



The Effect of Technology Characteristics and Campaign Characteristics on the intention to donate mediated by empathy (Study on Donors laznasdewandakwah.or.id)

Teguh Wahyudi ¹, Saiful Anwar ²

¹ITB Ahmad Dahlan Jakarta, Indonesia

²ITB Ahmad Dahlan Jakarta, Indonesia

Corresponding Author: Teguh Wahyudi, E-mail: firmwahyudi@gmail.com

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ABSTRACT The era of disruption 4.0 has driven Islamic philanthropic institutions to initiate a digital platform in the collection of ZIS, shifting from traditional ZIS collection strategies to digital ones that are increasingly easy, fast, transparent, and cost-effective. This research aims to analyze the role of technological characteristics and campaign characteristics in influencing the intention to donate on the laznasdewandakwah.or.id platform, as well as testing empathy as a mediating variable. This study will be conducted on donors of laznasdewandakwah.or.id located in Bekasi. The analysis tool used in this research is Structural Equation Modeling with the assistance of AMOS 22 software. The research findings indicate that technological characteristics and campaign characteristics influence the intention to donate. Additionally, the empathy variable plays an important role in mediating the relationship between technological characteristics and campaign characteristics and the intention to donate. This research makes a significant contribution to expanding the understanding of factors that influence the intention to donate in the context of online fundraising. By considering effective technology and campaign characteristics, as well as the role of empathy as a mediator, this research can help improve fundraising strategies and have a positive impact on laznasdewandakwah.or.id in achieving their charitable goals. Keywords: Campaign Characteristics, Intention Donate, Technological Characteristics			

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INTRODUCTION

Islamic philanthropy is a central tenet of Islam that encourages Muslims to share their wealth in order to help those in need. This concept emerged as an integral part of Islamic teachings that emphasize the importance of socio-economic justice. In Islam, socio-economic justice is considered a moral goal that must be achieved through the implementation of zakat, infaq, and Sodaqah (Zauro et al., 2020). In practice, Islamic philanthropy involves a comprehensive approach to addressing social issues. Apart from paying zakat, Muslims can also give voluntary alms (infaq), run charity programs, and support organizations or institutions that focus on economic and social empowerment of

the community. By involving the community at large, Islamic philanthropy has the potential to reduce social disparities, improve the quality of life of individuals, and build a more just and sustainable society in Indonesia (Shaikh, 2022).

As a country with the largest Muslim population in the world (World Population Review, 2022), Indonesia has enormous potential in collecting charitable funds (Zakat, infaq and Sadaqah). But in fact, there is a huge gap between the potential value and the amount of realization of ZISWAF funds in Indonesia (Latifah & Lubis, 2020). The research results of the BAZNAS Center for Strategic Studies stated that the total potential for zakat in 2020 reached around 327.6 trillion rupiah per year, but it was only realized at around 12.7 trillion rupiah or around 3.9% (Amrial, 2021). In the third quarter of 2022, the national ZIS collection by the National Zakat Agency (BAZNAS) and the Amil Zakat Institution (LAZ) reached 21 trillion rupiah (Fadli, 2023).

Therefore, strategies and innovations are needed in the management of zakat funds, as well as other social funds such as infaq, sadaqah, and waqf so that they can be optimally utilized for community development (Ramadhan et al., 2023). Even though if you refer to the Charities Aid Foundation (CAF) survey, it shows that Indonesia is the most generous country in the world in 2021, Indonesia ranks top with a score of 69 percent, previously in 2018 the score was 59 percent. The results of the survey illustrate that among 10 Indonesians there are 8 generous people who will donate their property.

The level of care measured in the survey shows that 65 percent of Indonesians would help even strangers, then 83 percent stated that they would donate money and as many as 60 percent stated that they would be involved in volunteer activities (CAF, 2021). In terms of management, several Islamic philanthropic organizations have shifted their traditional strategies in collecting zakat, infaq and sadaqah (ZIS) and switched to digital collection strategies that are increasingly easy, fast and transparent and low in operational costs. The use of digital technology allows institutions and individuals to optimize the collection and distribution of philanthropic funds more effectively and efficiently (Hendratmi et al., 2020).

