

The Influence of Religiosity, Social Media Marketing and E-Trust on the Decision to Donate Online on the Kitabisa Platform

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ABSTRACT

This research aims to analyze the influence of Religiosity, social media marketing and E-trust built by Kitabisa on the decision to donate online. The population used is all people who have made donations on the Kitabisa platform using a purposive sampling technique and using a questionnaire distributed via Google Forms in the data collection process. This research used a sample of 110 people. The data analysis used is statistical analysis in the form of SEM-PLS. The results of this research show that social media marketing and E-trust have a positive effect on the decision to donate online on the Kitabisa platform, while Religiosity has no effect on the decision to donate online on the Kitabisa platform.

Keywords: *Religiosity, Social media marketing, E-trust, Decision to Donate Online.*

1. INTRODUCTION

The rapid development of technology has an impact on all aspects of life; even society seems to depend on technology. Apart from making it easier to fulfil their own needs, technology can make it easier for people to carry out social activities. Known as a country that has a high level of concern and a strong spirit of mutual cooperation, people often show their concern for social problems that often occur in Indonesia, such as participating in social programs, practising mutual cooperation and raising funds to help others (Amalia et al., 2020).

Based on data published by the Charities Aid Foundation, Indonesia will be in first position in 2023 as the most generous country, followed by Ukraine in second position, Kenya in third position, Liberia in fourth position and the United States in fifth position. The survey is an ongoing project carried out in 142 countries. Indonesia has had the highest World Giving Index score for six consecutive years. Indonesia maintains its top position with an index of 68%, where it gets 61% in the aspect of helping strangers, 82% in the aspect of monetary donations and 61% in terms of willingness to volunteer (Charities Aid Foundation, 2023).

One of the charitable activities carried out by the Indonesian people is raising donations. Donations are an activity to help other people who need financial assistance such as natural disasters, education, health and other crisis situations. These donation funds are usually channelled through foundations, places of worship and so on. However, along with technological developments, donation activities are not only carried out directly but also digitally (Annisawati, 2020).

This generous practice cannot be separated from the role of technological innovation, especially in the financial services sector. Innovation in the financial services sector in this digital era is called Financial Technology (FinTech), which changes the system of financial institutions in providing services by switching to digital platforms such as applications and websites (Taufiqurohman & Fadilla, 2022). The benefits of this innovation can make it easier for us to carry out transactions over long distances.

One type of FinTech is crowdfunding, which is used to facilitate public access to fundraising as a form of attention to people who need help (Sikapuangmu.ojk.go.id, 2019). The presence of various crowdfunding platforms can act as a means for channelling fundraising to be distributed more easily and quickly to people in need, and of course, the scope of fundraising will be wider and more transparent (Puspita et al., 2024).

Currently, many fundraising platforms are available and managed by donation agencies to support the resolution of various social problems in Indonesia (Zikrinawati et al., 2023). One of them

is the Kitabisa platform. Since its founding in 2013, the Kitabisa Platform, both through its website and application, has become a means for the Indonesian people to contribute to goodness and the spirit of mutual cooperation. Kitabisa has facilitated 7 million charity donation transactions, helped more than 200,000 social initiatives carry out crowdfunding through its platform, and supported around 3,000 foundations, NGOs and social institutions in raising funds with accountability. Kitabisa facilitates more than 2.5 million kindness donation transactions every month, 28,000 social fundraisers, hundreds of foundations and social institutions and hundreds of patients in need in more than 150 hospitals in Indonesia (Kitabisa.com, 2021).

Based on the image above shows that kitabisa.com occupies the top position as the most widely used online donation platform, followed by Dompot Dhuafa in second position, ACT in third position, and ayopeduli. Id in fourth position, and in last position is BenihBaik.com (IDN Research Institute, 2022).

Maintaining the existence of crowdfunding is very important because it plays a role in efforts towards global development that is oriented towards human welfare. To strengthen the existence of crowdfunding, this research chose to examine Generation Z as the research object because 70% of Gen Z consider that helping other people is the main thing for them (IDN Research Institute, 2022).

