



## Review of the Success of Collecting Donations for Palestine through Kitabisa.com

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**Abstract**  
Donating *infaq* and *shodaqah* is recommended in Islam. Kitabisa.com provides fundraising services to donate to the campaign for Palestine. This study analyzes the factors influencing the success of collecting *infaq* and *shodaqah* donations for Palestine through kitabisa.com. The method used is quantitative, with data collection through questionnaires distributed to 105 people who donated to Palestine at kitabisa.com. Data analysis was carried out using data quality tests and partial least squares (PLS) with the help of SmartPLS3. The dependent variable can be explained by the independent variable by 59.6%, which is classified as moderate. The results showed that religiosity significantly affects donation decisions with a P-value of 0.026. Social influence has no significant effect with a P-Value of 0.696, while project quality significantly affects donation decisions with a P-Value of 0.000. These findings suggest that donors are more likely to donate when they feel influenced to have a strong religious awareness and confidence in the project's quality.

**Kata Kunci:**  
*Pengumpulan  
Donasi; Infaq;  
Religiusitas;  
Pengaruh Sosial;  
Kualitas Proyek*

**Abstrak**  
Berdonasi infaq dan shodaqoh merupakan hal yang dianjurkan dalam agama Islam, kitabisa.com menyediakan layanan galang dana untuk berdonasi pada kampanye untuk Palestina. Penelitian ini bertujuan untuk menganalisis faktor-faktor yang mempengaruhi keberhasilan pengumpulan donasi infaq dan shodaqoh untuk Palestina melalui kitabisa.com. Metode yang digunakan adalah kuantitatif dengan pengumpulan data melalui kuesioner yang didistribusikan kepada sampel sebanyak 105 orang yang berdonasi untuk Palestina di kitabisa.com. Analisis data dilakukan menggunakan uji kualitas data dan partial least square (PLS) dengan bantuan SmartPLS3. Variabel dependen dapat dijelaskan oleh variabel independen sebesar 59,6%, yang tergolong moderat. Hasil penelitian menunjukkan bahwa religiusitas berpengaruh signifikan terhadap keputusan berdonasi dengan *P-Value* sebesar 0,026. Pengaruh sosial tidak memiliki pengaruh signifikan dengan *P-Value* sebesar 0,696, sedangkan kualitas proyek memiliki pengaruh signifikan terhadap keputusan berdonasi dengan *P-Value* sebesar 0,000. Temuan ini menunjukkan bahwa donatur lebih cenderung berdonasi ketika mereka merasa terpengaruh memiliki kesadaran religius yang kuat dan memiliki kepercayaan terhadap kualitas proyek.

## INTRODUCTION

Indonesia has entered the industrial era 4.0, which relies on digital technology in all activities.<sup>1</sup> This very rapid technological development has an impact on all aspects of life. Indonesia's large population has made the digitalization process increasingly widespread and has increased its users. The development of digital transformation, which is still being carried out, has also made the use of everything digital increasingly widespread. The acceleration of digital transformation is expected to help Indonesia achieve its ambition to become a developed and strong country by 2045.<sup>2</sup> The vision for 2045 includes Indonesia being ranked in the top five global economies, with a population of 319 million.<sup>3</sup> Of that number, 47% are projected to be of productive age, with a per capita income of 327.1 million. In addition, it is estimated that 70% of the population will be in the middle-class category, which is expected to play an active role in the digital transformation.<sup>4</sup>

As reported by Databoks,<sup>5</sup> as of January 2023, there were 213 million internet users in Indonesia, representing 77% of the total population of 276.4 million. This figure shows an increase of 5.44% compared to the previous year, where in January 2022, there were 202 million users. Over the past decade, the trend of internet users in Indonesia has continued to show an increase. From 70.5 million users in January 2013, the number has increased by 142.5 million.<sup>6</sup> The highest annual growth occurred in January 2016, reaching 50.16%, while the lowest growth was recorded in January 2022 at 0.5%. The report also revealed that the average Indonesian spends 7 hours and 42 minutes daily accessing the internet. Interestingly, most internet users in Indonesia (98.3%) access the internet via mobile devices.<sup>7</sup>

<sup>1</sup> Nanda Ameliyanti et al., "The Impact of Industry 4.0 in Responding to the Digital Economy's Potential in Indonesia at Pandemic Covid 19" (2nd International Conference on Social Science, Political Science, and Humanities (ICoSPOLHUM 2021), Atlantis Press, 2022), 19, <https://doi.org/10.2991/assehr.k.220302.051>.