In addition, this model has the advantage of providing the latest updates on the progress of each charitable activity, as well as being transparent, and allowing donors to see the level of support from others (Masrizal et al., 2022). It is important for Islamic philanthropic organizations to combine technology that makes it easier to manage funds with campaign characteristics that are able to touch hearts and motivate donors to donate with a deep sense of empathy. Thus, the right technology and campaign characteristics can play an important role in increasing empathy and donation intention to achieve broader philanthropic goals (Liu et al., 2018).

Previous studies show that factors such as: empathy, credibility and relationship quality can influence donation behavior through online platforms (Liu et al., 2018). Another study also found that individuals are stimulated to donate money because of their empathy for a particular crowdfunding project (Gerber et al., 2012;). It was also found that credibility and trustworthiness influence the intention to donate (Liu et al., 2018). In addition, some studies show that religion or religiosity also influences such intentions

(Ranganathan and Henley, 2008; Kasri, 2013). The quality of technology and the characteristics of crowdfunding projects are also other important aspects in crowdfunding. The related perspectives perceived by funders of crowdfunding projects can be influenced by the demonstrated quality of the technology and the effectiveness of the website and ease of transactions. The quality of crowdfunding campaigns is another important consideration that includes campaign features relevant to decisions made through crowdfunding including the reputation of project promoters, project popularity, and the quality of project materials (Lili et al., 2018).

Other findings show that the number of texts, videos, and positive tone of the campaign have a positive relationship with the number of supporters who contributed to the campaign. The number of supporters in turn shows a positive relationship with the amount of funding and funding success (Mark Geiger, 2022). Furthermore, research shows that behaviors that influence online donation attitudes, are campaigns conducted with various charity programs (Saeed Awadh Bin-Nashwan et. al., 2022).

This study aims to investigate the intention to donate through crowdfunding platforms, this study focuses on a case study of laznasdewandakwah.or.id. a donation-based funding platform that has provided online crowdfunding services for users. This study will analyze technology characteristics and campaign characteristics on intention to donate, and involve empathy variables as moderating variables. The implication of this research is that crowdfunding platforms can get an overview of the existing conditions that influence individual intentions to donate and then use them in operational strategies.

RESEARCH METHODOLOGY

This research uses a quantitative approach with a survey form to explore observable facts and present a strong explanation for the identified problem. The survey instrument was developed to investigate the effect of campaign characteristics, technology characteristics on empathy and its impact on donation intention. The research variables were developed from previous studies, campaign characteristics adopted the concept of Gleasure et al. (2016) (6 items). Technology characteristics adopted the concepts of Chang et al. (2014) and Liu et al. (2018) (6 items), empathy variables were developed from the concepts of Zhao et al. (2017) and Liu et al. (2018) (5 items) and donation intention variables adopted the concepts developed by Liu et al. (2018) (6 items).

The research constructs were measured using a five-point Likert-type scale, ranging from 1 = "strongly disagree" to 5 = "strongly agree". Model testing was carried out using the Structural Equation Modeling (SEM) approach using AMOS 22.0 software and using a two-step procedure (JF Hair, 2011) to analyze the data in this study. This research was conducted in DKI Jakarta, the respondents in the study were taken with the criteria of having made donations on the laznasdewandakwah.or.id digital platform within the last 6 months. the respondents involved in this study totaled 129 respondents, according to Hair et al., (2010) for quantitative research, a sample of 100 to 200 is included in the medium category. The survey was conducted using a questionnaire via Google form and distributed to all respondents.

