

Social Media And Women's Motivation To Donate

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Abstract. Motivates to donate usually occur because of factors influencing directly or indirectly. This study seeks to determine the degree of empathy, donation campaigns, and social media in influencing women's motivation to donate. Respondents in this study were 124 female respondents by using purposive sampling method in sample taking technique. For data processing and analysis, the data quality test, the classic assumption test, multiple linear analysis, and the hypothesis test are used. According to multiple linear regression, empathy level variable (X1) has t value 0.308 with significance level 0.759 and concluded that empathy level variable is not significantly influence women's motivation to donate, inversely to donation campaign variable (X2) with t value 2.321 and significance level 0.022 or social media variable (X3) with t value 2.255 and significance level 0.026 partially have significant influence to women's motivation to donate.

Keywords: Empathy, Campaign, Social Media, Motivation To Donate

1 Introduction

Poverty becomes problem and central issue around the world, included Indonesia. In developing countries like Indonesia, the poverty rate is quite high. Based on Central Bureau of Statistic (2021), current poverty amount is up to 27,54 million residents. Therefore, all of elements have to work together to eradicate high poverty.

The majority of Indonesia's population is Muslim (indonesia.golid, 2021) or equal to 87,2% of Indonesia residents. Islam has a poverty alleviation method called zakat. Indonesia has several amil zakat institutions such as Baznas, Laziz NU, Laziz Mu, and Dompot Dhuafa Republika. Donation motivation has an important role to grow one's enthusiasm, passion, and sincerity in donating. The increased passion and willingness to donate sincerely will help increase zakat income and help alleviate poverty in Indonesia (zakat.or.id, 2020).

Donation motivation is all factors that influence someone to donate. [15] argues that there are four categories of crowdfunding donation motivations: a) motivation as a role model, b) motivation to seek rewards, c) motivation to give loans, and d) motivation to get ownership shares. Donors who are motivated as role models will donate in the form of funds without expecting the funds to return and do not expect to get a reward.

The motivation to donate is influenced by several things, including empathy. [17] suggests that empathy is the ability to put yourself in someone else's position and feel what other people feel. Latifah & Susanti (2016) stated that Empathy has a very close correlation with pro-social behavior. [19] suggest that prosocial behavior is the behavior of helping, sharing, and similar positive behaviors that are carried out intentionally and voluntarily with unspecified and unknown motives, and carried out with or without compensation from the beneficiary. One of the prosocial behavior is donating. Of these opinions it can be concluded that the level of empathy has a relationship with the motivation of donation.

In addition to empathy, donations can also be influenced by social campaigns that are currently starting to be discussed, campaigns and donation motivations are always related. Because through public campaigns it will be easy to get information on social activities such as donating and can raise public awareness of certain problems so that raising motivation to donate.

One of the easiest and fastest forms of socializing donation requests is on social media. In recent years, marketing campaigns for charitable groups have become more common and sometimes include requests for donations on social media (Spines & Oswald, 2010). An internet-based tool called social media allows users to create and share content. Social media is currently one of the most effective avenues for communication [8]. Social media gives people and organizations the chance to engage in online discussions, interact with one another, and create or share content. Therefore, it makes sense that social media has an impact on people's willingness to give. In addition, [3] asserts that a company's social media activity and interaction go beyond simple two-way communication to eventually affect consumer behavior (by promoting customer loyalty, for example).

As stated previously, the purpose of this research is to determine the relationship between empathy, campaigning, and the use of social media on the motivation for community donations in Greater Jakarta. (Jabodetabek).

2 Literature Review

Motivation to Donate in the Covid-19 Pandemic Situation

Donations can take the form of money [25], blood (Williams and Masser, 2019), [5], or organs, according to an expanding body of research (Ju et al., 2018). For charities to survive and thrive, monetary contributions (donations) are the most essential form of support for reviving the surplus-to-needs funding relationship. (Beldad et al., 2014).

One indication of a donor's willingness to donate money to people affected by COVID-19 through online platforms (such as websites and social networking sites) is their attitude. Donations can be made both physically and electronically, such as through online giving. In 2006, Treiblmaier and Pollach discovered that people's thoughts and perceptions regarding fundraising websites are influenced by their level of trust in the Internet, suggesting that if individuals have positive views of IT, their attitudes toward making an online donation will be significantly changed. Much research has been devoted to examining how social networking sites facilitate and support online donations during the COVID-19 pandemic. [20] confirmed that charitable organizations play a significant role in predicting online donations by demonstrating that the closer the donor is to the charitable organization, the more likely they are to donate online.