<sup>2</sup> Cosimo Thawley, Masyita Crystallin, and Kiki Verico, "Towards a Higher Growth Path for Indonesia," *Bulletin of Indonesian Economic Studies* 60, no. 3 (2024): 247–82, <https://ideas.repec.org/a/taf/binde/v60y2024i3p247-282.html>.

<sup>3</sup> Muhyiddin Muhyiddin, "Future Challenges on Indonesia's Vision 2045," *Jurnal Perencanaan Pembangunan: The Indonesian Journal of Development Planning* 3, no. 1 (April 29, 2019), <https://doi.org/10.36574/jpp.v3i1.63>.

<sup>4</sup> Leski Rizkinaswara, "Transformasi Digital Jadi Solusi Tingkatkan Kembali Perekonomian," *Ditjen Aptika* (blog), September 5, 2020, <https://aptika.kominfo.go.id/2020/09/transformasi-digital-jadi-solusi-tingkatkan-kembali-perekonomian/>.

<sup>5</sup> Cindy Mutia Annur, "Pengguna Internet di Indonesia Tembus 213 Juta Orang hingga Awal 2023," Databoks, September 20, 2023, <https://databoks.katadata.co.id/teknologi-telekomunikasi/statistik/d109a45f4409c34/pengguna-internet-di-indonesia-tembus-213-juta-orang-hingga-awal-2023>.

<sup>6</sup> Melinia Yanuar, Citra Savitri, and Syifa Pramudita Faddila, "The Influence of Marketing Communication and Affiliate Marketing on Product Purchase Intention on Instagram @swulann01," *West Science Business and Management* 2, no. 02 (June 28, 2024): 525–35, <https://doi.org/10.58812/wsbm.v2i02.885>; Zarvania Elvira Putri and Ivan Taufiq, "Analysis Of The Spill Outfit Trend On Tiktok To Teenagers Fashion Interest In Pekanbaru," *Proceeding Of International Conference on Communication and Media Digital* 1, no. 1 (November 18, 2024): 77–83, <https://journal.uir.ac.id/index.php/icommedig/article/view/19736>; Muhammad Fayyadh, Baiq Handayani Rinuastuti, and Dwi Buana Sakti, "Influence of Consumer Dissatisfaction and Need For Variation on Interest in Brand Switching of XL Internet Service Users," in *Proceedings of the International Symposium on Management (INSYMA)*, 2025, <https://insyma.org/proceedings/items/show/244>; Yazidul Fawaid, Mariyah Ulfah, and Nikmatul Masruroh, "Youth Economic Empowerment Strategy Based on the Utilization of the YouTube Platform in YouTuber Tapen Bondowoso Village," *Amalee: Indonesian Journal of Community Research and Engagement* 5, no. 1 (January 15, 2024): 1–19, <https://doi.org/10.37680/amalee.v5i1.4186>.

<sup>7</sup> Cindy Mutia Annur, "Indonesia Peringkat ke-4 Negara Berpenduduk Terbanyak Dunia," Databoks, December 15, 2020, <https://databoks.katadata.co.id/demografi/statistik/83a6dccc7928781/indonesia-peringkat-ke-4-negara-berpenduduk-terbanyak-dunia>.

Conventional zakat collection strategies are starting to be replaced by digital approaches that offer greater convenience, speed, and transparency.<sup>8</sup> Along with the increasing number of internet users in Indonesia, the trend of donating online is also becoming more popular.<sup>9</sup> That opens up opportunities for people to channel donations more easily. The era of disruption 4.0, a manifestation of the Industrial Revolution, has impacted not only profit-oriented sectors but also the performance of non-profit organizations.<sup>10</sup> Islamic philanthropic institutions are starting to adopt digital platforms, which have the potential to reduce their operational costs significantly.<sup>11</sup> This digital transformation reflects changes in how people donate and how charities adapt to the demands of efficiency and transparency in the modern era.<sup>12</sup>

