

Influence of Digital Advertising on Donation Decisions: A Case Study at Masjid Nusantara Foundation

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ABSTRACT

The development of digital technology has changed the way non-profit organizations reach potential donors. This study aims to analyze the influence of digital advertising on people's donation decisions. The method used is quantitative with a survey approach to 135 respondents who have donated to the Nusantara Mosque Foundation. Data were analyzed using multiple linear regression to determine the influence of each independent variable on donation decisions. The results showed that the digital ads variable had a positive and significant effect on donation decisions. This finding shows the importance of social organizations to design more effective communication strategies in increasing donor participation in a sustainable manner

INTRODUCTION

Indonesia has been named the most generous country in the world for four consecutive times by the Charity Aid Foundation (CAF) from 2021 to 2024. Based on the World Giving Index (WGI), Indonesia received a total score of 74, the highest score currently compared to 142 other countries. The aspects assessed by WGI range from a score of 61% for helping strangers, a score of 82% in terms of cash donations, and a score of 61% in terms of willingness to volunteer. This shows that in terms of cash donations, the Indonesian people can be said to be very high. In addition, the results of the calculation of the projection of the collection of National ZIS and DSKL funds in 2023 published by DataIndonesia.id increased quite sharply by around 50.7%. The collection of National ZIS & DSKL funds in 2022 amounted to IDR 22.43 trillion. As for the projection of the collection of National ZIS & DSKL in 2024, it is estimated to reach IDR 33.8 trillion. The increase in ZIS & DSKL growth did not only occur in 2023, but every year since 2013. The table below illustrates the growth in the collection of National ZIS & DSKL Funds each year.

The impact of changes in marketing methods was felt by various social institutions, one of which is the Nusantara Mosque, which is a national social institution. The Nusantara Mosque is one of the social institutions that manages DSKL, especially donations and alms funds that are distributed for the main program of building mosques in remote areas of the archipelago. Since its establishment in 2012, the Nusantara Mosque has focused on procuring and renovating mosques, as well as providing various supporting facilities for worship, such as prayer mats, mukena, the Qur'an, sound systems, and ablution facilities. Until the end of December 2024, this institution had succeeded in building 236 mosques in various regions in Indonesia. However, in 2023, the Nusantara Mosque experienced a 9.6% decrease in donation receipts compared to the previous year, which was the first decrease since the institution was established. This is even though digital ads have become the main method of offering to donors.

Digital ads, as a form of marketing that uses the internet, have become a very effective tool for conveying marketing messages to consumers. According to Adhitya, Ari, and Yuyun (2021), digital advertising has grown rapidly compared to traditional advertising, even surpassing television advertising spending since 2013. Sri Suyarti and colleagues (2021) also added that digital advertising is able to target potential customers in the global market more effectively. Although digital ads offer the convenience of obtaining better marketing performance reports, allowing for measurement of marketing effectiveness, the costs incurred for this marketing channel are often a problem. Based on data from Masjid Nusantara (2024), digital ads are the marketing channel with the highest costs.

Research conducted by Adhitya, Ari, and Yuyun (2021) shows that online advertising has a positive and significant influence on purchasing decisions at the Zalora Online Store. This finding is also supported by research by Ratnasingam (2021), which states that digital marketing has a positive influence on brand purchasing decisions during the COVID-19 period. However, there has been no research that directly tests the influence of digital ads on donation decisions in choosing donation services, especially in the context of social institutions such as the Nusantara Mosque.

Based on this background, this study aims to test the influence of digital ads on donation decisions in choosing donation services. This study is expected to provide a better understanding of how digital ads can influence donation decisions to social institutions. This study is also expected to contribute to understanding the factors that influence the effectiveness of digital ads in collecting social funds.

This study is structured as follows. First, reviewing relevant literature and developing a theoretical framework and hypothesis. Second, explaining the research method and data collection. Third, conducting data analysis and discussion. Fourth, making conclusions and implications of this study.

