

Customers Decisions: Community Donation on Digital Donation Platform Case Study (Bogor City)

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ABSTRACT: The current potential of internet and social media users has given rise to a new trend, namely online donations, where everyone in various parts of the world can carry out philanthropic activities by utilizing internet access. In the last five years, the development of Indonesia's donation ecosystem has become stronger and more positive, seen from the development of innovative donation methods and the growth of digital fundraising platforms. The phenomenon of a decrease in people's income during the Covid 19 pandemic and the growing interest of the community to donate are interesting things to study. This study aims to look at the factors that determine people's decisions to donate. The indicators used to see the factors that influence public donation decisions are the perception of security, the ease of the system, the reputation of the company, the level of religiosity and accountability. The results of this study can be a consideration for digital donation platforms to create marketing communication strategies in the digital promotional media they use.

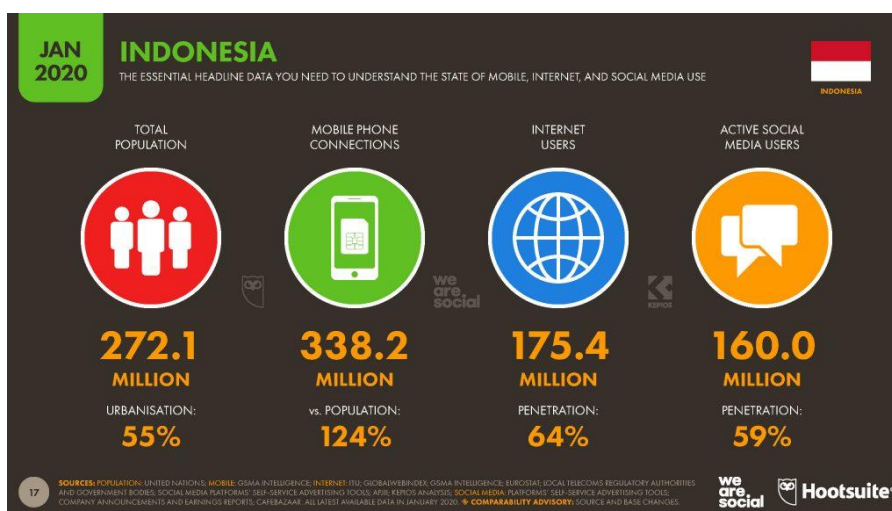
KEYWORDS: Social Media, Digital Donation, Donation Decision

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I. INTRODUCTION

Indonesia is a country with a large number of active internet media users. The following is the total population of Indonesia, including active users of internet media in 2020 :



Picture 1. Numbers of Internet Users in Indonesia 2019
Source: wearesocial.com

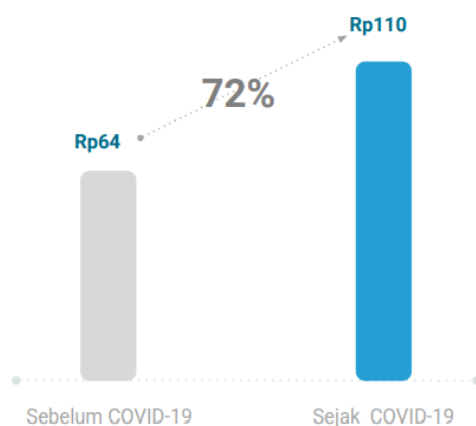
The data above shows that according to the results of the WeAreSocial.net and Hootsuite surveys, in 2020, of Indonesia's total population of 272 million, 175 million of them will be active internet users, with 160 million of them active users on social media. The development of information technology has brought about a change in society, and intense competition has caused every company to use a marketing strategy through social media as a strong promotional tool for their company.

The current potential of internet and social media users has given rise to a new trend, namely online donations, in which everyone in various parts of the world can carry out philanthropic activities by utilizing internet access (Ayu et al., 2019). In the last 5 years, the development of Indonesia's donation ecosystem has been getting stronger and more positive, as seen from the development of innovations in donating methods and the growth of digital fundraising platforms.

This is reinforced by the CAF (Charities Aid Foundation) report, which places Indonesia in first place as the most generous country in the world with a score of 69%, up from a score of 59% in the last annual World Giving Index published in 2018. On average, over the last ten years from 2009–2018, Indonesia is the first country to show generosity when events such as Ramadan, Christmas, and natural disasters occur (The CAF World Giving Index, 2019).