As many as 58% of Gen Z Indonesia is involved in fundraising activities, and only 12% of them use online platforms to donate, although this has increased from 2019 to 2022. This shows that they donate directly more often than donating online (IDN Research Institute, 2022).

The decision to donate online is a process where donors choose and determine the platform to donate. In this decision-making stage, of course, you go through an evaluation stage by comparing several brands and then deciding to make an online donation (Sari et al., 2019). Factors that have a positive influence on the decision to donate online are Religiosity, which is an internal factor through religious beliefs to influence someone to donate online then Social media marketing, which influences the decision to donate through marketing on social media, then E-trust which influences the decision to donate by increasing the donor's confidence in donation platform.

The variable that influences the decision to donate online is Religiosity. This statement is related to research Diyanti & Fathihani (2023), which suggests that Religiosity has a positive influence on online donation decisions. This means the values taught in a religion and also a person's beliefs and adherence to the teachings of the religion they adhere to can be a motivation for someone to make a decision to donate online. (Puspita et al., 2024). Religious teachings can encourage a person to act spontaneously and sometimes unpredictably and this can also influence the activities carried out. Therefore, it is important to analyze the extent of the role of Religiosity in the decision to donate online (Rafiki et al., 2023).

The next variable that influences the decision to donate online is social media marketing. This statement is in accordance with research and Firdaus (2020), which state that social media marketing has a positive and significant effect on the decision to donate online. Using social media marketing can make it easier to disseminate and access information. To influence decisions to donate online, creative marketing techniques are needed, one of which is using social champagne platforms to attract people with the same interests. However, it is not uncommon for people to doubt the information distributed via social media. So this becomes a special challenge for the public to receive information. Marketing using social media is used to attract customers by targeting their trust to encourage donations (Benedict & Ariestya, 2020).

Another variable that influences the decision to donate online is trust. This statement is supported by research conducted Taufiqurohman & Fadilla, (2022). Trust in an electronic context is termed E-trust. E-trust plays an important role in encouraging individuals to make choices, because there are steps such as identifying problems, finding solutions, evaluating options and sorting between various alternatives. (Khairunnisa et al., 2020). However, giving digital funds carries a fairly high level of risk, such as fake campaigns, fraud, low levels of security and potential data privacy violations. Therefore, companies need to instil E-trust in the minds of donors, and companies must be transparent in allocating funds (Zikrinawati et al., 2023).

This research is the result of development by adding an independent variable, namely Religiosity, to the research & Fathihani, (2023). The independent variables are Religiosity, trust and convenience, and the dependent variable is the decision to donate online, which concludes that Religiosity has a positive influence on the decision to donate online. This research was developed by adding an independent variable, namely Social media marketing, which was contained in the research Fajery & Firdaus, (2020). The independent variable is social media marketing, and the dependent variable is the decision to donate through Kitabisa, which concludes that social media

marketing has a positive effect on the decision to donate online. Then added, the E-trust variable from the research & Fadilla, (2022) The independent variables were perceived ease of use and E-trust which found that E-trust had a positive effect on the decision to donate online.

Based on the background that has been described, researchers are interested in conducting empirical research with the title "The Influence of Religiosity, Social Media Marketing and E-Trust on the Decision to Donate Online on the Kitabisa Platform."

2. LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

2.1 Technology Acceptance Model(TAM)

According to the theory put forward by Davis in 1989, the Technology Acceptance Model (TAM) is a model used to explain how users accept and use technology in doing their work. This model is rooted in psychological theory that highlights users' beliefs, attitudes, intentions and behavioral relationships towards information technology. One of the factors that influences user acceptance of technology is their perception of the usefulness and ease of use of the information technology (Irawati et al., 2020).

The use of the TAM model has been proven to be able to measure technology acceptance. By using TAM, we can understand the reasons why the library information system implemented is accepted or not by users. Apart from having a strong theoretical basis, another advantage of the TAM model is its ability to answer confusion related to the failure to implement various technology systems in libraries, which is often caused by the user's lack of intention to use them. (Fatmawati, 2015).

