

Faktor-faktor yang mempengaruhi perilaku menabung dan berdonasi masyarakat muslim di Indonesia selama pandemi Covid-19 = Factors influencing muslim community saving and donating behaviors in Indonesia during the Covid-19 Pandemic

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Abstrak

Penelitian ini bertujuan untuk menganalisis serta membandingkan faktor-faktor yang memengaruhi perilaku menabung dan berdonasi masyarakat muslim di Indonesia selama pandemi Covid-19 dengan menggunakan pendekatan Extended Theory of Planned Behavior. Penelitian ini menggunakan data primer yang dikumpulkan melalui penyebaran kuesioner online dengan 301 responden yang aktif berdonasi ataupun menabung selama 6 bulan terakhir. Metode analisis yang digunakan dalam penelitian ini ialah Structural Equation Modelling (SEM) dengan bantuan software LISREL 8.8. Temuan dalam penelitian ini menyebutkan bahwa seluruh variabel dalam Extended Theory of Planned Behavior memiliki pengaruh positif dan signifikan terhadap minat dan perilaku menabung serta berdonasi selama pandemi Covid-19, dengan variabel persepsi kontrol perilaku yang berpengaruh paling kuat terhadap niat atas perilaku berdonasi masyarakat muslim di Indonesia selama pandemi Covid-19 dan variabel sikap yang memiliki pengaruh paling kuat terhadap niat atas perilaku menabung masyarakat muslim di Indonesia selama pandemi Covid-19. Hasil penelitian ini diharapkan dapat memberikan masukan bagi lembaga pengumpul donasi dan pemerintah dalam mengoptimalkan pengumpulan donasi khususnya selama pandemi Covid-19.

.....This study aims to analyze and compare the factors that influence the saving and donation behavior of Muslim communities in Indonesia during the Covid-19 pandemic using the Extended Theory of Planned Behavior approach. This study uses primary data collected through the distribution of online questionnaires with 301 respondents who are actively donating or saving for the last 6 months. The analytical method used in this research is Structural Equation Modeling (SEM) with the help of LISREL 8.8 software. The findings in this study state that all variables in the Extended Theory of Planned Behavior have a positive and significant influence on interest and behavior in saving and donating during the Covid-19 pandemic, with the behavioral control perception variable having the strongest influence on the intention to donate behavior of Muslim communities in Indonesia. During the Covid-19 pandemic and the attitude variable that has the strongest influence on the intention to save the behavior of the Muslim community in Indonesia during the Covid-19 pandemic. The results of this study are expected to provide input for donation collection institutions and the government in optimizing donation collection, especially during the Covid-19 pandemic.