

ANALYSIS OF DONOR LOYALTY AT DHUAFA WALLET INSTITUTIONS

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Abstract

The research objective is to analyze the factors that are predictors of donor loyalty from the perspective of promotion and service quality with trust as mediation, then apply it to Dompot Dhuafa. A quantitative approach is applied in research by establishing a design of causality. There were 100 donors as the research sample who were determined by purposive sampling technique. Partial Least Square analysis was applied to test the defab hypothesis with the help of the SmartPLS version 3.0 program. The results of the analysis show that: (1) Service quality can significantly increase the trust and loyalty of Dompot Dhuafa donors, (2) Promotion can significantly increase the trust and loyalty of Dompot Dhuafa donors, (3) Trust can increase the loyalty of Dompot Dhuafa donors significantly, and (4) Trust mediates the effect of service quality and promotion on the loyalty of Dompot Dhuafa donors.

Keywords: *Service Quality, Promotion, Trust, Loyalty*

ANALISIS LOYALITAS DONATUR PADA LEMBAGA DOMPET DHUAFA

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Abstrak

Tujuan penelitian yaitu menganalisis faktor yang menjadi prediktor loyalitas donatur dari perspektif promosi dan kualitas pelayanan dengan kepercayaan sebagai mediasi, kemudian diaplikasikan pada Dompot Dhuafa. Pendekatan kuantitatif diterapkan dalam penelitian dengan menetapkan desain kausalitas. Terdapat 100 donatur sebagai sampel penelitian yang ditentukan dengan teknik purposive sampling. Analisis Partial Least *Square* diaplikasikan untuk menguji hipotesis deffab bantuan program SmartPLS versi 3.0. Hasil analisis menunjukkan bahwa: (1) Kualitas pelayanan dapat meningkatkan kepercayaan dan loyalitas donator Dompot Dhuafa secara signifikan, (2) Promosi dapat meningkatkan kepercayaan dan loyalitas donator Dompot Dhuafa secara signifikan, (3) Kepercayaan dapat meningkatkan loyalitas donator Dompot Dhuafa secara signifikan, dan (4) Kepercayaan memediasi pengaruh kualitas pelayanan dan promosi terhadap loyalitas donator Dompot Dhuafa.

Kata Kunci : Kualitas Pelayanan, Promosi, Kepercayaan, Loyalitas