Empathy Level

According to Merriam-Webster's Dictionary (2002), empathy is the act or capacity to understand, be aware, and be sensitive to the feelings, thoughts, and experiences of others, either in the past or in the present, without having those feelings, thoughts, and experiences communicated explicitly and objectively. Empathy means being emotionally and cognitively attuned to another person and understanding what a situation looks like from the other person's point of view.

Several studies have stated that a person's factor in providing help is based on the empathy that each individual has, however, the empathy that each individual has is different, one of which is influenced by gender and motivation. Research conducted by O'Brien, Konrath, Grühn, & Hagen (2013) found the same results as Eisenberg and Lennon's 1983 study that when the empathy trait was measured it was found that women reported having high empathy scores compared to men in eliciting prosocial behavior.

Apart from the research performed by Mestre, et al (2009), the research conducted by McMahon, Wernsman and Parnes (2006) on 150 African American adolescents gave different results, it was argued that men were shown to have higher empathy scores so they also tended to have high scores on measures of prosocial behavior. Studies have found that gender differences are congruent with common stereotyped patterns, with women typically displaying more relational aid behaviors (such as comforting others) than men, who typically display more instrumental prosocial behavior (e.g. helping someone with homework). In accordance with what has been described previously, it can be concluded that gender has an influence on a person's empathy.

Donation Campaign

This era of the COVID-19 pandemic brings misery and helplessness to people all over the world. In light of these circumstances, people support and aid those afflicted by the epidemic by cooperating, working together, and coming together. In order to support those impacted by the epidemic, it is crucial to give people a solid grasp of their views toward participating in fundraising efforts. In a digital setting, such as a crowdfunding project, a campaign appears as one piece of a mosaic shown with a title, photo, and a brief description of the promotional phrase with a hyperlink connecting to the project page, as noted by Defazio (2021). His project contains some key components that construct structured hierarchical data. Donors view the full project's content, organize the data hierarchically, and then choose whether or not to fund it.

Therefore, in order to succeed, fundraisers need to make more significant investments in describing the project's quality through its distinctive features and pay more attention to the core components of the campaign. [18] contend that social networking sites are democratizing fundraising or contribution efforts by increasing public participation while also tying people together on a personal basis. The findings of the study indicate that campaigns on charity projects, internet technology characteristics, junior high school characteristics, and religiosity are significant influences on attitudes toward online donations.

Social Media

Social media is widely recognized as the most effective online tool for interaction and communication. They offer personalized content, self-interest, customization, and sharing, in addition to one-on-one communication. Similarly, they can accurately describe target information and facilitate the formation of communities with shared interests (Castillo et al., 2014; Halikainen, 2015).

Literature indicates that internet technology characteristics such as social media have a great deal to contribute to the formation of donor attitudes toward online donations (Shier and Handy, 2012; [25]; [26]). For instance, Shier and Handy (2012) state that perceptions of internet technology attributes such as safe, dependable, efficient, and effective can contribute to a deeper understanding of online donation behavior. [25] discovered that characteristics of internet technology significantly influenced general attitudes toward online donations. However, [2] asserts

that people are more concerned with privacy and security issues related to internet technology; this can have both positive and negative effects on the attitude of donors toward online donations. It has been acknowledged that overall satisfaction with Internet technology can facilitate online volunteering and opportunity-finding processes.

Social networking sites can be utilized to attract and retain prospective and current donors. In recent years, the prevalence and pervasiveness of social media platforms such as Twitter, Facebook, Instagram, and Snapchat have increased; for many, using these platforms is a daily habit. According to prior research, a large proportion of donors prioritize using a variety of social media sites to communicate with charitable organizations [28].

3 Methodology

Research Method

This study employs a quantitative methodology to test the hypotheses that have been developed. This study aims to prove whether there is an influence between the independent variables, namely the level of empathy, donation campaigns, and social media on the dependent variable, namely the motivation to donate. Using SPSS version 25 for data processing and analysis, this study employed data quality tests, classical assumption tests, multiple linear analysis, and hypothesis testing. Purposive sampling is the sample approach employed in this study. The criteria that have been set in this study are:

1. A woman
2. Age range 15 – 64 years
3. Educated at least High School
4. Working/not working women

Data collection in this study was carried out by providing a closed questionnaire, namely a questionnaire whose alternative answers have been provided using a Likert scale. The following are the answer choices using a Likert scale that will be used in this study:

Table 1. Likert Scale.

