



The Influence of Organizational Trust, Brand Image, and Religiosity on Donation Decision with Information Quality as an Intervening Variable in Yayasan Pelayanan Desa Terpadu

Lendy Tampi¹, Hilarius Bambang Winarko²

¹Magister Ilmu Komunikasi Universitas Bunda Mulia

Email: ¹Lendypesat2047@gmail.com, ²b_winarko@yahoo.com

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ABSTRACT

This research aims to measure how much organizational trust, brand image, and religiosity influence donation decisions at the Integrated Village Service Foundation (PESAT), with information quality as an intervening variable. This study utilizes a quantitative approach and falls under the explanatory research type. The research sample consists of 115 PESAT donors selected using quota sampling. Data obtained are analyzed using Partial Least Squares (PLS) analysis techniques through SmartPLS software and SPSS 23. The research results indicate that organizational trust and information quality significantly influence donation decisions, while brand image and religiosity do not have a significant impact on donation decisions. Other findings show that the brand image and religiosity variables significantly affect information quality, while organizational trust does not significantly impact information quality. Regarding indirect influence, it is found that brand image significantly influences donation decisions through information quality, and religiosity significantly influences donation decisions through information quality. In contrast, organizational trust does not significantly influence donation decisions through information quality. Simultaneously, organizational trust, brand image, and religiosity collectively influence donation decisions.

INTRODUCTION

Nonprofit organizations are a term used to describe entities that are not primarily profit-oriented in their activities (Ihda Arifin Faiz, 2020). Nonprofit organizations engage in socially beneficial activities for the broader community, such as educational programs, healthcare initiatives, infrastructure development, disaster relief, or other forms of assistance that benefit those in need. To sustain their programs and extend their reach and impact, nonprofit organizations rely on contributions or donations from the public. These donations play a pivotal role in supporting the activities of nonprofit organizations. With this understanding, it is essential to develop a strategy for increasing public participation in donating, enabling nonprofit

organizations to carry out programs that provide significant benefits to the community. Given the importance of donations, it is necessary to investigate the factors or reasons that influence an individual, or donor, in making a donation decision to a nonprofit organization.

One of the factors that can influence people to make donation decisions is trust in nonprofit organizations. Previous research has found a strong influence of trust on donation decisions (Wardani, 2020). The level of trust in an organization affects donors' decisions to donate to a nonprofit organization. Therefore, the greater the trust donors have in a nonprofit organization, the more confident they are in making donations to it (Degaspero & Mainardes, 2017). Another factor that can influence donation decisions is brand image. Based on previous research, brand image has an impact on donation decisions (Salsabila & Hasbi, 2021). This is echoed by Michel and Rieunier (2012), who state that the brand image of a nonprofit organization can influence donation decisions, as brand image reflects individuals' perceptions and evaluations of the nonprofit organization.

Another variable that can influence donation decisions is the level of religiosity. An individual's level of religiosity can motivate them to perform acts of kindness and is considered to influence their decision to donate. Religious factors are believed to play a significant role in determining an individual's intention to donate. Previous research has found that religiosity has an impact on an individual's decision to donate (Xie et al., 2020). Information quality can also have an influence on purchase intentions. Prior research has found that testing the effect of information quality on purchase intentions shows that better information quality increases the intention to donate (Kusumawati & Iqbal, 2016).

LITERATURE REVIEW

Elaboration Likelihood Model Theory

The Elaboration Likelihood Model (ELM) utilized in this research is a communication model that explains the dynamics of persuasion (Petty & Cacioppo, 1986). This model was developed by Richard E. Petty and John T. Cacioppo, experts in persuasive communication, at Ohio State University, USA, in 1980. In the Elaboration Likelihood Model, Cacioppo and Petty distinguish between central route and peripheral route processing in persuasion. The central route involves careful consideration of an argument, referring to the extent to which an individual critically evaluates the relevance of arguments in a persuasive message. In an attempt to process new information rationally, individuals using the central route will carefully explore ideas, seek their validity and relevance, and draw conclusions based on reasoning. The peripheral route, on the other hand, involves using shortcuts to accept or reject a message without engaging in active and deep thinking about the issues or topics being considered (Pertiwi, 2022).

