

Digital Giving Nowadays: What Drives Ongoing Online Donations among Students of Pondok Pesantren Universitas Islam Indonesia

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Abstract

This article discusses the factors influencing the intention of Pondok Pesantren Universitas Islam Indonesia (PPUII) students, particularly Generation Z, in making continuous donations through digital platforms. The study employs a quantitative approach with active student research subjects from PPUII. The research method utilizes a survey method with questionnaires to collect primary data. The collected data are analyzed using the theory of planned behavior, the technology acceptance model, religiosity, and technological characteristics. The study hypothesizes that attitude, social influence, willingness to donate, perceived ease of use, perceived usefulness, religiosity, and technology characteristics positively influence the intention for continuous digital donations. The results of the study show that donation attitude, social influence, donation willingness, and perceived usefulness have a significant positive influence on the intention for continuous digital donations. However, religiosity and technology characteristics do not have a significant influence. The study concludes that attitude, social influence, willingness to donate, and perceived usefulness are important factors in affecting continuous digital donations through digital platforms.

Keywords: Continuous donation; Generation Z; Digital Donation

Abstrak

Artikel ini membahas faktor-faktor yang memengaruhi niat mahasiswa Pondok Pesantren Universitas Islam Indonesia (PPUII), khususnya Generasi Z, dalam melakukan donasi kontinu melalui platform digital. Studi ini menggunakan pendekatan kuantitatif dengan subjek penelitian mahasiswa aktif dari PPUII. Metode penelitian menggunakan metode survei dengan kuesioner untuk mengumpulkan data primer. Data yang terkumpul dianalisis menggunakan Theory of Planned Behaviour, Technology Acceptance Model, religiusitas, dan karakteristik teknologi. Studi ini menghipotesiskan bahwa sikap, pengaruh sosial, kemauan untuk mendonasikan, persepsi kemudahan penggunaan, persepsi kegunaan, religiusitas, dan karakteristik teknologi secara positif mempengaruhi niat untuk donasi digital yang kontinu. Hasil studi menunjukkan bahwa sikap terhadap donasi, pengaruh sosial, kemauan donasi, dan persepsi kegunaan memiliki pengaruh positif yang signifikan terhadap niat untuk donasi digital yang kontinu. Namun, religiusitas dan karakteristik teknologi tidak memiliki pengaruh yang signifikan. Studi ini menyimpulkan bahwa sikap, pengaruh sosial, kemauan untuk mendonasikan, dan persepsi kegunaan adalah faktor penting yang memengaruhi donasi digital yang kontinu melalui platform digital.

Kata Kunci: *Donasi berkelanjutan, Generasi Z, Donasi digital*

INTRODUCTION

As society advances, humans are increasingly moving towards a more convenient lifestyle. The presence of smartphones and fast internet has brought various technologies within the grasp of our hands. Members of Gen Z are true digital natives: from earliest youth, they have been exposed to the internet, to social networks, and to mobile systems (Hoefel, 2018). Along with abundant information, technology also provides access to various activities through digital platforms. In Indonesia, various platforms offer a wide range of services, including tutoring, shopping, e-government, and financial services. One notable service that has gained attention is digital donation platforms, start from the pandemic at 2020 (Casalderrey & Prathama, 2021).

Both the government and private sector have established social financial services through digital platforms, such as online donations, zakat (Islamic almsgiving), infak (voluntary charity), and sedekah (voluntary giving). As the example, one of the popular platforms to digital donating in Indonesia is Kitabisa (SGPP Indonesia Team, 2020) who collected funds for social movement such as crowdfunding for natural disaster's victim, renovation for school building in undeveloped rural area, and so on.

Generation Z including individuals born from the mid-1990s to the late 2000s. This generation of digital natives has grown up in a digital, technology-saturated (Gentina, 2020) This generation is seen as the one that uses social media, new technology, and the internet more frequently and more proficiently than any other (Turner, 2015). Besides that, as time goes by, the methods of Islamic philanthropy have also experienced developments. In the past, the collection of zakat, infak, and sadaqah during the time of Prophet Muhammad (peace be upon him) used to take place in the mosque, and later, it would be distributed to his companions who were in need (Afif, 2020). However, the existence of platforms for giving alms nowadays such as websites, donation pickup services, and smartphone applications is increasingly favored and has become a lifestyle for the community. Now, these platforms make it easier for people to contribute to charitable causes.