Keterangan	Skor
Strongly Agree	5
Agree	4
Undecided	3
Disagree	2
Strongly Disagree	1

Hypothesis Formulation

In order to facilitate research, the theoretical framework can be outlined as follows:

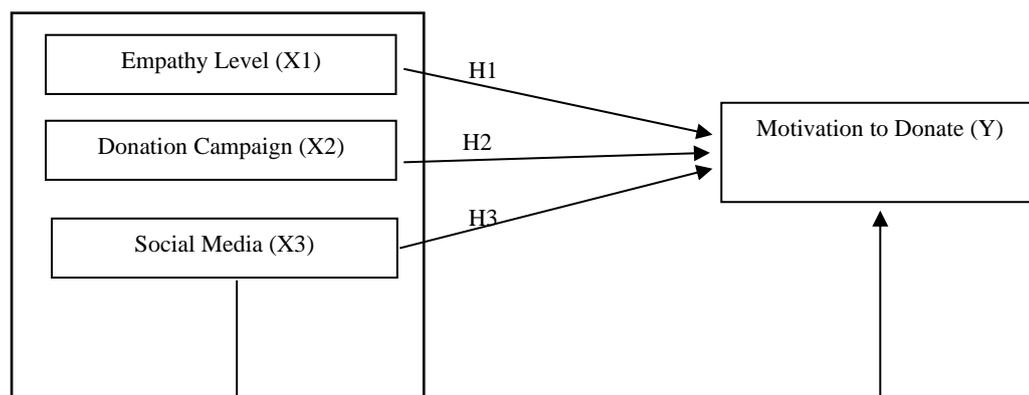


Fig. 1. Theoretical Framework Scheme.

From the description of the framework scheme, a hypothesis is obtained, namely as follows:

- H₁ : Partially the level of empathy affects the motivation to donate
- H₂ : Partially the Donation Campaign has an effect on the Motivation to Donate
- H₃ : Partially Social Media has an effect on the Motivation to Donate

H₄ : Simultaneously the level of empathy, donation campaign, and social media affect the motivation to donate.

Table 2. Variable Operational.

Keterangan	Skor
Strongly Agree	5
Agree	4
Undecided	3
Disagree	2
Strongly Disagree	1

4 Result

Validity and Reliability Test Results

Validity and reliability tests for the variables of motivation to donate, empathy, campaign and use of social media have valid and reliable values. So that the questionnaire can be distributed to the targeted community.

Classical Assumption Test Results

In the classical assumption test, there is no violation of the five assumptions so that a hypothesis test can be carried out immediately.

Hypothesis Test Results

The regression test can yield the following results:

Regression Equation

$$Y = a + b_1.X_1 + b_2.X_2 + b_3.X_3 + e$$

The results of the regression equation are as follows:

$$Y = 8,308 + 0,026.X_1 + 0,298.X_2 + 0,219.X_3 + e$$

Based on the above equation for multiple linear regression, the following conclusion can be drawn:

1. The constant value (α) of 8.308 indicates that if there is no change in the empathy, campaign, and social media variables or the value ($X = 0$) then the motivation variable to donate has a value of 8.308.
2. Empathy regression coefficient value of 0.026 indicates that the empathy variable has a positive influence on the motivation to donate, which means that for every 1 unit increase in the empathy variable, the motivation to donate will increase by 0.026.
3. Campaign regression coefficient value of 0.298 indicates that the campaign variable has a positive influence on the motivation to donate, which means that for every 1 unit increase in the campaign variable, the motivation to donate will increase by 0.298.
4. Social Media regression coefficient value of 0.219 indicates that the social media variable has a positive influence on the motivation to donate, which means that for every 1 unit increase in the social media variable, the motivation to donate will increase by 0.219.

Validity and Reliability Test Results

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Classical Assumption Test Results

In the classical assumption test, there is no violation of the five assumptions so that a hypothesis test can be carried out immediately.

Table 3. Hypothesis Testing.