Organizational Trust

One of the key factors that weigh on the minds of donors when engaging in donation activities is trust in the organization they are donating to. Trust has been shown to have a significant influence on motivating individuals to make donations. An individual's trust in the receiving organization plays a vital role in shaping their decision to donate (Degaspero & Mainardes, 2017). In this study, the organization's trust variable is measured through several indicators, each of which plays a crucial role in shaping donors' perceptions of the receiving organization (Degaspero & Mainardes, 2017). They are trust in the organization, belief in the reliability and credibility of the organization, organizational credibility, the perceived trustworthiness and reputation of the organization, trust in leadership within the organization, confidence in the leadership's integrity and competence within the organization. When a "crisis

or disaster" occurs, donors consider whether the organization is a "proper place for donation allocation"; it is the right place for distributing donations.

Brand Image

According to Aaker in Miati et al. (2020), the brand image is a collection of associations that form in the human mind related to a brand, and these associations are often structured into a mental construct that imparts specific meaning. Additionally, Aaker suggests that brand image can also be viewed as a visual representation and underlying trust hidden in the consumer's mind, reflecting associations stored in the consumer's memory. Indicators of brand image for nonprofit organizations include usefulness, efficiency, empathy, and dynamism (Marta & Septyana, 2015; Michel & Rieunier, 2012)

Religiosity

According to Molkhis in Janah & Hidayat (2022), religion is the most pervasive element of culture, influencing social structures and playing a role in shaping the actions, perspectives, and values of both individuals and community collectives in general. The significance of religious beliefs is also believed to contribute to shaping individuals' intentions to provide donations. McKelown's research (Janah & Hidayat, 2022) indicates that individuals with strong and regular religious convictions, who actively engage in religious activities, are the most active participants in donation activities, compared to those with weaker beliefs. In previous research, it has been found that religiosity has an influence on an individual's decision to donate (Winarko, 2023; Xie et al., 2020). The dimensions of religiosity to be used as measurements in this study, as per Glock and Stark in Wardani (2020) include the Belief Dimension, Ritualistic Dimension, Experiential Dimension, Intellectual Dimension, and Practice Dimension.

Quality Information

Information quality refers to the presentation of comprehensive and clear information that is capable of providing knowledge to users. Dellone and McLean in Amarin & Wijaksana (2021) state that information quality pertains to the presence of clear and complete information that holds meaningful value. The quality of information is assessed based on its relevance, timeliness, connection to the discussed topic, and the benefits that can be derived from it. It is believed that information quality plays a vital role in decision-making. Support for information quality is evident when the information is easily comprehensible to users and provides significant utility (Yulita et al., 2022). Prior research indicates a positive relationship between information quality and consumer attitudes toward blog recommendations, which can be considered as comprehensive information in persuading consumers to make purchases. Consumer attitudes toward blog recommendations are particularly positive when the quality of information is conveyed with clarity, credibility, ease of understanding, and high-quality reasoning (Grace & Ming, 2018). In the context of this research, information quality serves as a central variable that links psychological factors such as trust in the organization, brand image, and religiosity to donation decisions. Information quality refers to the Yayasan Pelayanan Desa Terpadu's ability to provide potential donors with comprehensive, clear, and meaningful knowledge. The indicators for measuring information quality (Grace & Ming, 2018) include having adequate reasons to support opinions, ease of understanding, credibility, and clarity.