Students are individuals pursuing higher education at universities, institutes, or higher schools. In today's era, students are predominantly from Generation Z, born between 1996 and 2006, who are assumed to be the most tech-savvy generation (Rakhmah, 2021). This expectation places greater emphasis on Generation Z's technological proficiency compared to other generations. Additionally, the COVID-19 pandemic has forced students to become more digitally oriented in their daily lives due to the increased reliance on technology for education. Pandemic giving people more time to expand their digital utility over the social distancing rule from the government to stem virus spread. During pandemic, Indonesians activities such as socialize, work, school and shops, even shows like musical concert done through digital apps (Habir, 2021). In this time, economic activity also shifts from physical meetings and cash payments to online non-cash payments (electronically or digitally). According to the Bank Indonesia's National Non-Cash Movement or Gerakan Nasional Non-Tunai (GNTT) program in the form of electronic

money as one of Indonesia's official payment instruments. The GNNT program is one of the efforts to achieve Bank Indonesia's long-term policy, namely the Indonesian Payment System (SPI/Sistem Pembayaran Indonesia) 2025. This policy is a form of adjustment from Bank Indonesia to changes in people's behaviour in transactions and digital technology innovations (Ryandono et al., 2022).

Alongside advancing technology, there is a growing variety of ways to donate. Technology has made it possible to realize almost anything through the internet, including donations (Alam et al., 2022). Study of Ninglasari at 2021 shows that significantly affected the intention of using fintech to perform zakat payment (Ninglasari, 2021). Various digital applications, ease of access, and diverse donation campaigns can increase interest among students. The availability of these conveniences is expected to enhance the interest of millennial Muslims in continuous digital donations (Latif, Lesmana, et al., 2022).

Pondok Pesantren Universitas Islam Indonesia (PPUII) is a boarding school for UIN students that offers intensive religious studies, including morning recitations three times a week, scheduled religious studies four times a week, and various Islamic educational activities. Therefore, UIN students living in PPUII are considered to have a deeper understanding of Islam due to their frequent exposure to Islamic knowledge and strong religiosity. That's statement supported by Yuli's research at 2020 says that Pondok Pesantren has chances to improve their environment using some strategies that would encourage the community to take the same action for its improvement (Yuli, 2020). This research aims to examine in-depth the factors influencing UIN boarding school students, particularly Generation Z, in making continuous donations through digital platforms.

STUDY LITERATURE

The Theory of Planned Behavior explains that the intention to donate is predicted by strong internal and external factors that influence individual behavior in donating through digital platforms (L. Chen et al., 2022). The intention to donate is predicted by internal and external factors that include donation attitude, social influence, and donation willingness. The subsequent analytical framework is the Technology Acceptance Model. The Technology Acceptance Model (TAM), developed by Davis in 1989, predicts and explains how users accept and use technology in their individual work (Davis, 1989; E. Susanto & (I. Syamsuri, 2022) Jimad, 2019). TAM highlights two dominant factors that influence technology integration: perceived ease of use and perceived usefulness. As a part of Technology of Acceptance Model, the perceived usefulness and perceived easy to use of cash waqf management in Thaker et al research (Mohd Thas Thaker et al., 2018) are found to have a positive impact on the behavioral intention of crowdfunders or donors in assisting waqf institutions to develop waqf land in Malaysia. Furthermore, perceived easy to use has a positive relationship and direct effect on perceived usefulness of crowdfunders to use the cash waqf management (Batubara et al., 2023).

Religiosity, based on previous research, is a variable that positively correlates with digital donations (Hidayatullah & Purbasari, 2022) In addition to the factors discussed earlier, technology characteristics also play a crucial role in shaping individuals'

perceptions of the technology used for continuous digital donations. These characteristics are essential in determining how donors view the credibility and reliability of the digital platform, ultimately influencing their intention to donate (Ahmad et al., 2021).

