

# ***Determinants of Donation Behavior Through the Crowdfunding Platform of Dompot Dhuafa Among Among Residents of the Greater Jakarta***

**By Rizka Ramadani**

## ***Abstract***

*The development of philanthropy in Indonesia shows great potential, as reflected in the high level of donations and the achievements in the World Giving Index. However, the utilization of digital crowdfunding is still not optimal. On the other hand, the high use of social media and the level of religiosity have not fully driven an increase in donations. This indicates a gap between the potential for philanthropy and the realization of donations thru crowdfunding applications. This study aims to analyze the influence of religiosity, social awareness, and social media engagement on donation behavior through crowdfunding applications among the community in the Jabodetabek area. This study uses a quantitative approach involving 150 respondents from the Jabodetabek community who have donated thru the Dompot Dhuafa platform. Data were analyzed using the Structural Equation Modeling–Partial Least Squares (SEM-PLS) method with the help of SmartPLS 4.0 through outer model and inner model testing. The research results show that religiosity, social awareness, and social media engagement have a positive and significant impact on donation behavior thru crowdfunding applications among the community in Jabodetabek. These findings imply that an increase in religiosity, social awareness, and engagement through social media can encourage community donation behavior. Therefore, philanthropic institutions need to develop strategies that not only strengthen religious values and social concern but also optimize social media as a means to build community engagement in digital donation activities.*

**Keywords:** *donation behaviour, religiosity, social awareness, and social media engagement*

# **Determinan Perilaku Donasi Melalui Platform Crowdfunding Dompot Dhuafa Pada Masyarakat Jabodetabek**

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## **Abstrak**

Perkembangan filantropi di Indonesia menunjukkan potensi yang besar, tercermin dari tingginya tingkat donasi dan capaian *World Giving Index*. Namun, pemanfaatan digital crowdfunding masih belum optimal. Di sisi lain, tingginya penggunaan media sosial serta tingkat religiositas belum sepenuhnya mendorong peningkatan donasi. Hal ini menunjukkan adanya kesenjangan antara potensi filantropi dengan realisasi donasi melalui aplikasi crowdfunding. Penelitian ini bertujuan untuk menganalisis pengaruh religiositas, *social awareness*, dan *social media engagement* terhadap perilaku donasi melalui aplikasi crowdfunding pada masyarakat di wilayah Jabodetabek. Penelitian ini menggunakan pendekatan kuantitatif dengan melibatkan 150 responden masyarakat Jabodetabek yang pernah berdonasi melalui platform Dompot Dhuafa. Data dianalisis menggunakan metode *Structural Equation Modeling–Partial Least Squares* (SEM-PLS) dengan bantuan SmartPLS 4.0 melalui pengujian *outer model* dan *inner model*. Hasil penelitian menunjukkan bahwa religiositas, *social awareness*, dan *social media engagement* berpengaruh positif dan signifikan terhadap perilaku donasi melalui aplikasi crowdfunding pada masyarakat di Jabodetabek. Temuan ini mengimplikasikan bahwa peningkatan religiositas, kepedulian sosial, dan keterlibatan melalui media sosial dapat mendorong perilaku donasi masyarakat. Oleh karena itu, lembaga filantropi perlu mengembangkan strategi yang tidak hanya memperkuat nilai-nilai religius dan kepedulian sosial, tetapi juga mengoptimalkan media sosial sebagai sarana membangun keterlibatan masyarakat dalam aktivitas donasi digital.

**Kata Kunci:** religiositas, *social awareness*, *social media engagement*, dan perilaku donasi