Donation Decision

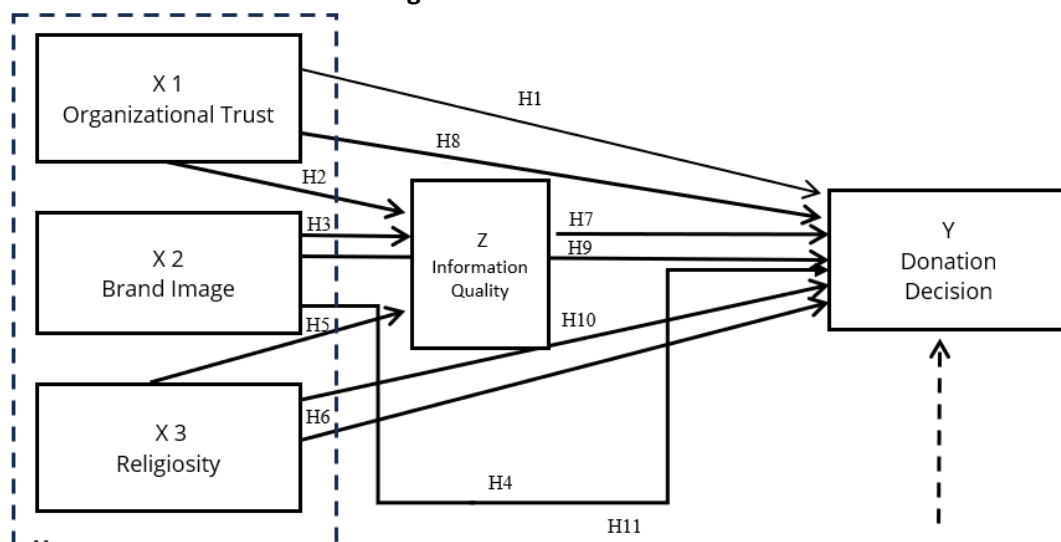
Donation decisions can indeed be compared to purchase decisions because they involve a series of steps that are somewhat similar in the decision-making process. In previous studies (Hibbert & Horne, 1997), there has been evidence of a connection between decisions to make purchases and decisions to donate. This research suggests that the decision-making process of donors shares similarities with the decision-making process of consumers. Kotler and Keller

(2016) in Salsabila & Hasbi (2021) have pointed out that the decision-making process in purchases is similar to the steps in donation decisions, which include: problem recognition, identifying the issue or need, information search, gathering information about the available options, evaluation of alternatives, assessing various alternatives, donation decision, deciding to donate, post-donation behavior, evaluating the consequences and outcomes of the donation.

METHODS

The population for this research consists of all donors of Yayasan Pesat. To determine the sample size, this study follows the approach of using 5 to 10 samples for each indicator (Hair JR. Joseph F. et al., 2014). Since there are 23 indicators in this study, the total number of samples could range from 115 to 230 samples. In this research, the sample size is determined as 23 (indicators) multiplied by 5, which equals 115 samples. The sampling technique employed in this study is quota sampling (Sugiyono, 2018).

Figure 1. Research Model



Hypotheses:

Direct Influence - Partial:

- H₁: There is a significant influence between Organizational Trust and Donation Decision
- H₂: There is a significant influence between Organizational Trust and Information Quality
- H₃: There is a significant influence between Brand Image and Information Quality
- H₄: There is a significant influence between Brand Image and Donation Decision
- H₅: There is a significant influence between Religiosity and Information Quality
- H₆: There is a significant influence between Religiosity and Donation Decision
- H₇: There is a significant influence between Information Quality and Donation Decision

Indirect Influence - Mediation:

- H₈: There is a mediating influence of Information Quality on the relationship between Organizational Trust and Donation Decision
- H₉: There is a mediating influence of Information Quality on the relationship between Brand Image and Donation Decision
- H₁₀: There is a mediating influence of Information Quality on the relationship between Religiosity and Donation Decision

Simultaneous Influence:

H₁₁: There is an influence of Organizational Trust, Brand Image, and Religiosity on Donation Decision.

RESULTS**Descriptive Analysis:**

In this section, the results of the descriptive analysis will be presented, including respondent characteristics such as respondent's domicile, age group, gender, highest education level, and occupation. Table 1 provides a summary of the descriptive statistics.