Previous research conducted by Kenang and Gosal in 2021 sheds light on the significance of technology characteristics in the donation process. Their findings revealed that technology characteristics have a significant impact on donors' perceptions of the platform's credibility. When donors perceive the technology as reliable, secure, and user-friendly, they are more likely to view the digital platform positively and trust it as a credible medium for making donations.

The positive association between technology characteristics and the intention to donate highlights the importance of optimizing digital platforms to provide a seamless and trustworthy donation experience. To foster donor confidence and encourage sustained engagement, organizations must prioritize the design and functionality of their digital donation platforms.

Religiosity positively influences donation behaviour shown in Diop et al research at 2020. The findings says that individuals who regularly perform daily prayers are more likely to donate than those who simply describe themselves as religious (Diop et al., 2018). Meanwhile user-friendly interfaces, secure payment gateways, and transparent information about donation processes can enhance the perceived credibility of the digital platform. Additionally, offering multiple payment options and ensuring smooth navigation can contribute to a positive donor experience, leading to increased intentions to donate repeatedly.

As technology continues to advance, charitable organizations and crowdfunding platforms must keep pace with the evolving donor expectations. Regularly assessing and improving technology characteristics can help meet the demands of donors and create a user-centric donation environment (Kenang & Gosal, 2021).

Hypotheses:

H1: Attitude, social influence, and willingness to donate positively influence the intention for continuous digital donations.

H2: Perceived ease of use and perceived usefulness positively influence the intention for continuous digital donations.

H3: Religiosity positively influences the intention for continuous digital donations.

H4: Technology characteristics positively influence the intention for continuous digital donations.

RESEARCH METHOD

This study adopts a quantitative approach and targets active student research subjects, specifically from Pondok Pesantren UII, focusing on continuous or repeat digital alms-giving as the research object. To ensure a relevant sample, the purposive sampling method is employed, selecting active students from Pondok Pesantren UII with knowledge about donating through digital platforms. Variables measured in this research is the variables

used in the previous research about the digital donations among millennial, donations among digital donors and behavior of donors about digital donations.

The survey method is utilized to gather primary data through questionnaires, enabling the examination of interest in continuous digital alms-giving. The data collected from the questionnaires are then subjected to analysis using various theoretical frameworks, including the theory of planned behavior, the theory of acceptance model, religiosity, and technological characteristics.

To identify the most influential factors on continuous alms-giving behavior, multiple regression analysis is employed using the RStudio application. This analysis allows for a comprehensive evaluation of the relationships between the selected variables and the intention to engage in continuous digital alms-giving.

By utilizing a robust research methodology and considering various theoretical frameworks, this study aims to shed light on the factors that drive individuals to contribute continuously through digital platforms. The focus on active student research subjects from Pondok Pesantren UII adds specificity to the investigation, ensuring a meaningful understanding of this particular demographic's digital alms-giving behavior.

The findings from this research have the potential to inform charitable organizations and crowdfunding platforms in designing targeted strategies to enhance donor engagement and foster sustained support for philanthropic causes (Ahmad et al., 2021). By understanding the key drivers behind continuous alms-giving behavior, these platforms can optimize their digital donation processes and create a more seamless and appealing experience for donors, ultimately maximizing the impact of digital philanthropy (S. Syamsuri & Wibisono, 2019).

Questionnaire providing questions based on variables in technology of acceptance model, religiosity, and technology characteristic. The study yields valuable insights through t-test analysis. The sampling method of active students from a specific religious institution may limit the generalizability of the findings to broader populations or diverse contexts. Moreover, reliance on self-reported questionnaire responses might introduce response bias or social desirability bias, impacting the accuracy of data. The cross-sectional nature of the study restricts the ability to establish causal relationships, providing only a snapshot of the variables' associations at a particular point in time. Additionally, the research focuses exclusively on quantitative methods, potentially neglecting nuanced qualitative insights that could enhance the depth of understanding.

RESULT AND DISCUSSION

T-Test showed that not all factors investigated demonstrate a positive and significant influence on the digital donations of Pondok Pesantren UII students. Result of T-Test shown that donation attitude, subjective norms, donating willingness and perceived of usefulness giving the significant positive influence on the intention for continuous digital donations of the Pondok Pesantren Universitas Islam Indonesia's students.