When linked to the use of technology in donation practices, donation platforms are quite popular with the public because they can speed up access for donors to channel funds and consider that the allocation of funds is safer because they use digital media. However, it is not uncommon for people to prefer to donate directly through foundations, places of worship and others because some of them do not have an interest in using donation platforms, the reason could be due to a lack of knowledge about their use and it could also be because of their habit of donating directly.

2.2 Online Donation Decisions

The decision to donate online in this research is equated with the theory of purchasing decisions because it has exactly the same steps. The difference between the two is on the side that does it. Purchasing decisions are made by consumers who hope for a reward in the form of a product, while decisions to donate to those in need are donors without expecting anything in return. (Salsabila & Hasbi, 2021). The purchasing decision itself is a stage where the customer carries out a comprehensive evaluation of the desired product starting from choosing the brand, supplier, quantity, time and type of payment. (Kotler & Keller, 2010). A purchasing decision is a behaviour that arises based on the customer's desires when they consciously choose one of several available alternatives (Sangadji & Sopiah, 2021).

According to Tjiptono (2019), Purchasing decisions are the process by which customers recognize a product or brand and assess how effective each option is in meeting their needs, thus leading to a purchasing decision. According to Taufiqurohman & Fadilla, (2022) Online donation decisions are situations where donors make the decision to provide assistance to a person or group of people in need through a donation platform.

2.3 Religiosity on the Decision to Donate Online

According to Suryadi & Hayat (2021), Religiosity is the level of a person's beliefs and behaviour toward the religious teachings he adheres to and the way of worship in relation to God as an effort to find the meaning of life and happiness. According to Rafiki et al., (2023) Religiosity is one of the factors that motivates a person to act outside the norm. Someone who has high belief in religious teachings can encourage someone to act spontaneously. Sometimes this cannot be predicted, but has a direct impact on every activity carried out. According to Stark & Glock 1994 in Suryadi & Hayat (2021), Religiosity is a person's level of knowledge and understanding of the religion he adheres to.

Previous research has empirically proven that Religiosity has a positive influence on the decision to donate online (Wijaya et al., 2023; Kurniaputri et al., 2020). Based on empirical studies in previous research, the first hypothesis in this research can be developed as follows:

H1: Religiosity has a positive effect on the decision to donate online on the Kitabisa platform.

2.4 Social media marketing regarding the Decision to Donate Online.

Social media marketing is a type of marketing that uses online channels that can reach target markets through websites, applications, multimedia advertisements and so on. According to Mahmoud Al Azzam et al. (2021), Social media marketing is a new trend that is growing rapidly, and this method can make it easier to disseminate information and reach target markets more efficiently. Social media marketing is a marketing strategy using electronic channels, namely social media which is used to support the promotion of products/services in the market.

According to Garg et al. (2019), Digital marketing concepts not only impact purchasing decisions but also help companies, such as in costs. Overall, the costs of companies that utilize digital marketing concepts tend to decrease and also result in a larger market base. According to Apple et al. (2020), Marketing using social media is a fast step for companies to grab customer attention. In the future, this type of marketing will become increasingly attractive, but this is also uncertain because technology will continue to develop.

Several studies conducted empirically by previous researchers have shown that social media marketing has a positive effect on online donation decisions (Marhusin & Taharuddin, 2023; Adyani, 2021). Based on empirical studies in previous research, the second hypothesis in this research can be developed as follows:

H2: Social media marketing has a positive effect on the decision to donate online on the Kitabisa platform.

2.5 E-trust regarding the Decision to Donate Online

Trust in an electronic context is termed E-trust (Pasa et al., 2020). E-trust is a belief that customers have when making digital purchases via the Internet. Where every purchasing process, such as searching for information to pay ment, is carried out via the internet. According to Fernández-Bonilla et al. (2022), E-trust is one of the keys to websites and applications. If the platform cannot be trusted in terms of website or application security, then users will not use it. So, efforts are needed to maintain the security of the platform.

E-trust occurs when both parties in a transaction fulfil their respective obligations. Trust is a multidimensional construct consisting of belief in something and the intention to believe (Miao et al., 2022). E-trust involves trust in the donation management institution, which believes that the institution is credible and allocates funds on target.