Table 1. Descriptive Analysis result

Detail Respondents	Category	Total	Percentage
Address	JABODETABEK	85	74%
	Luar JABODETABEK	30	26%
Age Group	Under 20 Years	0	0
	21 - 30 Years	9	8%
	31 - 40 Years	13	11%
	41 - 50 Years	35	30%
	51 - 60 Years	37	32%
	Over 60 Years	21	18%
Gender	Woman	59	51%
	Man	56	49%
Highest Education	SMP	3	3%
	SMA	15	13%
	Diploma	13	11%
	S1	56	49%
	S2	25	22%
	S3	3	3%
Occupation	Civil Servant	3	3%
	Private Sector	58	50%
	Entrepreneur	18	16%
	Military/Police (TNI/Polri)	0	0%
	State-Owned Enterprise/Regional-Owned Enterprise Employee (BUMN/BUMD)	0	0%
	Retiree	9	8%
	Housewife	16	14%
	Other	11	10%

Convergent Validity

Table 2 shows the outer loading values of each indicator in the research variables.

Table 2. Convergent Validity

Variable	Indicator	Loading Value	Description
Organizational Trust	X1.1	0.807	Valid
	X1.2	0.903	Valid
	X1.3	0.885	Valid
	X1.4	0.854	Valid
	X1.5	0.859	Valid
Brand Image	X2.1	0.764	Valid
	X2.2	0.830	Valid
	X2.3	0.747	Valid
	X2.4	0.808	Valid
Religiosity	X3.1	0.871	Valid
	X3.2	0.878	Valid
	X3.3	0.918	Valid
	X3.4	0.897	Valid
	X3.5	0.925	Valid
Quality Information	Z1	0.876	Valid
	Z2	0.841	Valid
	Z3	0.894	Valid
	Z4	0.866	Valid
Donation Decision	Y1	0.824	Valid
	Y2	0.696	Valid
	Y3	0.676	Valid
	Y4	0.832	Valid
	Y5	0.815	Valid

The self-esteem of individuals is considered high if the correlation is above 0.70 with the construct to be measured. However, according to Chin in Ghozali (2021), the initial stage of scale development considers a loading value of 0.5 to 0.60 to be sufficient. The initial factor loading values for the variables of organizational trust, self-image, religiosity, Donation decision, and information quality can be seen in the table above, indicating that some indicators have factor loadings exceeding 0.6. Therefore, it can be concluded that this construct is considered valid and meets validity criteria.

The next step is to assess the convergent validity through the Average Variance Extracted (AVE). Hair suggests that if a model has an AVE value above 0.6, the model is considered to have high convergent validity (Hair et al., 2014). However, an AVE value of 0.50 for each construct is still acceptable (Ghozali, 2021).

Table 3. Average Variance Extracted (AVE)

Variable	Average Variance Extracted (AVE)
Brand Image	0.621
Organizational Trust	0.744
Donation Decision	0.595

Information Quality	0.757
Reigiosity	0.806

Based on the table above, the Average Variance Extracted (AVE) values for each construct in the model are concluded to be above 0.5. These results indicate that the data obtained in this study meets the criteria for convergent validity. The combination of assessments of factor loadings and AVE testing shows that the data in this study is convergently valid and meets the requirements for proceeding to the next stage.

Discriminant Validity test

Discriminant validity testing is a stage in the research procedure that aims to determine whether the indicators within research variables are only related to that variable itself, rather than being related to variables outside of it, which they should not be related to. To ensure that the research model has strong discriminant validity, there are two steps that need to be performed, namely evaluating the results of cross-loadings and the Fornell-Larcker criteria.