Crowdfunding is a process in which many individuals contribute financially to support and finance a project. This method leverages the power of the internet and social networks, involving connections of family, friends, and the wider community.<sup>13</sup> Crowdfunding platforms generally use social media such as Instagram, Facebook, Twitter, and others to expand their reach and attract more potential contributors.<sup>14</sup> This approach facilitates the process of finding and attracting the interest of the investors. As one manifestation of the social construction of new technology and media, crowdfunding has played a role in encouraging positive developments in Indonesian philanthropy.<sup>15</sup> This method combines technological advances with the spirit of cooperation, creating a new and effective way to raise funds for various social purposes.<sup>16</sup>

According to the 2018 Allied Crowd report, Indonesia has 61 crowdfunding platforms.<sup>17</sup> Of these, only 14 platforms, or 21%, are still actively operating, while the remaining 47

<sup>8</sup> Fuad Hasyim, Ririn Tri Ratnasari, and Arroyan Ramly, "Financial Technology Adoption and Digitization of Zakat Payment Behavior," *ZISWAF: JURNAL ZAKAT DAN WAKAF* 10, no. 2 (March 22, 2024): 247–70, <https://doi.org/10.21043/ziswaf.v10i2.24602>.

<sup>9</sup> Joyce Cheah Lynn-Sze and Nurul Nazielah Bt Fathi, "The Roles of Social Media Influencers on Online Fundraising in Indonesia," *Journal of Indonesian Economy and Business* 38, no. 2 (May 2, 2023): 105–18, <https://doi.org/10.22146/jieb.v38i2.6010>.

<sup>10</sup> Andrius Grybauskas, Alessandro Stefanini, and Morteza Ghobakhloo, "Social Sustainability in the Age of Digitalization: A Systematic Literature Review on the Social Implications of Industry 4.0," *Technology in Society* 70 (August 1, 2022): 101997, <https://doi.org/10.1016/j.techsoc.2022.101997>.

<sup>11</sup> Akbar Sarif and Rini Ariyanti, "Digital Innovation in Zakat and Waqf Management: Case Study on Sharia Crowdfunding Platforms," *International Journal of Health, Economics, and Social Sciences (IJHESS)* 7, no. 1 (January 30, 2025): 410–417, <https://doi.org/10.56338/ijhess.v7i1.6942>.

<sup>12</sup> Yuliana Rakhmawati, "Studi Media Filantropi Online: Pergeseran Altruisme Tradisional-Karitas Menuju Filantropi Integratif," *KOMUNIKA: Jurnal Dakwah Dan Komunikasi* 13, no. 2 (September 30, 2019), <https://doi.org/10.24090/komunika.v13i2.2082>.

<sup>13</sup> Md. Mukit Hoque, "Crowdfunding for Innovation: A Comprehensive Empirical Review," *Future Business Journal* 10, no. 1 (August 31, 2024): 102, <https://doi.org/10.1186/s43093-024-00387-5>.

<sup>14</sup> Gladys Greselda Gosal, Irantha Hendrika Kenang, and Laura Mahendratta Tjahjono, "The Effectiveness of Crowdfunding Promotions on Social Media in Affecting Donation Intention: An Exploratory Survey on Millennials," *Binus Business Review* 13, no. 3 (October 31, 2022): 233–40, <https://doi.org/10.21512/bbr.v13i3.8468>; Ahmad Amru Mohamad Zaid and Ab Razak Che Hussin, "Understanding Crowdfunding via Social Media: A Review of the Relevancy of Previous Studies," *International Journal of Academic Research in Business and Social Sciences* 14, no. 1 (January 9, 2024): 1131–47, <https://hrmars.com/index.php/IJARBSS/article/view/20528/Understanding-Crowdfunding-via-Social-Media-A-Review-of-the-Relevancy-of-Previous-Studies>.

<sup>15</sup> Nur Rahmi, "Analysis of The Role Of E-Philanthropy Through Digital Platform and Social Media During The Covid-19 Pandemic In Human Resources Development Perspective," *The International Journal of Business Review (The Jobs Review)* 4, no. 2 (2021): 203–17, <https://doi.org/10.17509/tjr.v4i2.42546>.

