonasi. Tujuan dari penelitian ini adalah untuk menjadi bagian dari upaya tersebut dengan memeriksa secara empiris mengenai proyek amal, fitur IT dan religiositas yang mendorong sikap orang untuk terlibat dalam kampanye penggalangan dana yang diluncurkan di banyak komunitas, memberikan pemahaman yang lebih mengenai tanggapan donatur. Penelitian ini mengadopsi teori motivasi sebagai kerangka teori dan melakukan studi kuantitatif menggunakan data primer. Pengambilan data dilakukan dengan metode purposive sampling menggunakan survei online kepada warga negara Indonesia dengan umur 18-60 tahun. Sebanyak 180 responden terkumpul yang kemudian diolah dan dianalisis menggunakan Partial Least Square-Structural Equation Method (PLS-SEM). Hasil penelitian menunjukkan bahwa Charitable Projects, internet technology features, dan religiosity berpengaruh positif secara signifikan terhadap attitude toward online donation for those affected by COVID-19, sedangkan trust in charities organizations tidak signifikan berpengaruh di Indonesia. Penelitian ini secara empiris mendukung bahwa Proyek Amal, Fitur IT dan Religiositas memainkan peran penting dalam memprediksi sikap donor untuk berdonasi secara online.

.....Amid the COVID-19 pandemic, social funds such as online donations play an important role for the community due to the unavoidable economic impact. The pandemic is changing the way people donate. This study aims to be part of that effort by empirically examining the intrinsic and extrinsic motivations that drive people's attitudes to engage in fundraising campaigns launched in many communities, providing a better understanding of donor responses. This study adopts motivation theory as a theoretical framework and conducts a quantitative study using primary data. Data were collected by purposive sampling method using an online survey of Indonesian citizens aged 18-60 years. A total of 180 respondents were collected which were then processed and analyzed using Partial Least Square- Structural Equation Method (PLS-SEM). The results showed that Charitable Projects, internet technology features, and religiosity had a significant positive effect on attitudes toward online donation for those affected by COVID-19, while trust in charities organization had no significant effect in Indonesia. This study empirically supports that Charity Projects, IT Features and Religiosity play an important role in predicting donor attitudes to donate online.