Table 1
Result of T-Test

Estimate	Coefficients	Std. Error	t value	Pr(> t)
(Intercept)	-1.111.895	1.787.673	-0.622	0.536
DA	0.222647	0.103328	2.155	0.0402*
SN	0.18224	0.087158	2.091	0.0402*
DW	0.131254	0.050757	2.586	0.0118*
PU	0.189415	0.088623	2.137	0.0361*
PEC	0.006854	0.101386	0.068	0.9463
RE	0.071364	0.122776	0.581	0.5629
TC	0.143832	0.14181	1.014	0.314

Source: Data Processed, 2022

Based on Table I, the t-test produces a significance value of 0.0402 for the variable DA (Donation Attitude), which is smaller than the alpha value of <0.05 . This indicates that the variable DA has a positive influence on the variable REPDON (Continuous donation through digital platforms). The variable SI (Social Influence) has a significance value of 0.0402, which is also smaller than the alpha value of <0.05 . This shows that the variable SI has a positive influence on the variable REPDON (Repeat Digital Donation Intention).

The variable DW (Donation Willingness) has a significance value of 0.0118, which is smaller than the alpha value of <0.05 . This indicates that the variable DW has a positive influence on the variable REPDON. Similarly, the variable PU (Perceived Usefulness) has a significance value of 0.0361, which is smaller than the alpha value of <0.05 . This shows that the variable PU has a positive influence on the variable REPDON.

On the other hand, the variable RE has a significance value of 0.5629, which is greater than the alpha value of >0.05 . This suggests that the variable RE does not have a positive influence on the variable REPDON. Furthermore, the variable PEC has a significance value of 0.9463, which is also greater than the alpha value of >0.05 . This indicates that the variable PEC does not have a positive influence on the variable REPDON. Lastly, the variable TC has a significance value of 0.3140, which is greater than the alpha value of >0.05 . This shows that the variable TC does not have a positive influence on the variable REPDON.

Implication of the findings above shows that the concept of donating will emerges as a key driver for sustained engagement. Understanding and nurturing this willingness to donate among individuals can guide organizations in creating tailored campaigns, building trust, and showcasing the value of ongoing contributions. Moreover, while technological characteristics may not directly impact continuous donation intention, their role in providing user-friendly and efficient donation platforms cannot be overlooked. Organizations should focus on optimizing digital platforms for seamless experiences and

credibility-building, thereby fostering continuous engagement. Additionally, the research underscores the need to consider religious and cultural factors. Charitable organizations can craft campaigns that align with donors' religious values, ensuring a sense of resonance and personal connection. The t-test outcomes shed light on the variables' relationships with REPDON. Donation Attitude (DA), Social Influence (SI), Donation Willingness (DW), and Perceived Usefulness (PU) are identified as positively influencing continuous donation through digital platforms. Conversely, Religiosity (RE), Perceived Ease (PEC), and Technological Characteristics (TC) do not exhibit a significant positive impact on REPDON. These insights provide a foundation for understanding the dynamics driving continuous digital donations and inform strategies for optimizing donor engagement.

The multiple linear regression equation for this study is as follows:

$$Y = -1.111895 + 0.222647 DA + 0.182240 PL + 0.131254 DW + 0.189415 PU + 0.006854 PEC + 0.071364 RE + 0.143832 TC$$

Where:

- Y = Repeat digital donation intention
- DA = Donation attitude
- SI = Social influence
- DW = Donation willingness
- PU = Perceived ease of use
- RE = Religiosity
- PEC = Perceived efficacy of contribution
- TC = Technology characteristic

Table 2

Determination Coefficient

Determination Coefficient

Multiple R-squared: 0.6568

Source: Data Processed

According to Table 2, the coefficient of determination (R-square) of 65% indicates that the variation in repeat digital donation intention (Y) can be explained by the variables of donation attitude, environmental influence, donation willingness, perceived ease of use, perceived of usefulness, religiosity, and technology characteristic. This means that 65% of the variability in individuals' intentions to engage in continuous digital donations can be attributed to the combined influence of these factors.