<sup>16</sup> Wahyu Nurhadi and Irwansyah Irwansyah, "Crowdfunding Sebagai Konstruksi Sosial Teknologi Dan Media Baru," *Jurnal Komunikasi Dan Kajian Media* 2, no. 2 (November 1, 2018): 1–12, <https://doi.org/10.31002/jkkm.v2i2.769>.

<sup>17</sup> Veronika Santi Paramita, "The Development of Crowdfunding in Indonesia," *Komitmen: Jurnal Ilmiah Manajemen* 4, no. 1 (September 14, 2023): 327–36, <https://doi.org/10.15575/jim.v4i2.29662>; Marwan Abdeldayem and Saeed Aldulaimi, "Developing an Islamic Crowdfunding Model: A New Innovative Mechanism to Finance SMEs in the Middle East," *International Journal of Organizational Analysis* 31, no. 6 (May 11, 2022): 2623–44, <https://doi.org/10.1108/IJOA-02-2022-3159>.

platforms, or 79%, are no longer active. However, this number places Indonesia at the top of the list of crowdfunding platforms in Asia. One example of a successful crowdfunding platform in Indonesia is Kitabisa.com.<sup>18</sup> Launched in July 2013, Kitabisa.com is an online donation platform that allows people to raise funds or donate to those needing assistance.<sup>19</sup>

Social problems are generally comprehensive conflicts between humans in life. The conflict between Palestine and Israel continues to affect the Middle East and the international world.<sup>20</sup> The controversial establishment of Israel in 1948 marked the beginning of the Palestine-Israel conflict. The problems that have occurred since 1948 have claimed many victims, an estimate of more than 50 thousand lives due to the conflict.<sup>21</sup>

The humanitarian crisis in Palestine often triggers sympathy and concern from the international community, including Indonesia. Various efforts have been made to raise Palestinian aid, including *infaq*, *sadaqah*, and *zakat donations*. The role of Kitabisa.com is important because Kitabisa.com is the largest digital platform for social fundraising in Indonesia, with more than 2 million registered donors.<sup>22</sup> Through Kitabisa.com, anyone can create a campaign page to collect donations for various social causes, including humanitarian aid for Palestine.

Data shows that there have been at least 262 donation campaigns for Palestine opened on Kitabisa.com from 2014 to May 2021. The donations collected vary greatly, from hundreds of thousands to billions of rupiah. Of course, essential factors determine why some campaigns can collect enough funds to reach their targeted donation while others do not. Therefore, this study intends to determine the most crucial factors in donating to kitabisa.com. Previous studies have found the determining factors for the success of crowdfunding institutions, namely religiosity, social influence, and project quality.<sup>23</sup> The novelty of this study is that it combines the three success factors to determine the most significant impact in making decisions to donate on the kitabisa.com platform for Palestine.

<sup>18</sup> Cindy Fadilah Nasution, Tri Kurniawati Retnaningsih\*, and Ita Rodiah, "Use Of The Kitabisa.Com Application In The Implementation (Crowdfunding) In Indonesia," *Al-Kharaj: Journal of Islamic Economic and Business* 4, no. 2 (December 30, 2022), <https://doi.org/10.24256/kharaj.v4i2.3413>; Mochammad Riyadh Rizky Adam and Jocelyn Arihta, "Factors Influencing the Intention to Donate on the Crowdfunding Platform: A Case Study of Kitabisa.Com," *AKSELERASI: Jurnal Ilmiah Nasional* 6, no. 2 (May 15, 2024): 45–63, <https://doi.org/10.54783/jin.v6i2.961>.

<sup>19</sup> Nanda Amalia, "Faktor-faktor yang Memengaruhi Milenial Berdonasi Online Melalui Crowdfunding Platform: Studi Pada Kitabisa.com," *Adzkiya: Jurnal Hukum dan Ekonomi Syariah* 8, no. 02 (2020): 181–94, <https://doi.org/10.32332/adzkiya.v8i02.2338>.

<sup>20</sup> Ega Rusanti et al., "Israel-Palestine Conflict: Tracking Global Economic Responses and Fears," *Shirkah: Journal of Economics and Business* 10, no. 1 (2025): 1–19, <https://doi.org/10.22515/shirkah.v10i1.718>.

<sup>21</sup> Weiyi Cai et al., "The Toll of Eight Days of Conflict in Gaza and Israel," *The New York Times*, May 18, 2021, sec. World, <https://www.nytimes.com/interactive/2021/05/17/world/middleeast/israel-palestine-gaza-conflict-death-toll.html>.