There have been several studies conducted empirically by previous researchers which have shown that E-trust has a positive and significant effect on the decision to donate online (Fitriana et al., 2021; Salsabila & Hasbi, 2021; Azizah et al., 2021). Based on empirical studies in previous research, the third hypothesis in this research can be developed as follows:

H3: E-trust has a positive and significant effect on the decision to donate online on the Kitabisa platform.

2.6 Conceptual Framework

Based on the previous hypothesis development, the conceptual framework of this research is as follows:

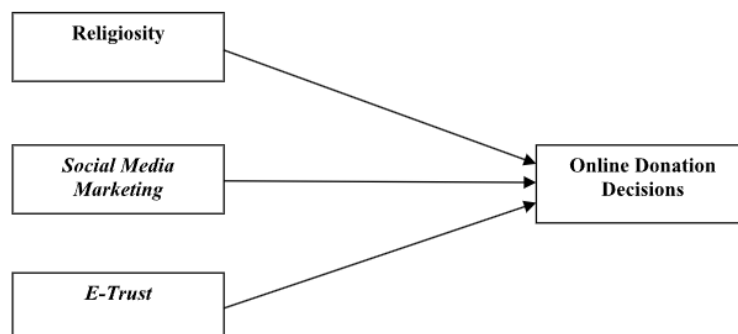


Figure 1. Conceptual Framework

3. METHODS

This research is quantitative research, namely a type of research that focuses on collecting and analyzing data that can be measured and expressed in the form of numbers. This research was designed to test the influence of religiosity, social media marketing and e-trust on the decision to donate online.

The population used is Generation Z who have made online donations on the Kitabisa platform. According to Sugiyono (2013) determining the number of samples for a population whose number is unknown is by multiplying the number of variables by 20. In this study there are 4 variables (decision to donate online, Religiosity, social media marketing and e-trust), so the minimum sample size required is 4 times 20 = 80 samples. According to hair et al. (2014) preferably, the sample size should be 100 or larger. Therefore, the researcher increased the sample size by 30 so that the effect of the research instrument could be better analyzed. According to Hair et al., (2014) The SEM-PLS method is recommended for analyzing data because the sample size of the resulting statistical results has high statistical power.

The sampling technique used was purposive sampling, namely a sampling technique based on criteria set by the researcher. The criteria in question are as follows: (1) People who have made an online donation on the Kitabisa platform at least once; (2) People aged 15-24 years; (3) Domiciled in Padang City.

3.1 Respondent Profile

Table 1. Respondent Profile

Demographics	Category	Number of people)	Percentage (%)
Gender	Man	37	33.6
	Woman	73	66.4
	Total	110	100.0
Type of work	Businessman	8	7.3
	Self-employed	4	3.6
	Employee	29	26.4
	Student	50	45.5
	Student	19	17.3
	Total	110	100.0
Last education	Elementary school/equivalent	-	-
	Middle school/equivalent	19	17.3
	High school/equivalent	76	69.1
	Diploma	12	10.9
	S1	3	2.7
	S2	-	-
	Total	110	100.0
Amount Donated Online	1-2 times	79	71.8
	3-4 times	24	21.8
	5-6 times	7	6.4
	Total	110	100.0

Source: SPSS 27 Processing Results (2024)

Based on Table 4.2 above, it can be seen that the majority of respondents were female, 73 people (66.4%), while the remaining 37 people were men (33.6%). The profile of the second respondent was differentiated by type of work, where the majority of respondents' work was as students, 50 people (45.5%), followed by employees, 29 people (26.4%), students, 19 people (17.3%). , entrepreneurs as many as eight people (7.3.6%) and self-employed as many as four people (3.6).

The next respondent profile is the highest level of education, with the highest number being SMA/equivalent with 76 people (69.1%), followed by junior high school with 19 people (17.3%). Diploma as many as 12 people (10.9%). The respondents with the smallest number were S1, as many as three people (2.7%). The final respondent profile is differentiated by the number of online

donations in 1 month, the highest being 1-2 times, 79 people (71.8%), followed by 3-4 donations, 24 people (21.8%), and finally 5- 6 times as many as 7 people (6.4%).

