

***The Influence of Empathy, Perceived Ease, Perceived Usefulness, and Trust on Gen Z's Interest in Online Donations for Palestine Through Kitabisa***

**By Syalza Oktaviani**

***Abstract***

*The rapid development of digital technology has transformed philanthropic practices, including donation activities that are increasingly conducted through crowdfunding platforms such as Kitabisa.com. Generation Z, as digital natives, represents the most active group in online donations, particularly in the humanitarian issue of Palestine. This study aims to analyze the influence of empathy, perceived ease of use, perceived usefulness, and trust on Gen Z's interest in donating online. The research model integrates the Technology Acceptance Model (TAM), prosocial behavior theory, and trust theory. This study employs a quantitative method with Partial Least Square-Structural Equation Modeling (PLS-SEM) using SmartPLS 4. Primary data were collected through online questionnaires distributed to Gen Z who have donated or are familiar with the Kitabisa.com platform. The operational definitions of variables were adapted from established theories and previous studies. The findings are expected to contribute theoretically to the literature on digital philanthropy and provide practical insights for online donation platforms in enhancing transparency, usability, and trust. Thus, this research seeks to strengthen the understanding of factors that drive Gen Z's participation in online donations.*

***Keywords:*** *empathy, generation z, online donation intention, perceived ease of use, perceived usefulness, tam, trust*

# **Pengaruh Empati, Persepsi Kemudahan, Persepsi Kegunaan, dan Kepercayaan terhadap Minat Gen Z dalam Berdonasi Online untuk Palestina melalui Kitabisa**

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## **Abstrak**

Perkembangan digitalisasi telah mengubah praktik filantropi masyarakat, termasuk dalam aktivitas donasi yang kini semakin marak dilakukan melalui platform crowdfunding seperti Kitabisa.com. Generasi Z sebagai digital natives menjadi kelompok yang paling aktif dalam donasi online, khususnya pada isu kemanusiaan Palestina. Penelitian ini bertujuan untuk menganalisis pengaruh empati, persepsi kemudahan, persepsi kegunaan, dan kepercayaan terhadap minat Gen Z dalam berdonasi online. Model penelitian dibangun dari integrasi Technology Acceptance Model (TAM), teori perilaku prososial, dan teori kepercayaan. Metode penelitian yang digunakan adalah kuantitatif dengan pendekatan Partial Least Square Structural Equation Modeling (PLS-SEM) menggunakan SmartPLS 4. Data primer diperoleh melalui penyebaran kuesioner online kepada Gen Z yang pernah berdonasi atau mengetahui platform Kitabisa.com. Variabel penelitian didefinisikan secara operasional melalui indikator yang diadaptasi dari teori dan penelitian terdahulu. Hasil penelitian diharapkan dapat memberikan kontribusi teoritis bagi pengembangan literatur mengenai filantropi digital serta manfaat praktis bagi pengelola platform donasi daring dalam meningkatkan strategi transparansi, kemudahan, dan kepercayaan. Dengan demikian, penelitian ini diharapkan dapat memperkuat pemahaman tentang faktor-faktor yang mendorong partisipasi Gen Z dalam berdonasi online.

**Kata kunci:** empati, generasi z, kepercayaan, minat berdonasi online, kemudahan penggunaan, kegunaan, model penerimaan teknologi