Table 4. Cross Loading Data

	Organizational Trust	Brand Image	Religiosity	Donation Decision	Information Quality
X1_1	0.807	0.484	0.340	0.418	0.418
X1_2	0.903	0.562	0.327	0.414	0.439
X1_3	0.885	0.572	0.258	0.398	0.426
X1_4	0.854	0.587	0.322	0.508	0.451
X1_5	0.859	0.615	0.344	0.495	0.464
X2.1	0.572	0.764	0.352	0.519	0.514
X2.2	0.564	0.830	0.281	0.366	0.604
X2.3	0.416	0.747	0.243	0.421	0.533
X2.4	0.516	0.808	0.251	0.454	0.637
X3.1	0.329	0.310	0.871	0.266	0.377
X3.2	0.211	0.291	0.878	0.254	0.406
X3.3	0.330	0.307	0.918	0.351	0.419
X3.4	0.380	0.298	0.897	0.293	0.386
X3.5	0.398	0.386	0.925	0.360	0.514
Y1	0.468	0.578	0.313	0.824	0.491
Y2	0.256	0.336	0.158	0.696	0.284
Y3	0.259	0.257	0.269	0.676	0.344
Y4	0.401	0.366	0.264	0.832	0.431
Y5	0.517	0.517	0.290	0.815	0.657
Z1	0.438	0.675	0.366	0.544	0.876
Z2	0.498	0.596	0.448	0.540	0.841
Z3	0.377	0.620	0.363	0.527	0.894
Z4	0.465	0.639	0.468	0.502	0.866

Based on the table above, the approach applied involves measuring cross-loadings, where the cross-loading results should indicate that the indicators of each construct have higher values

compared to indicators of other constructs. The next step is to test the research data using the second method, which is the Fornell-Larcker criteria.

Table 5. Fornell-Larcker Criteria

Variable	Brand Image	Organizational Trust	Donation Decision	Information Quality	Religiosity
Brand Image	0.788				
Organizational Trust	0.657	0.862			
Donation Decision	0.560	0.522	0.772		
Information Quality	0.728	0.511	0.608	0.870	
Religiosity	0.357	0.371	0.344	0.473	0.898

Based on the table above, we can evaluate that all variables have values higher when explaining their own variable compared to other variables in the same column. As observed in the table, "Self-Image" has a value of 0.788, which is higher than the variables in the same column. Similarly, "Organizational Trust" has the highest value of 0.862 compared to "Religiosity" and "Information Quality" in the same column. The table above allows us to conclude that the data model tested in this study meets the criteria and criteria that demonstrate that the constructs in the model have discriminant validity.

Compositel Reliability

Composite reliability, which evaluates the reliability of a measurement model, can be measured by using two methods: internal consistency and Cronbach's Alpha. In testing Cronbach's Alpha, the expected value shall be greater than 0.6 for each construct (Ghozali, 2021)

Table 6. Cronbach's Alpha and Composite Reliability

Variable	Cronbach's Alpha	Compositel Reliability
Brand Image	0.796	0.867
Organizational Trust	0.913	0.935
Donation Decision	0.835	0.879
Information Quality	0.893	0.925
Religiosity	0.940	0.954

Based on the table above, it can be concluded that all constructs are reliable, both in terms of composite reliability and Cronbach's Alpha, as they have values above 0.60. This indicates that all variables in the research model have internal consistency reliability.

Inner Model

The testing of data in research using Structural Equation Modeling (SEM) aims to uncover the relationships between various constructs, assess their significance, and measure the extent to which the research model can explain the variation in the data. In this process, we use R-squared (R^2) to measure how well the model can explain the variation in the dependent constructs.

Table 7. R-Squared Measurement

Variable	R-Squared
Donation Decision	0.434
Information Quality	0.582

The table above shows the R-squared (R^2) values for the variables. The R^2 value for "Interest in Buying" is 0.440. This result indicates that 43.4% of the variance in the "Decision to Purchase" variable can be influenced by "Organizational Trust," "Brand Image," "Religiosity," and "Information Quality," while 56.6% is influenced by variables not examined in this study. Meanwhile, the R^2 value for "Information Quality" is 0.582. This result indicates that 58.2% of the variance in the "Information Quality" variable can be influenced by "Organizational Trust," "Brand Image," and "Religiosity," while 41.8% is influenced by variables not examined in this study.