The growth trend for public donations through official institutions is 24% as of 2019. The philanthropic potential of fundraising in Indonesia reaches IDR 300 trillion per year (Baznas, 2020). The use of digital fundraising platforms by organizations in Indonesia is also large, reaching 32% (Doing Good Index, 2019).

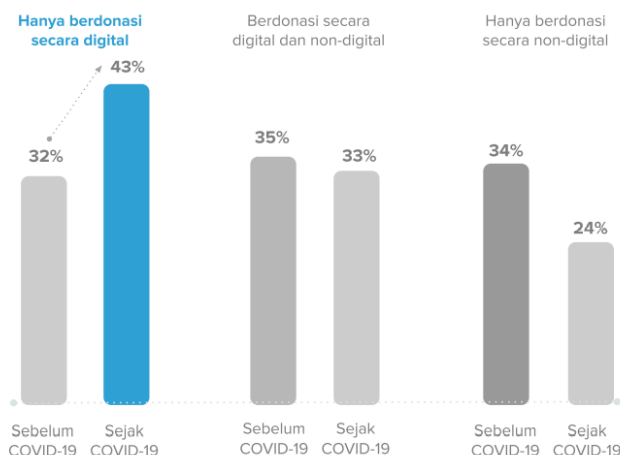
Giving digital donations both in frequency and nominally increased. During the pandemic, 76% of people donated digitally (9% higher than before the pandemic), with the average value of digital donations increasing by 72%. (GoPay Digital Donation Outlook, 2020).



Picture 2. Average Number of Digital Donation before and after pandemic Covid 2019
Source : GoPay Digital Donation Outlook, 2020.

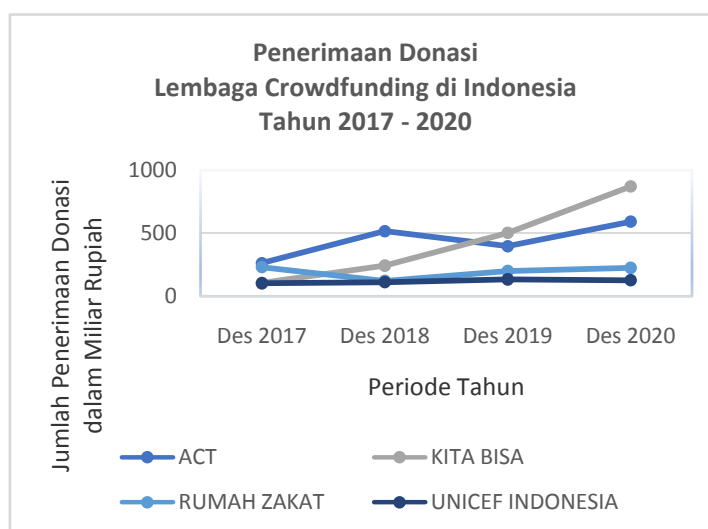
Digital donations are fundraising using digital technology without physical contact between donors and beneficiaries. This concept is similar to crowdfunding. Crowdfunding is defined by Diaz and Cacheda (2016) as an online-based fundraising method utilizing the internet by asking the public to donate.

The State of Indonesia has high potential for developing crowdfunding because its citizens have characteristic attitudes that are categorized as having high concern, especially in social projects, and Indonesian society is classified as a philanthropic society (Rasyid et al., 2017). The recent increasing trend of digital donations can be seen from the donation distribution methods chosen by the following donors.



Picture 1 Data on How to Donate by the society
Source : GoPay Digital Donation Outlook, 2020.