The high R-square value suggests that the selected variables have a strong impact on determining individuals' repeat digital donation intention. Donation attitude reflects individuals' overall disposition towards charitable giving, while environmental influence represents the role of social norms and external factors in shaping donation intentions.

Donation willingness indicates individuals' readiness to contribute, while perceived ease of use and perceived usefulness pertain to the ease and benefits associated with using digital platforms for donations. Religiosity plays a role in influencing intentions based on deeply rooted beliefs, and technology characteristics encompass various aspects of digital platforms, such as usability and security.

However, it is crucial to note that 35% of the variability in repeat digital donation intention remains unexplained by the selected variables in this study. These could be individual-specific characteristics, external circumstances, or other motivational factors that were not accounted for in the current research.

To gain a comprehensive understanding of all the factors impacting repeat digital donation intention, further research is needed. Exploring additional variables and conducting in-depth investigations into the complex interplay of donor motivations can provide valuable insights for charitable organizations and crowdfunding platforms. This knowledge can guide the development of targeted strategies to encourage sustained engagement and enhance the impact of digital philanthropy.

The coefficient of determination in Table 2 reveals that a significant portion of the variation in repeat digital donation intention can be attributed to the selected variables in the study. However, a substantial portion of the variation remains unexplained, suggesting the presence of other influential factors not considered in this research. By continuously advancing our understanding of donor behavior, organizations can better tailor their approaches and foster enduring support for their philanthropic endeavors.

Table 3

F Test

F-statistic	19.14
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Source: Data processed, 2022

According to the provided table, the calculated F-statistic is 19.14, indicating a significant influence of various factors on continuous digital donation intention through a digital platform. The factors considered include donation attitude, social influence, donation willingness, perceived ease of use, religiosity, perceived efficacy of contribution, and technology characteristics. To optimize their digital donation platforms and encourage sustained donor engagement, organizations can capitalize on identified influential factors. While religiosity and technological characteristics may have shown limited influence, organizations can still enhance user experiences and cater to religious sentiments. Clear communication of impact and showcasing tangible outcomes will help organizations foster a sense of fulfillment. By strategically integrating these factors into their campaigns and platforms, organizations can create a donor-centric approach that maximizes engagement and encourages long-term commitment.

F-statistic of 19.14 indicates a significant influence of donation attitude, social influence, donation willingness, perceived ease of use, religiosity, perceived efficacy of

contribution, and technology characteristics on continuous digital donation intention through a digital platform. Understanding these factors is essential for charitable organizations and crowdfunding platforms to devise effective strategies that encourage sustained engagement and foster a culture of digital philanthropy. By leveraging these insights, organizations can maximize the impact of continuous donations and create a positive and lasting change in society.

The relationship between Donating Attitude and Continuous Donation Intention through Digital Platforms

The research findings indicate a positive correlation between donating attitude and continuous donation intention through digital platforms. This aligns with the results from studies conducted by Fadhila and Li et al., which also found a positive relationship between individuals' attitudes towards donating and their interest in making online donations. (Fadhila, 2021) (Li et al)

A positive donating attitude reflects an individual's favorable disposition towards charitable giving. When people possess a positive attitude towards donating, they are more likely to feel motivated and inclined to engage in continuous philanthropic activities through digital channels. Such positive attitudes may be influenced by factors such as empathy, compassion, personal values, and the desire to make a positive impact on society.

The consistent findings from various studies further reinforce the importance of understanding and fostering positive attitudes towards donating. For charitable organizations and crowdfunding platforms, cultivating a positive donating attitude among potential donors can lead to increased engagement and sustained support for their causes. This can be achieved through targeted communication, effective storytelling, and showcasing the tangible impact of donations. However, this contradicts the research by Kenang and Gosal, who stated that attitude is not significantly related to donation intention (Kenang & Gosal, 2021). Kim and Han also reported results that contradict the hypothesis that attitude positively affects donation intention, stating that attitude does not have a positive impact on donation intention (Kim & Han, 2020)

Attitude is one of the components in the theory of planned behavior, which explains that the donation intention through digital platforms and making prospective donors donate repeatedly is aligned with the attitude they possess (France et al., 2007). This indicates that attitude is one of the variables that can influence the behavior of the donors at PPUII Islamic boarding school. Based on this explanation, it can be concluded that the higher the attitude, the higher the donation intention through digital platforms.