Goodness of Fit

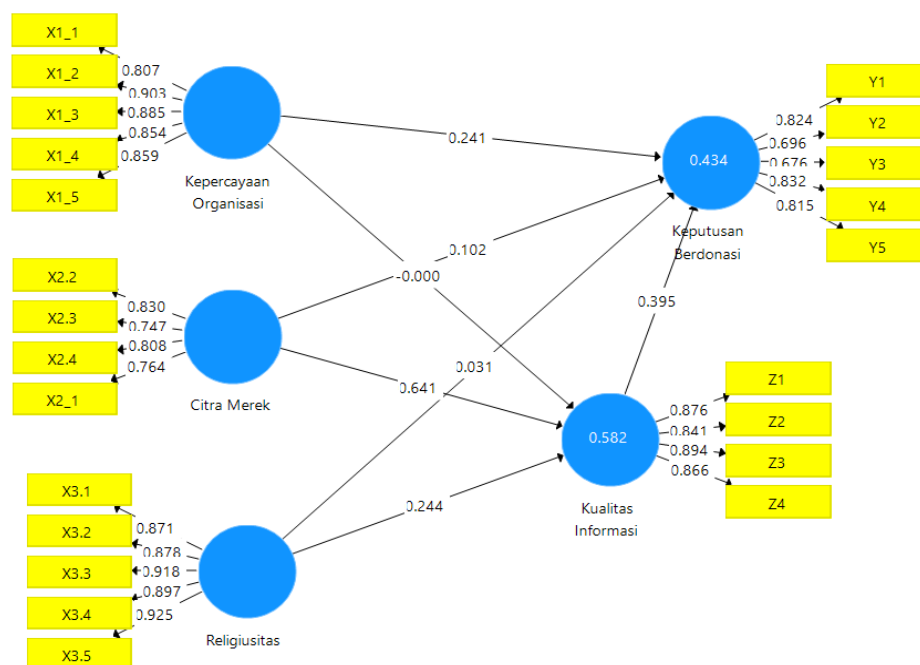
Based on the data processing conducted using SmartPLS 3.0, the Model Fit values obtained are as follows:

Table 8. Goodness of Fit

	Saturated Model	Estimated Model
SRMR	0.076	0.076
d_ULS	1.583	1.583
d_G	0.865	0.865
Chi-Square	524.248	524.248
NFI	0.758	0.758

The NFI value in this research is 0.758. If the NFI value falls within the range of 0.08 to 0.90, then the model is considered to have "marginal fit." This means the model has a reasonably good level of fit, but there is still room for improvement or refinement. In other words, the model may not fully represent the data optimally, but it is also not entirely unfit.

Figure 2. Structural Model Testing Algorithm



Hypothesis Testing

Partial Test

Direct Influence

A hypothesis will be considered accepted if its significance level is less than 0.05 or if the t-statistic value exceeds the critical value determined (Hair et al., 2014). The t-statistic value used for a 5% significance level is 1.96.

Table 9. Path Coefficient Results

Variable/Construct	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Value	Results
Organizational Trust -> Donation Decision	0.241	0.245	0.091	2.661	0.008	Accepted
Organizational Trust -> Information Quality	-0.000	0.024	0.106	0.004	0.997	Rejected
Brand Image -> Information Quality	0.641	0.622	0.100	6.411	0.000	Accepted
Brand Image -> Donation Decision	0.102	0.101	0.117	0.869	0.385	Rejected
Religiosity -> Information Quality	0.244	0.244	0.056	4.348	0.000	Accepted
Religiosity -> Donation Decision	0.031	0.034	0.123	0.249	0.803	Rejected
Information Quality -> Donation Decision	0.395	0.392	0.126	3.129	0.002	Accepted

Based on the path coefficients above, you can see that the original sample values, p-values, or t-statistics are used as references to make decisions on whether to accept or reject hypotheses. A hypothesis is accepted if the t-statistic > t-table or p-value < 0.05.