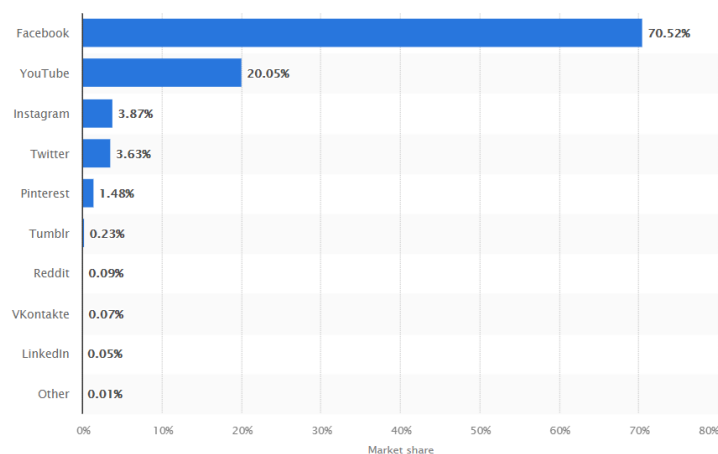
From the data above, it can be seen that Indonesians are increasingly interested in making donations digitally. The interesting thing is that during the COVID-19 pandemic, in which many people were affected economically by declining incomes, you can see that people's interest in donating continues to grow. In Indonesia, there are several digital donation platforms that are quite widely used, namely Kitabisa.com, Rumah Zakat, Aksi Cepat Tanggap, Gandeng Tangan, and many more (Rasyid et al., 2017).



Picture 4. Graph of Acceptance of Donations on the Digital Donation Platform
Source : secondary data, processed in 2021.

The advancement of the internet and smartphones has encouraged various companies to create a digital donation platform. In the picture above, you can see several well-known digital donation platforms in Indonesia, namely Kita Bisa, ACT, Rumah Zakat, and Unicef Indonesia. Donations distributed are used for various purposes, such as disaster relief, the construction of houses of worship, educational expenses, medical treatment, and various other activities.

In an effort to reach more donors, many fundraising platforms make use of social media as their digital marketing tool.



Picture 5. Graph of Social Media Popular in Indonesia
Source : Statista, 2021.

In the graph, it can be seen that Facebook and Youtube are the most used social media platforms by fundraising platforms for digital marketing. These social media are the most effective and efficient means of building public awareness of the existence of a digital donation platform and the mission it carries out. According to Taprial & Kanwar (2012), social media has several advantages that make it stronger than traditional media: (1) Accessibility Social media is easy to access because it requires little or no cost to use it. (2) Content created on social media is available to everyone in the network, forum, or community once it is published. (3). Interactivity: social media can accommodate two or more communication channels. (4). Longevity or volatility means that content on social media remains accessible for a long time, or even forever. (5) Reach: the Internet offers unlimited reach to all available content. Social media is currently one of the most widely used tools by marketers for disseminating product information to consumers. This social media network is a new form of dialogue between "consumer-to-consumer" and "business-to-consumer," which has major implications for marketers (Kotler & Armstrong, 2017).

Social media marketing allows for building social relationships that are more personal and dynamic than traditional marketing strategies. Promotion using social media influences purchasing decisions. This is in line with the results of research conducted by Singgih Nurgiyantoro in 2014, which stated that promotions through social media had a positive and significant effect on consumer purchasing decisions with a regression coefficient of 0.792 and that purchasing decisions were influenced by promotion strategies through social media by 34%.

The phenomenon of decreasing people's income during the COVID-19 pandemic and the growing public interest in donating is an interesting thing to study. This study aims to look at the factors that determine people's decisions to donate. The results of this research can be considered by digital donation platforms when creating marketing communication strategies for the digital promotional media they use.

II. LITERATURE

Marketing

Marketing (marketing) comes from the market (market). Marketing is a factor in a company's efforts to run its business, especially those related to consumers and customers.

Kotler & Armstrong (2018) explain that marketing is a social and managerial process by which individuals and groups fulfill their needs and wants by creating, offering, and exchanging something of value with other parties.

According to Dharmmesta and Handoko (2018), it is stated that marketing is one of the main activities carried out by companies to maintain their survival, develop, and earn profits.

Then reinforced by Hery (2019), who states that marketing is closely related to identifying and meeting the needs of people and society.

From the opinions of the experts above, it can be concluded that marketing generally covers all aspects of individual and group life that aim to meet needs and wants and distribute goods and services from producers to consumers. Marketing is used by consumers to meet their needs.