3.2 Measurement Model Assessment (MMA) Test Results

Measurement Model Assessment (MMA) is used to determine the influence of variables with their statement items. As for what was tested (Hair, Black, et al., 2014) are: 1) convergent validity, in convergent validity analysis, there are four assumptions that must be met, namely outer loading > 0.7 ; Cronbach's alpha > 0.7 ; composite reliability > 0.7 ; average extracted variance (AVE) > 0.5 . 2) Discriminate validity shows the uniqueness of the construct from other constructs. Discriminate validity has several methods, namely a) the Fornell-Larcker criterion and b) Cross loadings. The results of the convergent validity analysis can be seen as follows:

Table 2. Outer loadings analysis results (Stage 1)

Variable	Indicator	Outer loadings	Information
Online Donation Decisions	KBO1	0.708	Valid
	KBO2	0.713	Valid
	KBO3	0.791	Valid
	KBO4	0.828	Valid
Religiosity	RG1	0.574	Invalid
	RG2	0.666	Invalid
	RG3	0.762	Valid
	RG4	0.727	Valid
	RG5	0.724	Valid
Social media marketing	SMM1	0.744	Valid
	SMM2	0.661	Invalid
	SMM3	0.731	Valid
	SMM4	0.718	Valid
	SMM5	0.800	Valid
E-trust	ET1	0.826	Valid
	ET2	0.844	Valid
	ET3	0.793	Valid
	ET4	0.813	Valid

Source: Smart PLS 3.0 Processing Results

Based on Table 2, all statement items for measuring online donation decision variables have outer loading values above 0.7 and are declared valid. Likewise, the E-trust variable also has an outer loadings value above 0.7 and is declared valid. Then, for the religiosity variable, there are two statement items that are invalid, namely RG1 and RG2, because these two items have outer loadings smaller than 0.7. Furthermore, in the Social media marketing variable, there is 1 statement item that is invalid, namely the SMM2 item, because it has outer loadings of 0.538 or smaller than 0.7. These invalid items were removed or eliminated and then analyzed again with the following results:

Table 3. Results of Outer loadings analysis (Stage 2)

Variable	Indicator	Outer loadings	Information
Online Donation Decisions	KBO1	0.715	Valid
	KBO2	0.710	Valid
	KBO3	0.791	Valid
	KBO4	0.824	Valid

Variable	Indicator	Outer loadings	Information
Religiosity	RG3	0.757	Valid
	RG4	0.802	Valid
	RG5	0.831	Valid
Social media marketing	SMM1	0.721	Valid
	SMM3	0.756	Valid
	SMM4	0.727	Valid
	SMM5	0.845	Valid
E-trust	ET1	0.825	Valid
	ET2	0.844	Valid
	ET3	0.793	Valid
	ET4	0.813	Valid

Source: Smart PLS 3.0 Processing Results

Based on Table 3, there are four items of online donation decision variables that are measured, which have outer loading values above 0.7 and are declared valid. The E-trust variable contains 4 statement items which have outer loading values > 0.7 (greater than 0.7) and are declared valid. The religiosity variable contains 3 statement items that have outer loading values > 0.7 (greater than 0.7) and are declared valid. The social media marketing variable contains 4 statement items which have an outer loading value of > 0.7 (greater than 0.7) and are declared valid.

After the outer loadings analysis is carried out, then the analysis results' alpha, composite reliability, and average extracted variance(AVE) are as follows:

Table 4. Results of Cronbach's Alpha, Composite reliability and AVE analysis

	Cronbach's Alpha	Composite reliability	Average Variance Extracted (AVE)
Online Donation Decisions	0.759	0.846	0.580
Religiosity	0.713	0.839	0.635
Social media marketing	0.760	0.848	0.584
E-trust	0.836	0.891	0.671

Source: Smart PLS 3.0 Processing Results

Based on Table 4. all variables have fulfilled the specified conditions, namely Cronbach's alpha > 0.7, composite reliability > 0.7 and AVE > 0.5.