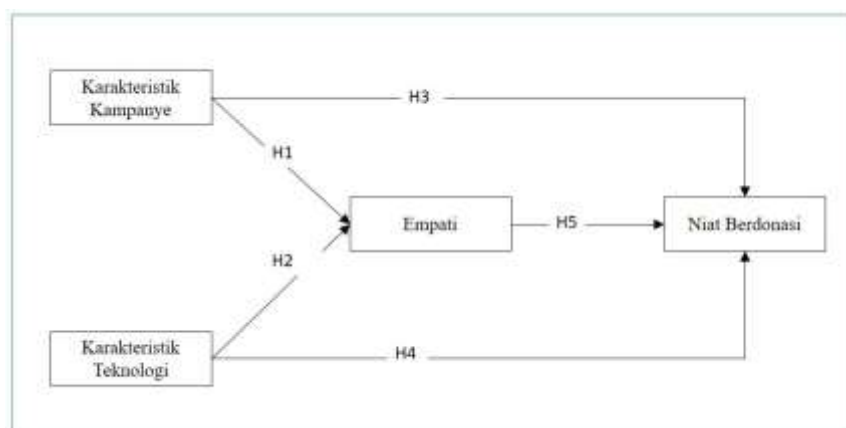


Figure 1. Thinking Framework

RESULTS AND DISCUSSION

Research Results

In this survey, 129 respondents participated. Table 1. shows the characteristics of the respondents involved in this study. The majority of them were male, with 86 people (67%), while female respondents totaled 43 people (33%). The age distribution of respondents also varied, with the 41-50 years age group being the largest (48 respondents or 37%), followed by the 20-30 years age group (37 respondents or 29%), and the 31-40 years age group (23 respondents or 18%). The education level of the respondents also varied, with the majority having a Bachelor's degree as many as 71 respondents (55%), followed by high school (31 respondents or 24%) and junior high school (14 respondents or 11%). In terms of domicile, respondents mainly came from Central Jakarta (32 respondents or 25%), West Jakarta (27 respondents or 21%), South Jakarta (25 respondents or 19%), East Jakarta (23 respondents or 18%), and North Jakarta (22 respondents).

Table 1. Characteristics of Respondents

		N	%
Gender	Male	86	67%
	Female	43	33%
Age	41-50 years	48	37%
	20-30 years	37	29%
	31-40 years	23	18%
	> 50 years	13	10%
	< 20 years	8	6%
Education Level	S-1	71	55%
	SENIOR HIGH SCHOOL	31	24%
	JUNIOR HIGH SCHOOL	14	11%
	D III	4	5%

	S-2	7	3%
	S-3	2	2%
Domicile	Central Jakarta	32	25%
	West Jakarta	27	21%
	South Jakarta	25	19%
	East Jakarta	23	18%
	North Jakarta	22	17%

Source: Data Processed, 2023

Consistent with Anderson & Gerbing, (1988), data analysis procedures in structural equation modeling (SEM) equations are carried out using a two-step technique. AMOS analysis results can be used to test the research hypothesis if all indicators in the model have met the validity, construct reliability and variance extracted requirements. The validity test is carried out by looking at the loading factor value of each indicator on the construct. In most references, factor weights of 0.5 or more are considered to have strong validation to explain latent constructs. In this study, the minimum accepted loading factor is 0.5 and provided that the CR value of each construct is > 0.7 and the AVE value > 0.7 (Hair et al., 2010).

Table 2. Variable Measurement

Variables	Factor loading	CR	Construct reliability	AVE
<i>Technology Characteristics</i>			0.922	0.7
KT1	0.814	Fixed		
KT2	0.801	10,407		
KT3	0.836	11,042		
KT4	0.811	10,574		
KT5	0.808	10,531		
KT6	0.826	10,862		
<i>Campaign Characteristics</i>			0.921	0.7
KK1	0.762	Fixed		
KK2	0.808	9,668		
KK3	0.845	10,194		
KK4	0.878	10,675		
KK5	0.822	9,865		
KK6	0.821	9,848		
<i>Empathy</i>			0.922	0.7
EM1	0.715	Fixed		
EM2	0.608	6,249		
EM3	0.747	7,556		
EM4	0.718	7,294		
EM5	0.725	7,363		
<i>Intention to donate</i>			0.827	0.5
NB1	0.828	Fixed		

NB2	0.877	12,377
NB3	0.887	12,606
NB4	0.845	11.67
NB5	0.769	10,125
NB6	0.738	9,545

Table 2 shows that the factor loading values of the variable indicators have values above the acceptance threshold of 0.50. Similarly, these factor loadings are also accompanied by construct reliability and variance extracted values that exceed the minimum value set, which is 0.70. These load values consistently confirm that the indicators of each construct have good reliability and are suitable for testing using structural equation modeling (SEM).