Marketing Management

The word "management" is often interpreted as a process of a series of planning, organizing, activating, and controlling activities carried out to achieve predetermined goals or targets. In a company, management has an important meaning in achieving company goals. Marketing is a process and managerial process that makes individuals or groups get what consumers need and want with value to other parties or all activities related to the delivery of products or services from producers to consumers. The following is the definition of marketing management, according to some experts: according to Kotler and Armstrong (2018), marketing management is a human effort to achieve the desired exchange results and build close relationships with consumers in a way that is profitable for the company.

Armstrong (2015) states that marketing management is the analysis, planning, implementation, and control of programs designed to create, build, and maintain profitable exchanges with target buyers with the intention of achieving organizational goals.

According to Dharmmesta and Handoko (2018), marketing management is a management process that includes analysis, planning for implementation, and monitoring of marketing activities carried out by companies.

From some of the opinions of the experts above, it can be concluded that what is meant by marketing management is a tool for analyzing, planning, implementing, and controlling programs that can be applied in an organization or company to maintain the survival of the company through the process of planning, implementing, coordinating, and controlling programs that involve the concept of marketing.

Crowd funding

In the era of massive developments in technology, information, and communication, crowdfunding practices as an alternative to gaining access to financial resources from donors are increasingly being pursued. Historically, the concept of crowdfunding was first known as the practice of a larger concept, namely crowdsourcing. In crowdsourcing, the word crowd is used to get ideas, opinions, input, and solutions, whereas in crowdfunding, the specific results expected are only the provision of funds or money (Warapsari, 2020).

Derived from the equivalent words "crowd" and "funding," "crowdfunding" meaning Crowdfunding is the collection of funding that can be obtained from many people. Even though it sounds new, in Indonesia the value contained in crowdfunding has long been practiced as a "derivative" or "joint venture," and this activity is carried out directly using the "door to door" or "talk to talk" method without utilizing internet technology. Soliciting money from the crowd is different from traditional fundraising efforts such as securing funds from banks, venture capitalists, and engineering.

In practice, the person who needs financial assistance is only tasked with creating content for the profile on the crowdfunding platform and explaining the purpose, the planned use of the funds, and the timetable for achieving the target of the donations collected. Crowdfunding uses existing web technologies and online payment techniques to facilitate transactions between creators (people requesting funds) and recipients (people making donations).

Crowdfunding, according to Wade in (Aziz, Nurwahidin, and Chailis, 2019), is a process of collecting funds or capital that is usually carried out through internet media to meet the funding needs of business projects with a mechanism for collecting small amounts of money from the many participants who receive funds and who generally have achievements and ideologies. the same one. Project funding in question can be in the sense of business venture projects as well as humanitarian action projects. In funding social actions through the crowdfunding platform, it is usually managed by a "social enterprise" by utilizing the internet through social media sites or websites.

Crowdfunding platforms are the best representation of the use of digital humanity. That is, by including social projects that use a humanities approach that utilizes digital-based skills so that humanities activities can run more broadly. As Tomczak and Brem assume in Hidayanto and Kartosapetro (2020), namely in the digital world, crowdfunding can be defined as an open call to raise funds via the internet in the form of donations, gifts, or rewards in support of initiatives aimed at carrying out social missions.

In the journal (Hidayanto and Kartosapetro, 2020), it is explained that several social efforts, such as those with humanitarian goals, tend to follow the patronage model. That is, by placing funders in the shoes of philanthropists, who expect no immediate return for their contributions. The patronage model is based on donations and exists in which donors receive nothing in return for their funding other than altruism, generosity, and personal and corporate promotion. This model can not only provide the necessary funds for social projects but can also lead to higher legitimacy through community interaction and participation.

For this reason, crowdfunding practices are considered to have the potential to be represented in charitable organizations and non-governmental organizations carrying out social actions and community empowerment.

As Bijker and Pinch statement in Nurhadi and Irwansyah (2018), the state of technology as a social construction trajectory depends on the number of social activities and relationships between social groups, which in this case means crowdfunding is a form of social construction in technology (social construction of technology).

In the context of social finance, the funds raised and collected can be used for social humanitarian purposes as well as for community empowerment purposes. Such as raising funds to help ease the burden on victims of natural disasters in an area.