<sup>22</sup> Adhitya Jagad Pratama, "3 Tahun Kitabisa.Com: Total Donasi Capai Rp7 Triliun Dari 2,2 Juta Donatur," *Databoks (Databoks, 2022)*.

<sup>23</sup> Yang Liu, Yuan Chen, and Zhi-Ping Fan, "Do Social Network Crowds Help Fundraising Campaigns? Effects of Social Influence on Crowdfunding Performance," *Journal of Business Research* 122 (January 2021): 97–108, <https://doi.org/10.1016/j.jbusres.2020.08.052>; Y. Luo et al., "The Impact of Signal of Project Quality and Creator's Credibility on Crowdfunding Performance Based on fsQCA Method," 2022; S. Alma'amun et al., "The Impact of Quality Signals on the Performance of COVID-19 Related Crowdfunding," *Jurnal Ekonomi Malaysia* 58, no. 1 (2024), <https://doi.org/10.17576/JEM-2024-5801-09>; Ali Rama et al., "Religious and Social Narratives and Crowdfunding Success," *Journal of International Financial Markets, Institutions and Money* 80 (September 2022): 101595, <https://doi.org/10.1016/j.intfin.2022.101595>.

## RESEARCH METHODS

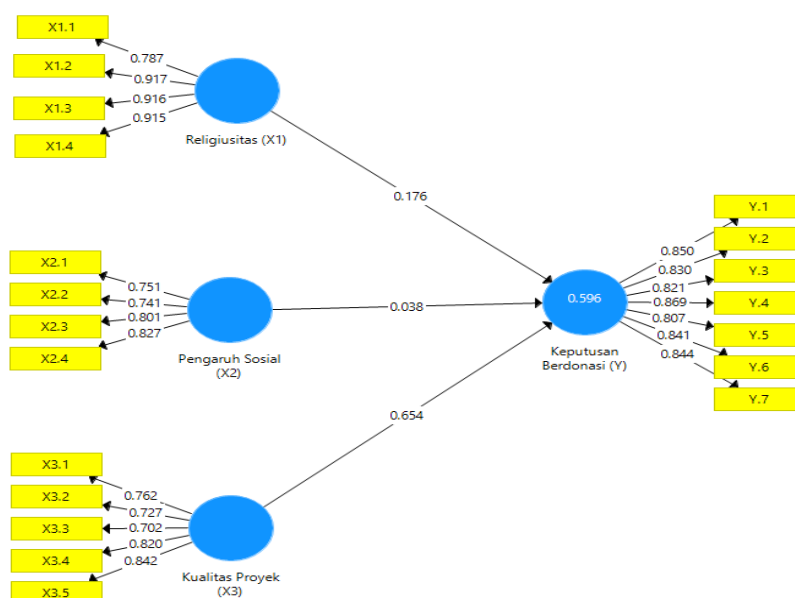
This study uses secondary data. It is quantitative, and the population consists of all donors who have used the Kitabisa.com platform to donate, totaling 10 million people. The sampling method used is purposive sampling, which is a technique with a specific purpose. In this study, sampling was carried out using Hair et al. 's theory.<sup>24</sup> The number of samples for SEM-PLS analysis is multiplied by five question items, and the appropriate sample size is between 100 and 200 samples.<sup>25</sup> The number of samples in this study is:

$$n = \text{number of question items} \times 5n = 21 \times 5$$

$$n = 105$$

So, the number of samples studied was 105 donors who had donated through the Kitabisa.com platform. The analysis method used is the Structural Equation Model Partial Least Square (SEM-PLS), with the help of SmartPLS software version 3.3.0. SEM-PLS is a multivariate analysis technique that combines factor analysis and regression to test the relationship between variables in a model, both between indicators and variables and between the variables themselves.

## RESULT AND DISCUSSION



**Figure 1.** Convergent Validity Test

Source: Data Processed by the author, (2024).

Based on Figure 1, the loading factor value has met the requirements, namely  $> 0.70$ . So, the indicators in the research model have met the requirements for convergent validity testing.