Table 5. Results of Discriminant Validity Analysis using the Fornell-Lacker Criterion Method

	E-trust	Online Donation Decisions	Religiosity	Social media marketing
E-trust	0.819			
Online Donation Decisions	0.721	0.762		
Religiosity	0.514	0.583	0.797	
Social media marketing	0.661	0.755	0.560	0.764

Source: Smart PLS 3.0 Processing Results

Based on Table 5, it can be seen that the correlation between the E-trust variable (0.819), the Online Donation Decision variable (0.762), the Religiosity variable (0.797) and the Social media marketing variable (0.764) can be concluded that the correlation between the variables and the variable itself is greater than the correlation with other variables which means all items meet the requirements.

Tabel 6. Results of Discriminant Validity Analysis using the Cross Loadings Method

	Online Donation Decisions	Religiosity	Social media marketing	E-trust
KBO1	0.715	0.381	0.605	0.428
KBO2	0.710	0.284	0.503	0.498
KBO3	0.791	0.532	0.554	0.609
KBO4	0.824	0.540	0.710	0.638
RG3	0.423	0.757	0.397	0.329
RG4	0.496	0.802	0.499	0.470
RG5	0.472	0.831	0.436	0.421
SMM1	0.612	0.608	0.721	0.588
SMM3	0.594	0.340	0.756	0.453
SMM4	0.546	0.322	0.727	0.511
SMM5	0.641	0.427	0.845	0.471
ET1	0.581	0.500	0.453	0.825
ET2	0.607	0.387	0.604	0.844
ET3	0.550	0.407	0.461	0.793
ET4	0.619	0.394	0.636	0.813

Source: Smart PLS 3.0 Processing Results

Table 6. shows that it was found that all loading values were highest between items that had a greater correlation compared to other items. This means that all items can reliably measure this variable.

3.3 Structural Model Assessment (SMA) Test Results

Test result *Structural Model Assessment* (SMA) is the first to assess R^2 (>0.75 = Strong), (0.50 – 0.75 = Medium) and (0.25 – 0.49 = Weak) (Hair, Black, et al., 2014). Second, assess the path coefficient under the condition $Qstatistics > 1.96$ and P value < 0.05 .

Table 7. Analysis Results Structural Model Assessment (SMA)

	R^2	Original Sample (O)	T Statistics (O/STDEV)	P Values	Hypothesis
Religiosity-> Online Donation Decision	0.702 (currently)	0.142	1,826	0.068	H1 Rejected
Social media marketing-> Online Donation Decision		0.493	4,886	0,000	H2 Accepted
E-trust-> Online Donation Decision		0.321	3,285	0.001	H3 Accepted

Source: Smart PLS 3.0 Processing Results

Based on Table 7, the R^2 value for the decision variable to donate online is 0.702, so the magnitude of the influence of Religiosity, social media marketing and E-trust on the decision to donate online is 70.2% and is classified into the medium category.

1. The influence of Religiosity on the decision to donate online has an original sample of 0.142 (positive sign), T statistics 1.826 (smaller than 1.96), and P values 0.001 (larger than 0.05), so it can be concluded that religiosity has no effect on the decision to donate online (H1 Rejected).
2. The influence of Social media marketing on the decision to donate online has an original sample of 0.493 (positive sign), T statistics 4.886 (larger than 1.96) and P values of 0.000 (smaller than

- 0.05), so it can be concluded that Social media marketing has a positive effect on the decision to donate online (H2 accepted).
3. The influence of E-trust on the decision to donate online has an original sample of 0.321 (positive sign), T statistics of 3.285 (larger than 1.96), and P values of 0.001 (smaller than 0.05), so it can be concluded that E-trust has a positive effect on the decision to donate online (H3 accepted).

3.4 Research Discussion

The results of testing the first hypothesis (H1) are that Religiosity has no effect on the decision to donate online. Therefore, hypothesis 1, which states that "Religiosity influences the decision to donate online", is rejected.

These results make it clear that a person's high or low level of Religiosity is not necessarily able to influence a donor's decision to donate online. Even though every religion teaches to share with others, this does not necessarily mean that even someone with a high level of Religiosity can carry out this command.