Here are the conclusions for each hypothesis:

1. Hypothesis Testing H_1 (suggesting an influence of Organizational Trust on Donation Decision). Based on the table above, it can be seen that the p-value is 0.008, and the t-statistic is 2.661. Since the p-value < 0.05, **H_1 is accepted**. Therefore, Organizational Trust has an influence on Donation Decision.
2. Hypothesis Testing H_2 (suggesting an influence of Organizational Trust on Information Quality). Based on the table above, it can be seen that the p-value is 0.997, and the t-statistic is 0.004. Since the p-value > 0.005, H_2 is rejected. Therefore, Organizational Trust does not have an influence on Information Quality.
3. Hypothesis Testing H_3 (suggesting an influence of Brand Image on Information Quality). Based on the table above, it can be seen that the p-value is 0.000, and the t-statistic is 6.411. Since p-value < 0.005, **H_3 is accepted**. Therefore, Brand Image has an influence on Information quality.
4. Hypothesis Testing H_4 (suggesting an influence of Brand Image on Donation Decision).

Based on the table above, it can be seen that the p-value is 0.385, and the t-statistic is 0.869. Since the p-value < 0.005 , H_4 is rejected. Therefore, Brand Image does not have an influence on Donation Decision.

5. Hypothesis Testing H_5 (suggesting an influence of Religiosity on Information Quality).

Based on the table above, it can be seen that the p-value is 0.000, and the t-statistic is 4.349. Since p-value > 0.005 , H_5 is **accepted**. Therefore, Religiosity has an influence on Information Quality.

6. Hypothesis Testing H_6 (suggesting an influence of Religiosity on Donation Decision).
Based on the table above, it can be seen that the p-value is 0.803, and the t-statistic is 0.249. Since the p-value < 0.005 , H_6 is rejected. Therefore, Religiosity does not have an influence on Donation Decision.
7. Hypothesis Testing H_7 (suggesting an influence of Information Quality on Donation Decision)
Based on the table above, it can be seen that the p-value is 0.002, and the t-statistic is 3.129. Since p-value > 0.005 , H_7 is **accepted**. Therefore, Information Quality has an influence on Donation Decision.

Indirect Effect Influence

Table 10. Indirect Effect

Variable	Original Sample (O)	Sample Mean (M)	Standard Deiation (STDEV)	T Statistics (O/STDEV)	P Value	Results
Organizational Trust -> Information Quality -> Donation Decision	-0.000	0.008	0.044	0.004	0.997	Rejected
Brand Image -> Information Quality -> Donation Decision	0.254	0.244	0.092	2.755	0.006	Accepted
Religiosity -> Information Quality -> Donation Decision	0.097	0.096	0.041	2.355	0.019	Accepted

Based on the table above, the conclusions for the hypotheses are as follows:

8. Hypothesis Testing H_8 (suggesting that Organizational Trust has a significant influence on Donation Decision through Information Quality).
Based on the table above, it can be seen that the p-value is 0.997, and the t-statistic is 0.004. Since p-value < 0.05 , H_8 is rejected. Therefore, in this study, Organizational Trust does not have a significant influence on purchase decisions through information quality.
9. Hypothesis Testing H_9 (suggesting that Brand Image has a significant influence on Donation Decision through Information Quality).
Based on the table above, it can be seen that the p-value is 0.006, and the t-statistic is 2.755. Since p-value < 0.05 , H_9 is **accepted**. Therefore, in this study, Self-Image has a significant influence on purchase decisions through information quality.
10. Hypothesis Testing H_{10} (suggesting that Religiosity has a significant influence on Donation Decisions through Information Quality).
Based on the table above, it can be seen that the p-value is 0.019, and the t-statistic is 2.355. Since p-value < 0.05 , H_{10} is **accepted**. Therefore, in this study, Religiosity has a significant influence on purchase decisions through information quality.

Simultaneous Test

The F-statistic test, conducted in SPSS, is employed to determine whether all the independent variables (X), consisting of Organizational Trust (X_1), Brand Image (X_2), and

Religiosity (X_3) included in the model, have a joint impact on the dependent variable, Purchase Decision (Y). The assessment criteria are as follows:

1. H_0 is accepted, H_a is rejected when $F_{\text{calculated}} < F_{\text{table}}$ and/or $\text{Sig} > 0.05$.
2. H_0 is rejected, H_a is accepted when $F_{\text{calculated}} > F_{\text{table}}$ and/or $\text{Sig} < 0.05$.