The Relationship between Social Influence and Continuous Donation Intention through Digital Platforms

Research findings explain a positive and significant relationship between social influence and continuous donation intention through digital platforms. The research findings presented in this study align with several previous studies, highlighting the significant impact of social influence on donation intention through digital platforms. (L. Chen et al.,

2022) conducted a study on public interest in donating to critical illness crowdfunding projects and found that social influence plays a crucial role, positively influencing individuals' inclination to contribute. Similarly, Susanto et al (A. Susanto et al., 2022) established a link between social influence and donation intention, demonstrating how the social environment can influence individuals' willingness to donate. This is consistent with Maroko's research during the Covid-19 pandemic, where social influence emerged as a key predictor of donation intention (Chetioui et al., 2023)

The role of personal norms in motivating individuals to donate money has also been extensively studied (Y. Chen et al., 2019) emphasized the significance of personal norms as a driving force for individual donation motivation. Together, these findings highlight the importance of considering social influence and personal norms when analyzing donation intention behavior within the framework of the theory of planned behavior.

In the context of Chinese culture, Li et al. (Li et al., 2022) found that while social influence positively impacted donation intention, moral norms had a more substantial influence on online donation intention. This suggests that cultural factors may influence the relative importance of different variables in shaping donation intentions.

Furthermore, Hou's study in 2021 identified several factors that positively influence the intention to donate online. Trust in online donation platforms, peer influence in the social environment, and the pleasure of helping others were all found to play a significant role in motivating individuals to donate digitally. Additionally, the emotional aspects of connection and happiness in aiding others also positively influenced the intention to continue donating. (Hou et al., 2021)

The Relationship between Donation Willingness and Continuous Donation Intention through Digital Platforms

This study delves into the concept of donating will, which focuses on individuals' willingness to donate continuously in the future, thereby facilitating a sustainable act of charity. The research findings unveil the crucial role of donating will in influencing the continuous donation intention through digital platforms. The positive and significant impact of donating will on donation intention aligns with prior research conducted by Robson and Hart, where they discovered a strong connection between donor willingness and factors such as trust levels, preferred donation causes, and donation channels (Robson & Hart, 2021)

Furthermore, donating will has also been identified as a key determinant in donation behavior within the context of crowdfunding projects in the public domain, as demonstrated in the research conducted by L. Chen et al. (L. Chen et al., 2022). These cumulative findings emphasize the significance of donating will in motivating individuals to actively participate in continuous charitable giving through digital platforms. By understanding and nurturing the concept of donating will, organizations and platforms can devise strategies to encourage long-term engagement and commitment to philanthropic causes, thereby making a sustainable and meaningful impact on society.

The implications of these research findings extend beyond the academic realm and have practical implications for charitable organizations and crowdfunding platforms. To foster a culture of continuous giving through digital means, it is imperative for these entities to leverage the insights from this study. One effective approach is to build trust and transparency in their operations, assuring donors that their contributions are making a tangible difference. Communicating the impact of donations and showcasing success stories of beneficiaries can reinforce donors' willingness to contribute continuously. By aligning donation appeals with donors' interests, organizations can create a more personalized giving experience, thereby increasing the likelihood of sustained contributions.

The concept of donating will emerge as a significant factor in shaping the continuous donation intention through digital platforms. Building on the findings from this study, charitable organizations and crowdfunding platforms can implement targeted strategies that emphasize trust, transparency, and donor-centricity. By nurturing the willingness to donate in individuals, we can foster a philanthropic ecosystem that continuously addresses societal needs and drives positive change.

The Relationship between Perceived Ease and Continuous Donation Intention through Digital Platforms

The results indicate that individuals' perceptions of how easy it is to make donations online play a significant role in motivating them to engage in continuous charitable giving through digital platforms. This aligns with Sukmawati et al.'s research in 2022, which also found a positive relationship between perceived ease and the zakat payer's decision to accept and utilize non-cash zakat services.