<sup>24</sup> Joseph F. Hair, William C. Black, and Barry J. Babin, *Multivariate Data Analysis: A Global Perspective* (New York: Pearson Education, 2010).

<sup>25</sup> Annisa Nurul and Alugoro Mulyowahyudi, "Analisis Pengaruh Kualitas Produk, Persepsi Harga, Distribusi, Dan Citra Merek Pada Kepuasan Pelanggan Air Minum Dalam Kemasan Quelle Di Kota Cilegon," *PERWIRA - Jurnal Pendidikan Kewirausahaan Indonesia* 2, no. 1 (September 6, 2019): 1–15, <https://doi.org/10.21632/perwira.2.1.1-15>.

**Table 1.** Discriminant Validity Test (Cross Loading Value)

|      | Religiosity (X1) | Social Influence (X2) | Quality Project (X3) | Donation Decision (Y) |
|------|------------------|-----------------------|----------------------|-----------------------|
| X1.1 | 0.787            | 0.481                 | 0.209                | 0.292                 |
| X1.2 | 0.917            | 0.517                 | 0.384                | 0.470                 |
| X1.3 | 0.916            | 0.562                 | 0.391                | 0.432                 |
| X1.4 | 0.915            | 0.588                 | 0.497                | 0.476                 |
| X2.1 | 0.547            | 0.751                 | 0.410                | 0.457                 |
| X2.2 | 0.388            | 0.741                 | 0.389                | 0.350                 |
| X2.3 | 0.506            | 0.801                 | 0.471                | 0.413                 |
| X2.4 | 0.435            | 0.827                 | 0.560                | 0.416                 |
| X3.1 | 0.362            | 0.665                 | 0.762                | 0.493                 |
| X3.2 | 0.352            | 0.637                 | 0.727                | 0.533                 |
| X3.3 | 0.414            | 0.355                 | 0.702                | 0.528                 |
| X3.4 | 0.187            | 0.305                 | 0.820                | 0.601                 |
| X3.5 | 0.377            | 0.379                 | 0.842                | 0.711                 |
| Y.1  | 0.368            | 0.438                 | 0.654                | 0.850                 |
| Y.2  | 0.376            | 0.477                 | 0.601                | 0.830                 |
| Y.3  | 0.311            | 0.392                 | 0.588                | 0.821                 |
| Y.4  | 0.480            | 0.464                 | 0.620                | 0.869                 |
| Y.5  | 0.525            | 0.431                 | 0.574                | 0.807                 |
| Y.6  | 0.404            | 0.448                 | 0.695                | 0.841                 |
| Y.7  | 0.359            | 0.446                 | 0.665                | 0.844                 |

Source: Data Processed by the author, (2024).

The results of the cross-loading value estimation show that each indicator's loading value is greater than its cross-loading value. Thus, it is concluded that all constructs have good discriminant validity and no discriminant validity problems.

**Table 2.** Reliability Test  
(Cronbach's Alpha Composite Reability Value)

| Variables             | Cronbach's Alpha | Composite Reliability |
|-----------------------|------------------|-----------------------|
| Religiosity (X1)      | 0.908            | 0.935                 |
| Social Influence (X2) | 0.786            | 0.862                 |
| Project Quality (X3)  | 0.830            | 0.880                 |
| Donation Decision (Y) | 0.929            | 0.943                 |

Source: Data Processed by the author, (2024).

Based on Table 2, all variables in this study have composite reliability and Cronbach's alpha values above 0.70, so it can be concluded that the variables in this study have an adequate level of reliability.



**Table 3.** R.Square Value

| Variables          | R-Square |
|--------------------|----------|
| Decision to Donate | 0.596    |

Source: Data Processed by the author, (2024).

Based on Table 3, the R-Square value for the Decision to Donate (Y) is 0.596. This shows that the Decision to Donate variable can be explained by the variables Religiosity, Social Influence, and Project Quality by 59.6%, while other variables outside this research model explain the rest.

**Table 4.** Path Coefficient

| Source: | Variables                                       | Original Sample (O) | T-Statistics ( O/STDEV ) | P-Values | Data |
|---------|---|---------------------|--------------------------|----------|------|
|         | Religiosity (X1) -> Decision to Donate (Y)      | 0.176               | 2,236                    | 0.026    |      |
|         | Social Influence (X2) -> Decision to Donate (Y) | 0.038               | 0.391                    | 0.696    |      |
|         | Project Quality (X3) -> Donation Decision (Y)   | 0.654               | 7,561                    | 0,000    |      |

Processed by the author, (2024).