Donation Decision

Decision making occurs in all fields and levels of activity and human thought, so it is not surprising that so many scientific disciplines try to analyze and make a systematic study of the entire decision process. A decision taken by a person is an action. So it can be concluded that the decision to make a transaction in the context of this study is the activity of donating, which is defined as a person's last step in carrying out an act of transaction (Sari et al., 2019).

According to Kotler (2009), in research by Sari et al. (2019), there are indicators in someone's decision to make a transaction :

1. Products that can create a sense of stability in consumers are one of the things that become a decision-supporting factor.
2. Buying the same product because it has become a habit is a factor supporting decision-making.
3. Recommend services or goods to others as testimonials to provide positive information that will influence someone to make a transaction or purchase.
4. A sense of compatibility and comfort makes a person make purchases continuously.

A person's decision to donate is influenced by the following factors :

1. Perception of security
Security is defined by Park and Kim (2006) as safeguarding regarding control and security of transactions, which is one of the key forms of online store competence. Furthermore, Park and Kim (2006) also argue that a person's trust and confidence will grow if there is a security guarantee.
2. Ease of system
Ease is defined as the expectation that the use of an information system will require relatively little effort. Convenience is associated with the adoption of a technological innovation because convenience and the use of technology are interconnected. In the world of marketing, we know the terms "user interface" and "user experience, which are a visual display in an application or digital marketing tool in the form of a website that can enhance the brand owned by a business or company. By making the appearance more beautiful and attractive, believe it or not, the appearance on a website will affect the level of sales of the products you have or, based on this research, can attract potential donors to make donations on the fintech crowdfunding platform (Li et al., 2020).
3. Company Reputation
Walsh and Schaarschmidt (2008) state that corporate reputation is the customer's perception of quality associated with the company name. This means that the company name has a positive influence on the customer's response to the product or service.
4. The level of religiosity
Delener (1990) states in Nasrullah's research (2015) that religiosity is an important driving factor and can influence consumer behavior. This is based on the consumer's decision to buy a product depending on their level of faith. In this study, consumers are compared to donors who choose to use online-based donation services.
5. Accountability
According to the decision of the Head of the State Administration Agency (LAN) No.589/IX/6/Y/99 in Idhar (2006), accountability is defined as the obligation to provide accountability or to answer and explain the performance and actions of a person, legal entity, or collective leader of an organization to parties who have the right or authority to request information or accountability.

Social Media Advertising

According to Kotler and Keller (2016), an important part of digital marketing is social media. Social media is a means for consumers to share or convey text, images, audio, and video information with each other

and with companies, and vice versa. Social media allows marketers to listen to consumer input and have a consumer presence online. Consumers communicate intensely with marketers, so they can also encourage companies to stay innovative and relevant. Marketers can create or join online communities, invite consumers to participate, and create long-term marketing assets in the process.

According to Kotler and Armstrong (2018), digital marketing and social media involve the use of digital marketing tools such as websites, social media, mobile ads and applications, online videos, e-mail, blogs, and other digital platforms to reach consumers anywhere, anytime. through computers, smartphones, tablets, TV, and other digital devices. In the digital era, as it is today, digital marketing through social media is growing because consumers can easily find out information or buy the product they want directly.

III. METHODS

Types of Research

This type of research is descriptive-explorative, which aims to describe the state of a phenomenon. In this study, it is not intended to test a particular hypothesis but only describes the presence of a symptom or condition variable.

Research object

The object of this study is the decision factor to donate with the indicators used, among others.

Unit of Analysis

The unit of analysis used in this study is individual, namely research on individuals or people in a group or organization, so that data is about or comes from the responses of each person or individual in a group or organization. The individuals in question are the people of Bogor City.

Types of Research Data

The types of data that are examined are quantitative and qualitative data types, which are primary data and secondary data.

Research Data Sources

1. Primary data

Primary data collection was obtained through an online questionnaire made in a Google Form.

2. Secondary data

Secondary data collection was obtained through literature studies, which contained supporting theories. A literature study was carried out by collecting data obtained from journals, literature, and articles.