The results of this research are in line with or supported by the results of previous research (Nafidzah, 2020; Kurniawati et al., 2020; Nikmah & Saraswati, 2021) who also found that Religiosity had no influence on the decision to donate online on the Kitabisa platform.

The results of testing the second hypothesis (H2) are that social media marketing has a positive effect on the decision to donate online. Therefore, hypothesis 2, which states that "Social media marketing influences the decision to donate online", is accepted.

The findings of this research mean that the social media marketing implemented by Kitabisa is able to influence donors to donate online, one of which is from the information shared regarding donations because most donors feel that the information distributed through Kitabisa's social media is the latest or up to date information, making it easier for donors to get information. Faster information regarding current social problems.

The results of this research are in line with or supported by the results of previous research (Marhusin & Taharuddin, 2023; Adyani, 2021), which found that social media marketing also had a positive influence on the decision to donate online on the Kitabisa platform.

The results of testing the third hypothesis (H3) are that E-trust has a positive effect on the decision to donate online. Therefore, hypothesis 3, which states that "E-trust influences the decision to donate online", is accepted.

The findings of this research mean that Kitabisa is trusted by donors as a means to donate online because most donors believe that Kitabisa is able to facilitate online donation transactions more easily. So, the higher the level of trust a donor has in Kitabisa, the higher their decision to donate. Trust is one of the reasons donors make donations, especially online-based donations. Donors will be more careful in choosing online donation platforms so that the funds collected are right on target. Based on the profile of respondents in this research, the results obtained were that the majority of donors donated once every month; this was because the donors' sense of trust in Kitabisa in distributing the donation funds was high.

The results of this research are in line with or supported by the results of previous research (Fitriana et al., 2021; Salsabila & Hasbi, 2021; Azizah et al., 2021) who also found that E-trust had a positive effect on the decision to donate online.

3.5 Research Implications

High Religiosity does not influence the decision to donate online. Therefore, there is a need for socialization regarding understanding the concepts, wisdom and benefits of donating. Apart from that, marketing strategies can be carried out by making invitations or appeals to the public about the importance of donating to help others.

Social media marketing influences the decision to donate online. Respondents most like the latest information that Kitabisa disseminates about social problems in Indonesia, so Kitabisa needs to provide up-to-date information so that people know what social problems are currently occurring. Apart from that, Kitabisa can also carry out promotions by posting content that is emotionally appealing, such as content that tells touching experiences and shows the real impact of donations, which can encourage more people to donate. Not only that, companies also need to encourage active participation with followers on social media, such as interacting through comments, live sessions and direct feedback to followers.

E-trust has a positive influence on the decision to donate online. Respondents believe that Kitabisa provides information to facilitate easier online donation transactions. Because the Kitabisa

platform can be accessed wherever and whenever they want. In the future, Kitabisa needs to be more active in ensuring that the information provided to the public is more trustworthy and the company also needs to focus on increasing E-trust through transparency, transaction security and positive testimonials to increase decisions to donate online.

4. CONCLUSION

4.1 Conclusion

Based on the results of the research and discussion previously described, several conclusions can be drawn from this research as follows:

2. Religiosity has no influence on the decision to donate online on the Kitabisa platform in Padang City.
3. Social media marketing has a positive influence on the decision to donate online on the Kitabisa platform in Padang City.
4. E-trust has a positive influence on the decision to donate online on the Kitabisa platform in Padang City.

4.2 Research limitations and suggestions

1. Based on the conclusions and implications of the research previously explained, the following suggestions and limitations can be put forward in this research:
2. This research was only conducted on Kitabisa in Padang City, so this research cannot yet apply to Kitabisa research in other cities. Therefore, it is recommended that further research test this research model in other cities.
3. This research only uses three variables that influence the decision to donate online, namely Religiosity, social media marketing, and E-trust. Future researchers should add other variables to their research model which can also influence the decision to donate online, such as ease of use, influencer marketing and level of social life.
4. This research only used 110 respondents. Therefore, it is recommended for future researchers to use a larger number of respondents.

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