Variable	Regression Coefficient (Beta)	T	Significance	Explanation
Coefficient	8.308	3.745	.000	Significant
Empathy	.026	.308	.759	Not significant
Campaign	.298	2.321	.022	Significant
Social Media	.219	2.255	.026	Significant

Dependent: donation motivation, $\alpha = 5\%$ $F = 17.810$ $Sig = (.0,000)$ $R = 55,5\%$, $R^2 = 30,8\%$

Based on the previous table of t-test results, the following explanation is possible:

1. Based on the results obtained in the table above, the significance value of the empathy level variable (X1) is $0.759 >$ the significant level (α) is 0.05 and the t arithmetic value is $0.308 <$ t table value is 1.980. The value of t table is obtained from the calculation of $t \text{ table} = t (\alpha/2 : n-k-1) = (0.025 : 120) = 1.980$, then H_0 is accepted. This means that partially the level of empathy (X1) has no effect on the motivation to donate (Y).
 2. Based on the results obtained in the table above, the significance value of the donation campaign variable (X2) is $0.022 <$ significant level (α) 0.05 and the t-count value is $2.321 >$ the t-table value is 1.980. The value of t table is obtained from the calculation of $t \text{ table} = t (\alpha/2 : n-k-1) = (0.025 : 120) = 1.980$, then H_0 is rejected. This means that partially the donation campaign (X2) has a significant effect on the motivation to donate (Y).
 3. Based on the results obtained in the table above, the significance value of the donation campaign variable (X2) is $0.026 <$ significant level (α) 0.05 and the t-count value is $2.255 >$ the t-table value is 1.980. The value of t table is obtained from the calculation of $t \text{ table} = t (\alpha/2 : n-k-1) = (0.025 : 120) = 1.980$, then H_0 is rejected. This means that partially the donation campaign (X2) has a significant effect on the motivation to donate (Y).
- According to the preceding F test results, the calculated F value is 17.810 and the significance value is 0.000. In this study, the F table value is 2.68 which is obtained from $F \text{ table} = F 0.05 (k; n-k) = F 0.05 (3; 122) = 2.68$. So the significance value is $0.000 < 0.05$ and the calculated F value is $17.810 >$ the F table value is 2.68. This proves that H_0 is rejected and H_1 is accepted. This means that the variable level of empathy (X1), donation campaign (X2), and social media (X3) simultaneously (together) significantly affect the motivation to donate (Y).

Based on the table above, Adjusted R Square is 0.291, which is equivalent to 29.1%, this figure indicates that the level of empathy (X1), the donation campaign (X2), and social media (X3) affect the motivation to donate variable (Y) by 29.1%. While the remaining 70.9% is influenced by other variables or variables not examined in this study.

Discussion of Research Results

The following is an interpretation of the test results involving the independent (independent) and dependent (dependent) variables:

1. The level of empathy (X1) partially has no effect on the motivation to donate (Y) in women because H_1 is rejected which means that the variable level of empathy (X1) has no effect on the motivation to donate (Y). The results of this study are in line with the research of Mestre, et al (2009) which found that the level of women's empathy had no significant effect on motivating donations.
2. The Donation Campaign (X2) partially affects the motivation to donate (Y) in women, because H_2 accepted, indicating that the donation campaign variable (X2) influences the desire to donate in part (Y). The findings of this study are consistent with those of [18], who contend that social networking sites are democratizing fundraising or contribution efforts by enlisting the support of a large audience while also bringing people together on a personal basis.
3. Social Media (X3) partially affects the motivation to donate (Y) in women, because H_2 is accepted which means that social media variables (X3) partially affect the motivation to donate (Y). This study's findings are consistent with prior research (Shier and Handy, 2012; [25]; [26] which asserts that social media has a great deal to offer in influencing donor attitudes toward online donations.

5 Conclusion

This study aims to measure the level of empathy, donation campaigns, and social media in influencing women's motivation to donate. Respondents in this study were 124 female respondents, where the respondents were women with different religious backgrounds, age range 15 – 64 years, minimum education background is high school senior high school, and employment status which is the main requirement in candidate respondents in this study. According to the results of the conducted research, the following can be concluded:

1. The level of empathy variable (X1) partially has a positive relationship but has no significant effect on donating (Y). H_1 is rejected.
2. The donation campaign variable (X2) partially has a positive relationship and the donation campaign variable (X2) affects the motivation to donate (Y). H_2 accepted.
3. The level of empathy variable (X3) partially has a positive relationship and the social media variable (X2) has an effect on the motivation to donate (Y). H_3 is accepted.
4. The amount of empathy (X1), donation campaign (X2), and social media (X3) variables concurrently (together) affect the motivation to donate (Y) and have a substantial positive association, according to the results of simultaneous hypothesis testing (Test F). H_4 is accepted.
5. According to the analysis of the coefficient of determination (R^2), the variable of incentive to donate is impacted by the variables of empathy level, donation campaigns, and social media by 29.1 percent. Other factors or factors not considered in this study account for the remaining 70.9 percent.

6. It is necessary to add several variables for further research, for example related to donation literacy, digitizing donations as well as officer services.

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