Table 11. F-Test

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	210.728	3	70.243	17.543	.000 ^b
	Residual	444.437	111	4.004		
	Total	655.165	114			

a. Dependent Variable: Donation Decision

b. Predictors: (Constant), Religiosity, Brand Image, Organizational Trust

Based on Table 11, the testing of independent variables simultaneously has a significant influence on the dependent variable using the F-test, resulting in an F-statistic of 17.543, which is greater than the critical F-table value of 2.69. Additionally, the significance level is 0.000, which is less than 0.05. This implies that in this research, the null hypothesis (H_0) is rejected, and the alternative hypothesis (H_a), in this case **H_{11} , is accepted**. Therefore, it can be concluded that the variables of Organizational Trust, Brand Image, and Religiosity have a positive and significant simultaneous influence on Donation Decision.

CONCLUSION

Based on the discussion provided, here are the conclusions drawn from the research results:

1. PESAT's Organizational Trust has a positive and significant direct influence on Donation Decision.
2. PESAT's Organizational Trust does not have a direct influence on PESAT's Information Quality.
3. PESAT's Brand Image has a positive and significant direct influence on PESAT's Information Quality.
4. PESAT's Brand Image does not have a direct influence on Donation Decision.
5. Donator's Religiosity has a direct influence on PESAT's Information Quality.
6. Donator's Religiosity does not have a positive and significant influence on Donation Decision.
7. PESAT's Information Quality has a positive and direct significant influence on Donation Decision.
8. PESAT's Organizational Trust does not have an influence on Donation Decision through Information Quality.
9. PESAT's Brand Image has a positive and significant influence on Donation Decision through Information Quality.
10. Donator's Religiosity has a positive and significant influence on Donation Decision through Information Quality.
11. PESAT's Organizational Trust, PESAT's Brand Image, and the donator's Religiosity simultaneously have a positive and significant simultaneous influence on Donation Decision.

Overall, this research provides a deeper understanding of the factors influencing donation decisions in nonprofit organizations. These findings can assist nonprofit organizations in improving their fundraising strategies by considering factors such as trust, brand image, religiosity, and information quality in their efforts to gain community support.

The Elaboration Likelihood Model theory suggests that some factors influence donation decisions through a central route (deep thinking), while others have an impact through a peripheral route (external influence). Factors like organizational trust and information quality play a central role in donation decision-making, whereas brand image and religiosity are more peripheral in their influence. In conclusion, a deeper understanding of these factors can help nonprofit organizations design more effective fundraising strategies.

Suggestions

Based on the conclusions provided from the research findings, here are some recommendations and their implications for Yayasan PESAT or similar nonprofit organizations:

1. Since trust in the organization has a significant positive impact on donation decisions, Yayasan PESAT should continue to build and maintain a strong level of trust among potential donors. This may involve open communication, transparency in fund usage, and ensuring that the organization's programs align with the values and expectations of potential donors. Trust-building should be a fundamental aspect of Yayasan PESAT's donor engagement strategy. Even though the brand image does not significantly influence donation decisions, it is important for Yayasan PESAT to pay attention to its brand image. Improving brand image can help influence donor decisions, which may involve marketing campaigns and better communication strategies. Yayasan PESAT should work on enhancing its brand image to attract and retain donors.
2. Ensuring that the information conveyed to potential donors is accurate, clear, and relevant is crucial. Information quality significantly influences donation decisions. This requires continuous monitoring and improvement in information delivery. Yayasan PESAT should focus on the accuracy and clarity of their communication with potential donors.
3. While the research indicates that religiosity does not significantly influence donation decisions, Yayasan PESAT, as a Christian organization, should consider how they can leverage religiosity factors to gain support from their community. This may involve approaches that align more closely with religious values and beliefs. Yayasan PESAT could explore faith-based strategies to engage their community effectively.
4. It is essential to understand that organizational trust, brand image, and religiosity have a positive and significant combined influence. Therefore, donation management and strategies should consider the interplay of these factors. Yayasan PESAT should adopt a holistic approach that recognizes the synergy between these factors in donor relations.

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