Table 3. Hypothesis Test

Hypotheses	Estimate	Critical ratio	Results
H1: Technology Characteristics → Empathy	0.335	3,769	Supported
H2 : Campaign Characteristics → Empathy	0.266	2,618	Supported
H3: Technology Characteristics → Donation Intention	0.321	2,184	Supported
H4: Campaign Characteristics → Donation Intention	0.221	2,074	Supported
H5: Empathy → Donation Intention	0.455	3,776	Supported

Goodness of fit: CMIN/df=1,142; CFI=0.986; AGFI=0.832; GFI=0.873; IFI=0.986; NFI=0.900; TLI=0.983; RMSEA=0.033; SRMR=0.026

The hypotheses in this study were analyzed through a path model approach. The fit of the model was evaluated using a number of different fit indices. The values of Goodness of Fit Index (GFI), Incremental Fit Index (IFI), Root Mean Square Error of Approximation (RMSEA), Root Mean Square Residual (RMR), Normed Fit Index (NFI), and Comparative Fit Index (CFI) were within acceptable ranges. In the context of this study, several findings have been confirmed that support the proposed hypothesis (Table 3). First, technology characteristics have been shown to have an influence on the level of empathy felt by individuals ($\beta = 0.335$, $p = 0.000$), as well as their intention to donate ($\beta = 0.321$, $p = 0.029$). These results positively support the hypothesis that assumes the influence of technology characteristics on the level of empathy (h1) and intention to donate (h3). Results also show campaign characteristics have an impact on the level of empathy perceived by individuals ($\beta = 0.266$, $p = 0.009$) and their intention to donate ($\beta = 0.221$, $p = 0.012$). This finding supports the hypothesis that assumes the influence of campaign characteristics on individuals' empathy (h2) and intention to donate (h4). In addition, the findings also validate the fifth hypothesis (h5) in this study, namely that empathy has a significant influence on donation intention ($\beta = 0.445$, $p = 0.019$).

The Effect of Technology Characteristics on Empathy

The results showed that there is an influence between technological characteristics on empathy, the results of this study are consistent with studies conducted by Kasri & Indriani, (2022) and Liu et al., (2018). Other research shows that technological characteristics can influence people's empathy to donate to charity crowdfunding projects through the visual design of the website, ease of use, security, and transaction convenience (Hariwibowo et al., 2022). An aesthetically appealing website can grab people's attention and make them feel more connected to the project's purpose. Easy navigation and clear, intuitive displays can also strengthen people's emotional ties to the project. People's trust in the project can be enhanced by a website that has reliable security features, such as SSL certificates. In addition, ease of transactions is also important to strengthen the trust and emotional bond of the visitors towards the charity crowdfunding project. A website that provides an easy, secure, and reliable transaction process will increase the likelihood of people participating in the project. Therefore, it is important for project managers to ensure that their websites meet quality standards in terms of visual design, ease of use, security, and easy and fast transactions (Kamarudin et al., 2023).

The Effect of Campaign Characteristics on Empathy

The second finding in this study shows that campaign characteristics affect empathy. Previous studies state that campaign characteristics, such as initiator reputation, campaign popularity, and content quality, can influence people's empathy in donating to crowdfunding campaigns (Kasri & Indriani, 2021). A good reputation initiator can build trust and increase people's likelihood to participate, while campaign popularity provides a psychological boost to donate (Jøsang et al., 2007; Kuo et al., 2020; Nakagawa & Kosaka, 2022). The quality of clear and easy-to-understand content about the purpose and benefits of the campaign, as well as engaging content such as images and videos, can also increase the appeal of the campaign and motivate people to participate. In combination, these factors can build greater awareness and support for the campaign and its goals, and increase the likelihood of people making greater contributions (Baah-peprah, 2023; Zhang et al., 2023; Zhou et al., 2018). In order to increase people's empathy in crowdfunding campaigns, campaign initiators should pay attention to campaign characteristics that can affect empathy, such as initiator reputation, campaign popularity, and content quality. This can be done by building a good reputation, optimizing campaign content, and actively promoting the campaign. In addition, campaign initiators should also pay attention to personal factors and social contexts that can affect people's empathy, and strive to build emotional connections with the people involved in the campaign. Thus, crowdfunding campaigns can be more effective in gaining support and achieving their goals.