The T-Statistics and P-Values on the Path Coefficient show the test results. If the T-Statistics value > 1.96, then H0 is rejected, and Ha is accepted. If the P-Value value < 0.05, then H0 is rejected and Ha is accepted.

Based on the hypothesis results, the regression equation formed is:

$$Y = 0.176 (X1) + 0.038 (X2) + 0.654 (X3)$$

Information:

Y: Decision to Donate

X1: Religiosity

X2: Social Influence

X3: Project Quality

From the equation above, it can be explained that:

1. The original sample value of 0.176 shows that a 1% increase in the Religiosity variable (X1) will increase the Decision to Donate (Y) by 0.176.
2. The original sample value of 0.038 indicates that a 1% increase in the Social Influence variable (X2) will increase the Decision to Donate (Y) by 0.038.

3. The original sample value of 0.654 indicates that a 1% increase in the Project Quality variable (X3) will increase the Decision to Donate (Y) by 0.654.

The Religiosity variable (X1) significantly affects a person's decision to donate to the Palestine campaign through the kitabisa.com platform. The results are shown by the T-Statistics value of 2.236, greater than the T-Table (1.960) and P-Values of 0.026, smaller than 0.05. The religiosity factor plays a major role in the decision to donate to the Palestine campaign through the kitabisa.com platform. Many donors feel that by donating and helping others who are in trouble, their wealth will grow and become a baraka.

This study's results align with research conducted by Ricky Nuari and Achsania Hendratmi,<sup>26</sup> who found that religiosity influences the interest in donating to the Sahabat Mustahiq Zakat Collection Institution. In addition, the inclusion of relevant verses of the Quran and hadith in the campaign description indicates success in collecting donations for Palestine. Thus, religiosity is indeed an important factor in collecting donations in Indonesia.

Like the caring action by the Kasih Palestine institution titled "Help Strengthen the Struggle of Palestinian Orphans". This action touches on the essence of caring for orphans by including a relevant hadith, namely: "Whoever loves an orphan from among the Muslims, gives him food and drink, surely Allah will put him in heaven unless he commits a major sin." (HR. Tirmidhi from Ibn Abbas). This caring action managed to collect donations of Rp. 3,529,296,351 from the donation target of Rp. 3.700,000,000 with 77 days left until the donation closes.

The Social Influence variable (X2) does not significantly influence a person's decision to donate to the Palestine campaign through the Kitabisa.com platform. That is indicated by the T-Statistics value of 0.391, lower than the T-Table (1.960), and the P-Values of 0.696, greater than 0.05. This finding aligns with research conducted by Hilyah et al., which states that social influences, such as support or recommendations from others, do not statistically affect users' behavioral intentions when using the Kitabisa application. In general, people will feel satisfied donating without coercion or influence. The decision to donate is motivated by humanitarian factors, and it is an obligation as a Muslim to donate to those in need. As Allah SWT says in Q.S Al-Insan 8-9:

وَيُطْعِمُونَ الطَّعَامَ عَلَى حُبِّهِ مِسْكِينًا وَيَتِيمًا وَأَسِيرًا إِنَّمَا نُطْعِمُكُمْ لِوَجْهِ اللَّهِ لَا نُرِيدُ مِنْكُمْ جَزَاءً وَلَا شُكْرًا

*"And they give food in spite of love for it to the needy, the orphan, and the captive, [Saying], 'We feed you only for the countenance of Allah. We wish not from you reward or gratitude.'"*

The Muslim community in Indonesia believes that helping the Palestinians is part of their obligation as fellow Muslims. Even Muslims in the world are one, so the suffering of Muslims in Palestine is the suffering of all Muslims in the world. Not all Muslims in the world

<sup>26</sup> Ricky Nuari and Achsania Hendratmi, "Faktor Minat Berdonasi Pada Lembaga Amil Zakat Sahabat Mustahiq," *Jurnal Ekonomi Syariah Teori Dan Terapan* 6, no. 11 (2019): 2272–82, <https://doi.org/10.20473/vol6iss201911pp2272-2282>.



can help fight Israel, but at least the Muslim community in the world can contribute by donating as a form of support.