Perceived ease refers to individuals' subjective judgment of how effortless and convenient the process of donating through digital platforms is perceived to be. When individuals find the donation process easy and user-friendly, they are more likely to experience a positive and seamless giving experience, which, in turn, encourages them to continue donating over time. (Sukmawati et al., 2022) Perceived ease also influences attitudes and intention to donate using non-cash payments in Faridho and Rini's study in 2019 (Faridho & Rini, 2019). Azizi's research also supports that perceived ease of use has a positive impact on the donor's intention to contribute to monetary waqf again (Azizi et al., 2019). Perceived ease of use plays a crucial role in motivating individuals to engage in activities they find interesting, leading to repeated participation. However, the research findings suggest that the connection between perceived ease of use and the intention to donate again is not particularly strong within the studied sample (Ahmad et al., 2021). Despite this, the study reveals a positive and significant relationship between perceived ease of use and donation intention. While perceived ease of use is generally considered an essential factor in influencing user behavior, its impact on continuous donation intention in this specific sample may be influenced by other factors. The complexity of human behavior and individual preferences can interact with perceived ease of use, resulting in variations in donation intentions (Latif, Ahmad, et al., 2022).

It is important to recognize that the positive and significant relationship between perceived ease of use and donation intention still indicates the relevance of providing user-friendly and straightforward donation processes. For some individuals, a seamless and convenient donation experience may indeed contribute to repeated giving, even if the relationship is not exceptionally strong across the entire sample.

To encourage sustained engagement and repeated donations, organizations should continue to prioritize user experience and ensure that their digital donation platforms are designed with ease of use in mind. By offering a seamless and hassle-free donation process, charitable organizations can maximize the potential for recurring contributions and foster a culture of continuous giving. (Hidayatullah & Purbasari, 2022) This indicates that perceived ease has a positive influence on continuous donation intention through digital platforms.

The Relationship between Perceived of Contribution and Continuous Donation Intention through Digital Platforms

The research findings in this study focus on the perceived contribution's impact on individuals' willingness to donate continuously through digital platforms. Surprisingly, the results indicate that the perceived contribution does not significantly influence the intention to engage in continuous charitable giving through digital means. These findings are consistent with previous studies conducted by Sukmawati et al., where they found that the perceived contribution does not affect the attitudes of zakat payers towards accepting and using non-cash zakat services (Sukmawati et al., 2022) Similarly, Raksadigiri and Wahyuni's study also supports these results, stating that perceived contribution does not play a significant role in influencing continuous donation intentions (Raksadigiri & Wahyuni, 2020)

However, these findings appear to contradict the research conducted by Ichwan, who discovered that perceived contribution had a notable influence on zakat payers' decisions to use the fintech platform gopay for zakat payments (Ichwan, 2020) Likewise, Rahmiati's research revealed a significant correlation between perceived contribution and donation intention (Rahmiati & Yuannita, 2019) These discrepancies suggest that the relationship between perceived contribution and continuous donation intention through digital platforms may be complex and context-dependent.

Several factors could account for these divergent findings. Firstly, differences in the sample population, cultural context, and demographic characteristics across studies may contribute to the variations. Ichwan and Rahmiati's research might have been conducted in specific contexts or regions where perceived contribution holds more significance in motivating individuals to donate continuously through digital means. On the other hand, the current study and the research by Sukmawati et al. and Raksadigiri and Wahyuni might have focused on different populations with diverse perceptions and beliefs regarding donating and digital platforms.

Secondly, methodological variations could also play a role in the disparities in findings. The measurements of perceived contribution might have differed among studies,

leading to contrasting results. Additionally, the use of different survey instruments, data collection methods, and analytical techniques could have influenced the outcomes. The intricacies of human behavior and the multifaceted nature of continuous donation intentions make it challenging to draw definitive conclusions from these studies.

Furthermore, the ever-evolving landscape of digital platforms and philanthropy introduces dynamic elements that might affect perceived contribution differently over time. The level of familiarity and comfort with digital transactions, the perceived efficiency and impact of digital donations, and the prevalence of digital fundraising campaigns are constantly changing. As a result, the perceived contribution's influence on continuous donation intentions through digital platforms might vary as technology and societal norms evolve.