Operational Variables

This study uses donating decision variables with indicators of perceptions of security, system convenience, company reputation, religiosity, and accountability. The detailed operational variables used are as follows:

Tabel 1 Operational Variable
Customers Decisions : Community Donation on Digital Donation Platform

Variable	Dimension	Indicators	Scale
Online Donation	Security Perception	1. Security guarantee (legal side) 2. Security guarantee (trustworthy) 3. Data confidentiality	Ordinal
	Ease of system	1. Easy and clear interaction 2. Easy accessibility 3. Features that are easy to understand	Ordinal
	Company Reputation	1. Image 2. Trust 3. Quality of service 4. Popularity	Ordinal
	Religiosity	1. relations with God 2. Humanity 3. Religious value	Ordinal
	Accountability	1. Transparency 2. Accountability of financial reports 3. Officially registered institution	Ordinal
Social media ads	Creativity characteristic	1. interesting advertising material 2. advertisement with a video explaining the object to be donated 3. Adequate information regarding the object to be donated	Ordinal
	Emotional attraction	1. ads with emotional appeal 2. Ads that evoke religious values	Ordinal

Variable	Dimension	Indicators	Scale
	Attention to detail	1. The advertisement explains the details of the donation flow 2. The ads presents a choice of transfer method 3. advertisements provide information on the use of funds	Ordinal
	Selebrity endorser	1. advertisements use celebrities with relevant attributes 2. advertisements using religious figures	Ordinal

Sampling Method

The sampling method used in this study is a non-probability sample with a purposive sampling method, namely, determining a sample where the respondents are people who have made donations through crowdfunding platforms.

The population used is the population of Bogor City in 2021, namely 1,043,070 people. The number of people in this study is quite large, so to determine the number of samples, researchers used the formula according to Slovin :

Information:

n = number of samples required

N = Total population

e = sample error rate (in this study, it was set at 10%).

So the number of samples becomes:

$$n = \frac{1.043.0}{1 + 1.043.07}$$

$$n = 99,99$$

So the number of samples taken is 99.99, rounded up to 100 respondents.

Data Collection Methods

Data research was collected from various sources related to research, using primary and secondary data obtained from the company where the research was conducted.

The data collection methods used in this study are primary data and secondary data.

1. Primary Data

Questionnaire

by distributing a list of questions that aim to obtain data and information about Instagram indicators that influence consumer interest.

2. Secondary Data

The collection of data did not come directly from the respondents but was obtained from books, previous research journals, and other literature related to the research material.

Methods of Processing and Data Analysis

Data analysis is the process of systematically searching for and compiling data that has been obtained from interviews, observations, and questionnaires by organizing it into categories, describing it in units, compiling it into patterns, choosing names that are important and that will be studied, and drawing conclusions so that it is easily understood by oneself or others.

Validity Test

To find out the level of validity of a research instrument, it is necessary to do a trial run first and then analyze the results. According to Sugiono (2017), "validity" is the degree of accuracy between the data that occurs in the research object and the data carried out by researchers. To test the validity level of an instrument, researchers can use the product correlation formula with the following formula:

$$r_{xy} = \frac{N(\sum xy) - (\sum x) \cdot (\sum y)}{\sqrt{(N \cdot \sum x^2 - (\sum x)^2)(N \cdot \sum y^2 - (\sum y)^2)}}$$

Information:

- r_{xy} = Correlation coefficient between variable X and variable Y
- $\sum xy$ = Number of multiplications between variables X and Y
- $\sum x^2$ = Total value of variable X
- $\sum y^2$ = Sum of Y variable values
- $(\sum x)^2$ = sum of the values of X squared
- $(\sum y)^2$ = sum of the Y values is then squared
- N = Number of samples

Decision rules : If $r_{count} > r_{tab}$ means valid, and vice versa
 If $r_{count} < r_{tab}$ means invalid

Descriptive Analysis

Descriptive statistics are statistics that are used to analyze data by describing or describing data that has been collected as it is without intending to make general conclusions or generalizations (Sugiono, 2017)
 This descriptive analysis aims to describe and obtain an in-depth and objective picture of the analysis of digital marketing advertisements using Instagram ads for frozen food products.