In addition, for Muslims in Indonesia, donation is not only a symbol of humanity and unity but also a way for Muslims to gain blessings in life. Thus, even without the influence of social media, Muslims will donate to the Palestinian people as long as they have the ability and opportunity. It's just that Muslims in Indonesia often choose a trusted platform to distribute donations. Therefore, donors are often careful when choosing the right platform.

The Project Quality variable (X3) significantly affects a person's decision to donate to the Palestine campaign through the kitabisa.com platform. The results are shown by the T-Statistics value of 7.2561, greater than the T-Table (1.960), and P-Values of 0.000, less than 0.05. The results of this study are consistent with a study conducted by Paraditha Sari that shows brand awareness, project quality and trust positively influence the decision to donate to Kitabisa.com.

A clear fundraising goal is an indicator of the success of the Palestine campaign fundraising. The campaign conducted by the Rumah Wakaf institution with the campaign titled: "Water for the Lives of Children and Palestinian Citizens" includes a clear fundraising goal in the campaign description with the narrative, "The funds collected will be used for aid in Palestine in the form of basic assistance, clean water, and other important needs that refugees greatly need". This campaign raised funds amounting to Rp2,553,000 from the target of Rp1,500,000 with 2 days left from the campaign closing.

The kitabisa.com platform has many features, including fundraising, automatic donation, and zakat features. In addition, it is very flexible to use. This platform can be accessed through the kitabisa.com website and downloaded on the Google Play Store for free. Users can choose from various methods to donate, such as bank transfers, mobile banking, credit cards, or virtual wallets. With these conveniences, the kitabisa.com platform recorded 12.9 million people donated, with over 1 million fundraisers.

The quality of a flexible and easy-to-use platform, giving an effortless user experience, significantly impacts the decision to donate to the Palestine campaign through the Kitabisa.com platform. Therefore, the Kitabisa.com platform must continue to innovate features on its website and applications so that they remain user-friendly and provide convenience to platform users.

The kitabisa.com platform already has permission to collect donation funds from the Ministry of Social Affairs, making it a credible platform for donations and easier for users to rely on its authenticity. In addition, the kitabisa.com platform is transparent in collecting funds; the general public can see the financial report of the kitabisa.com platform through the kitabisa.com website.

That shows that according to donors, the kitabisa.com platform is trusted for channeling donations to Muslims in Palestine. The quality of the projects offered influences the decision to donate. The kitabisa.com platform has many quality projects that can provide accountability to donors. Therefore, donors believe that the kitabisa.com platform is the right and trusted platform for channeling donations to Muslims in Palestine.

## **CONCLUSION**

This study aims to determine the factors influencing the decision to donate to the Palestine campaign through the kitabisa.com platform, using the variables Religiosity, Social Influence, and Project Quality as independent variables. Based on the analysis and discussion of data on the factors that influence the decision to donate to the Palestine campaign through the kitabisa.com platform, the following conclusions can be drawn:

Religiosity significantly affects the decision to donate to the Palestine campaign through the kitabisa.com platform. The results of the study showed a P-value of  $0.026 < 0.05$ . A high level of religiosity influences donors to donate because they have a strong belief in Islamic teachings that say that donating will get them rewards, make their wealth more blessed, and erase their sins.

Social Influence does not significantly affect the decision to donate to the Palestine campaign through the kitabisa.com platform. The study's results showed a P-value of  $0.696 > 0.05$ . That is due to the lack of content on kitabisa.com's social media related to the Palestine campaign, so fundraising information on the Palestine campaign is still minimal. In addition, donating is self-awareness without being encouraged by others or the surrounding environment. The sense of humanity to help others plays a big role in donating.

Project Quality significantly affects the decision to donate to the Palestine campaign through the kitabisa.com platform. The results of the study showed a P-value of  $0.000 < 0.05$ . Donors' ease and convenience influence access to the flexible and user-friendly kitabisa.com platform. The kitabisa.com platform makes it easy for campaigners to share the Palestine campaign page on various other social media platforms, making it easy for donors to access and donate to the Palestine campaign through the kitabisa.com platform.

## **CONFLICT OF INTEREST**

The authors declare no conflict of interest.

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