Effect of Technology Characteristics on Intention to Donate

Consistent with the research of Kasri & Indriani, (2022) and Liu et al., (2018), the findings in this study show that campaign characteristics affect the intention to donate. Security is a very crucial factor in donating online, because people will provide personal and sensitive information about themselves (Prashar & Gupta, 2023). Therefore, if a platform or website does not have adequate security, then people may not feel safe and

will not donate. Navigability is also an important factor in influencing people's intention to donate. If a website is not easy to navigate and difficult to use, then people may feel frustrated and not be in the mood to donate. A website that is easy to use and can provide information clearly and easily understood, can increase people's intention to donate. Visual factors can also influence people's intention to donate. An attractive website or platform that has an attractive appearance can give a professional impression and can increase people's trust in the platform (Kwak & Ramamurthy, 2019; Purwandari et al., 2022). Overall, the influence of technological characteristics on intention to donate shows that security, navigability, and visual factors are very important to consider. In building a platform or website for a donation campaign, these things need to be considered in order to increase people's intention to donate.

The Effect of Campaign Characteristics on Intention to Donate

The research findings show that campaign characteristics affect the intention to donate. Consistent with research (Zhou et al., 2018), campaign characteristics such as initiator reputation, popularity, and content quality can also influence people's intention to donate. A good reputation initiator can build people's trust in the campaign and increase their likelihood of participation (Kwak & Ramamurthy, 2019; Prashar & Gupta, 2023). People are more likely to participate in a campaign led by someone perceived to have a good reputation. In addition, the popularity of the campaign can also play an important role in increasing people's intention to donate. Campaigns that have a lot of support and achieve their goals faster can give people a psychological boost to donate (Kuo et al., 2020). Campaigns that offer clear and easy-to-understand information about the purpose and benefits of the campaign, as well as showing how donations will be used, can build trust and increase people's intention to donate. Engaging content, such as images and videos, can also increase the appeal of the campaign and motivate people to donate (Mayshak et al., 2017). Campaign characteristics such as initiator reputation, popularity, and content quality can influence people's intention to donate. Therefore, organizations and campaign initiators should consider these factors in designing campaigns and promoting them to potential donors.

The Effect of Empathy on Intention to Donate

The last finding in this study shows that empathy can influence the intention to donate, the empathy variable in this study also plays a role in mediating the relationship between technological characteristics and campaign characteristics on the intention to donate. This finding supports research conducted by (Kamarudin et al., 2023; Kasri & Indriani, 2021; Wei et al., 2021). Empathy can influence a person's intention to donate, especially when empathy is generated through heartfelt text or image descriptions. When campaigns provide empathetic descriptions of people or situations in need of donations, it can motivate people to make larger contributions (Wei et al., 2021). In addition, images that show the positive impact of donations can also increase empathy and willingness to participate. Research has shown that empathic text descriptions can influence donation behavior. In one study, researchers found that descriptions that focused on individual stories triggered more empathetic responses and led to more donations compared to

descriptions that focused only on statistics (Small et al., 2007). Images can also play an important role in evoking empathy and intention to donate. A study showed that images showing the positive impact of donations, such as smiling children or people benefiting from donations, can motivate people to donate more (Su et al., 2021).

CONCLUSION

Based on the analysis conducted, it can be concluded that technological characteristics and campaign characteristics have a significant influence on empathy and donation intention. Technological characteristics, such as ease of access, multimodal media, and transparency, influence the level of empathy and donation intention by facilitating easier communication, increasing understanding of social issues, and generating immediate support. Meanwhile, campaign characteristics, such as emotional engagement, compelling narrative, and transparency, also play an important role in increasing empathy and donation intentions by touching hearts, evoking human values, and providing trust to donors. In addition, empathy also plays a role as a factor influencing donation intentions. A deep sense of empathy for the needs and suffering of others motivates individuals to make financial contributions and help those in need. Therefore, it can be concluded that technology and campaign characteristics have a positive effect on empathy and donation intention, while empathy has a strong influence on donation

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