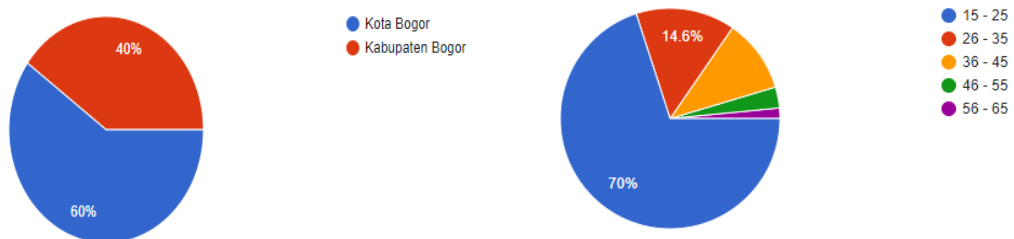
$$\text{Total respondent response} = \frac{\text{Total score respondent response}}{\text{highest score respondent response}} \times 100$$

IV. RESULT

Respondent Profile

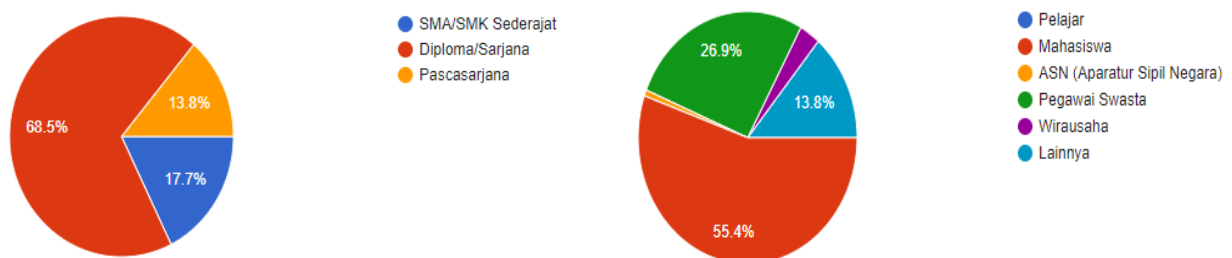
Domicile and Age

130 responses



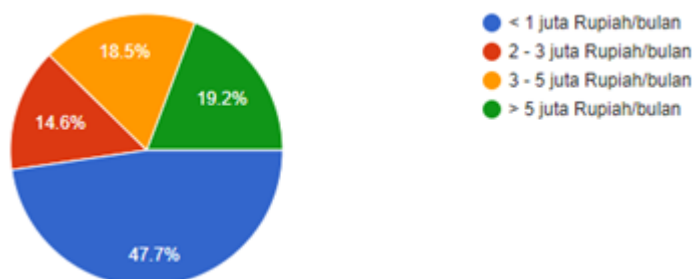
Total respondents in this study amounted to 100 respondents. Total of 52 respondents came from Bogor district and 78 people from the Bogor city area, with 91 people in the age range 15-25 years and 19 people aged 26-35 years.

Education and Job



The education background of the respondents in this study was 68.5% diplomas/undergraduate or equal to 89 respondents, with 55.4% of respondents are student equal to 72 respondents, and 26.9% respondents work in private sector or equal to 35 respondents.

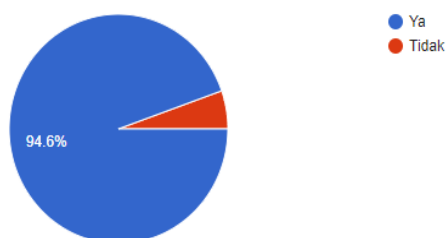
Income



Respondent profiles based on income in this study were dominated by income ranges between 1 - 3 million / month.

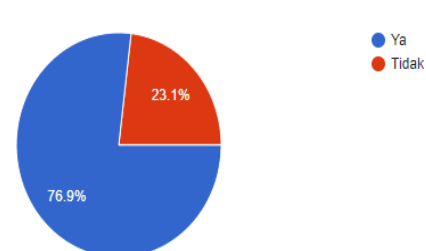
Apakah anda pernah melihat iklan platform donasi online?

130 responses



Apakah anda pernah berdonasi secara online

130 responses



Out of a total of 130 respondents who filled out the research questionnaire, there were 100 respondents who had made donations online, while 23.1% of the other respondents had never made donations online.