The Relationship between Religiosity and Continuous Donation Intention through Digital Platforms

The research findings indicate that religiosity does not have a significant influence on continuous donation intention through digital platforms. This contradicts Muis's research, which suggests that religiosity positively impacts charitable behavior. The discrepancy in results highlights the complexity of factors influencing donation intentions in the digital age and calls for further investigation into the interplay between religiosity and digital philanthropy. Understanding these dynamics is crucial for optimizing fundraising strategies and fostering sustained engagement in online charitable giving. (Muis, 2020), and Fadilah's research (Fadillah, 2021) However, this finding is supported by Syarifah et al.'s research, which states that religiosity does not have a significant influence on the zakat payer's intention to pay zakat through fintech (Syarifah et al., 2022) Faridho and Rini's study also revealed the same result that religiosity does not influence non-cash donation intention (Faridho & Rini, 2019) In spite of that, the opposite result has shown by Segati and Rizqon study which states that there was a significant influence between religiosity and gratitude on the behavior of zakat in the Pekanbaru community (Segati & Rizqon, 2021)

This result supports the study from Meidina and Moka who concludes that Islamic philanthropy has shifted from being a religious obligation to a social responsibility, and that it is now seen as a means of empowering individuals and communities (Meidina & Moka, 2023) This view shifts the conventional perspective that Islamic philanthropic activities such as zakat, infaq, sedekah, and wakaf are religious obligations and places more emphasis on zakat, infaq, sedekah, and wakaf as social responsibilities. Funds from these Islamic philanthropic activities will be managed to improve the welfare of the community.

The Relationship between Technological Characteristics and Continuous Donation Intention through Digital Platforms

The research findings reveal an intriguing aspect of continuous donation intention through digital platforms, indicating that technological characteristics do not significantly influence individuals' willingness to donate continuously. This result contrasts with Kenang and

Gosal's research (Kenang & Gosal, 2021), which found that website quality has a significant impact on credibility perception. However, in this study, technological characteristics, including website quality, do not appear to have a direct influence on continuous donation intention through digital platforms.

While the findings indicate that technological characteristics may not directly influence continuous donation intention, it is essential to acknowledge the broader impact of digital media optimization on fundraising activities. As Iskandar (Iskandar, 2019) emphasizes, the optimization of digital media utilization indirectly contributes to the development of fundraising activities. Digital platforms, such as websites, donation pickup services, and smartphone applications, have revolutionized fundraising strategies, making the process more efficient, convenient, and accessible to a wider audience.

Despite not showing a direct link to continuous donation intention, technological characteristics play a vital role in enhancing the overall fundraising ecosystem. A well-designed website, user-friendly interface, and seamless online donation process can significantly impact donors' credibility perceptions and trust in charitable organizations. By establishing a credible and trustworthy online presence, non-profit organizations can foster donor confidence and encourage sustained engagement with their causes.

Moreover, the convenience and accessibility offered by digital platforms play a critical role in encouraging individuals to participate in fundraising efforts. The ease of making secure online transactions, the ability to donate via mobile apps, and the visibility of fundraising campaigns on social media platforms have transformed the way people engage with philanthropy. Digital media optimization enables individuals to contribute to charitable causes conveniently, making the act of giving a part of their lifestyle.

The research findings demonstrate that technological characteristics may not directly influence continuous donation intention through digital platforms. However, the broader impact of digital media optimization on fundraising activities should not be overlooked. Technological advancements play a crucial role in creating a credible and accessible environment for charitable giving, ultimately encouraging individuals to engage in continuous philanthropic activities. As technology continues to evolve, optimizing digital media utilization remains an essential strategy for non-profit organizations and crowdfunding platforms to foster sustained donor participation and make a meaningful impact on charitable causes.

CONCLUSION

The research findings indicate that the variables of donating attitude, social influence, donating will, and perceived ease have a significant positive influence on continuous donation intention through digital platforms. However, variables such as religiosity, perceived benefits, and technological characteristics do not have a significant influence on continuous donation intention. Therefore, it can be concluded that donating attitude, social influence, donating will, and perceived ease have a positive influence on continuous donation intention through digital platforms among PPUH students. However, other factors

such as religiosity, perceived benefits, and technological characteristics do not have a significant influence on continuous donation intention among PPUH students.

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