Validity Test

Based on validity test of the research instruments, the result shown in the table below :

Table 2 Validity test result

Variable	Dimension	Indicator	R count	R tab	Status
Online donation	Perception of security	X01	.939**	0.463	valid
		X02	.925**	0.463	valid
		X03	.841**	0.463	valid
	Ease of system	X04	.873**	0.463	valid
		X05	.911**	0.463	valid
		X06	.889**	0.463	valid
	Company image	X07	.908**	0.463	valid
		X08	.849**	0.463	valid
		X09	.824**	0.463	valid
	Religiosity	X10	.711**	0.463	valid
		X11	.709**	0.463	valid
		X12	.839**	0.463	valid
		X13	.650**	0.463	valid

	Accountability	X14	.848**	0.463	valid
		X15	.618**	0.463	valid
		X16	.843**	0.463	valid
Social media advertising	Creative Characteristic	X17	.585**	0.463	valid
		X18	.817**	0.463	valid
		X19	.817**	0.463	valid
	Emotional attraction	X20	.863**	0.463	valid
		X21	.841**	0.463	valid
	Attantion of detail	X22	.864**	0.463	valid
		X23	.886**	0.463	valid
		X24	.876**	0.463	valid
	Selebrity endorser	X25	.370 [†]	0.463	invalid
		X26	.480**	0.463	valid

The results of the validity test showed that there was one statement item that was invalid, which is on the celebrity endorser dimension with statement advertising using celebrities with the relevant attributes.

Respondent Response Results

The table below show the result of respondent response :

Table 3 Recap of Total Respondents Responses

Variable	Dimension	Indicators	Total Respondent Response (%)	Average
Online donation	Perception of security	Security guarantee (legal side)	88,2	83,7
		Security guarantee (trustworthy)	85	
		Data confidentiality	77,8	
	Ease of system	Easy and clear interaction	84,8	85,2
		Easy accessibility	85,8	
		Features that are easy to understand	85	
	Company image	Image	83,8	83,7
		Trust	85	
		Quality of service	85	
		Popularity	81	
	Religiousity	relations with God	71,8	73,9
		Value of humanity	81,8	
		Campaign of religious value	68,2	
	Accountability	Transparency	79,6	79,1
		Accountability of financial reports	77,4	
		Officially registered institution	80,4	
Iklan Media Sosial	Creative characteristic	interesting advertising material	70,4	77,5
		advertisement with a video explaining the object to be donated	79,8	
		Adequate information regarding the object to be donated	82,2	
	Emotional attraction	ads with emotional appeal	76,6	75,7
		Ads that evoke religious values	74,8	
	Attention of detail	The advertisement explains the details of the donation flow	79,2	80,7
		The ads presents a choice of transfer method	81,8	
		advertisements provide information on the use of funds	81,2	
	Selebrity endorser	advertisements using religious figures	56,2	56,2

Variable	Dimension	Indicators	Total Respondent Response (%)	Average
Total			1982,8	
Average			79,3	

Based on the results of the total responses of respondents, it can be seen that in the online donation variable, the dimensions of system convenience, perceived security, and company reputation are the most dominant factors, with clear legal aspects indicators obtaining the highest score of 88.2% and easy and fast access with a value of 85%.

Public will feel more confident about donating by seeing that the donation platform has clear legal aspects and provides easy and fast access in the donation process that will be made. It is important for digital donation companies to have clear legal aspects and prepare a system that supports the convenience and speed of donations.

In the social media advertising variable, the dimension of advertising attention to detail has the highest average value of 80.7%, with the advertising indicator providing a choice of transfer methods obtaining the highest score of 81.8%, and advertising providing information on the use of funds having a total score of 81.2%. Respondents in this study see that the choice of payment method is important for donations, and clear information about the purpose of using the funds is the main consideration for respondents. Therefore, digital donation platforms must provide a choice of payment methods and convey them in the social media advertisements they create, as well as present clear information in social media advertisements about the use of donated funds.

V. CONCLUSION

The total number of respondents in this study was 130 people, which is 76.9% having made online donations, or similar to 100 respondents. Respondents who donated had an income range of 1–5 million Rupiah and the 55.4% of respondents with donated money were students, and 26.9% were private employees. The dominant factors that are considered by respondents in donating are that the company has clear legal aspects and the platform has a system with easy and fast access. Yet, while seeing social media advertising, respondents were most likely to pay attention to those that offered an options of transfer method and those that made it obvious how donation monies will be used.

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