LITERATURE REVIEW

Digital ADS

The digital era forces business people to adapt to digital marketing, both for B2B and B2C. Many companies now rely on websites and are looking for employees with digital skills to ensure their websites remain accessible. Digital marketing has become a very popular strategy due to the development of technology and the internet that allows for more effective marketing to increase sales (Sri Hastutik, 2021). Without digital marketing, marketing goals such as increasing sales cannot be achieved optimally.

Digital marketing includes online marketing activities, such as managing websites and marketplace accounts. According to Indrawati (2020), the stages of digital marketing include building awareness, interest, preference, and finally conversion to achieve better marketing goals. Digital marketing optimization is essential in order to meet the desired marketing goals.

Digital ads utilize digital devices such as smartphones and computers to promote products and services. Digital advertising is growing rapidly and becoming a major strategy in marketing, making the internet a very potential market (Tamarasari et al., 2021). Digital ads influence consumer decision making, especially in an era where consumers are increasingly dependent on the internet to search for product information (Tiruwa et al., 2016).

Digital advertising has evolved into a more complex process to attract consumers, shape preferences, and increase sales (Purwana et al., 2017). Digital advertising can now reach consumers more flexibly and timely, creating value for consumers and increasing marketing effectiveness (Rodriguez et al., 2020).

Donation Decision

Purchasing decisions are the act of choosing one alternative from several options to achieve a specific goal (Terry, 2023). According to Kotler and Armstrong

(2016), consumer purchasing decision behavior refers to the behavior of individuals or households who purchase goods and services for personal consumption. Purchasing decisions are influenced by consumer assessments of the price and benefits of the product, as well as external factors such as the influence of others or unexpected situations (Kotler, Keller, & Chernev, 2021). Schiffman and Kanuk (2007) explain that purchasing decisions involve the choice between buying or not, as well as considerations about what, when, where, and how to buy the product.

Consumer buying behavior is influenced by various factors. According to Kotler (2018), these factors include cultural factors (culture, subculture, and social class), social factors (reference groups, family, roles, and status), personal factors (age, life cycle stage, occupation, economy, personality, lifestyle, and self-concept), and psychological factors (motivation, perception, learning, beliefs, and attitudes). Kotler and Armstrong (2019) identified five main indicators in purchasing decisions. First, product selection, where consumers choose products that provide benefits. Second, brand selection, where consumers determine which brands to buy based on the characteristics of each brand. Third, selection of place or distribution channel, which is influenced by channel factors, inventory, and market coverage. Fourth, purchase time, which is influenced by the time consumers have. Fifth, purchase amount, where consumers buy products according to their needs, which may be more than one type of product.

Digital ADS and Donation Decisions

Digital advertising plays a very important role in today's digital era as the main source of information for consumers. This advertisement provides an opportunity for companies to convey their messages directly to a wider and better segmented audience compared to traditional advertising. Through various digital platforms such as social media, search engines, and websites, companies can promote their products or services more effectively. According to Tamansari et al. (2021), digital advertising not only functions as a promotional tool, but also as a channel to increase brand awareness and introduce brands to a larger audience. Research by Nurhadi (2019) shows that digital advertising, especially on social media, influences fashion product purchasing decisions among college students, because social media allows direct interaction with young audiences who are active and more connected to visual content.

Furthermore, Wijaya's research (2021) revealed that digital advertising tailored to consumer preferences can have a significant impact on purchasing decisions. By utilizing data and analytical technology, companies can create more personalized and relevant advertisements for each individual, such as displaying products that consumers have frequently viewed or purchased before. This increases the likelihood of consumers making purchases because the advertisements are more in line with their needs and interests. These customized digital advertisements not only drive faster purchasing decisions but also increase consumer loyalty in the long term, because consumers feel more valued with relevant content that focuses on their preferences.

H1: Digital Ads (X1) have a positive effect on donation decisions (Y)

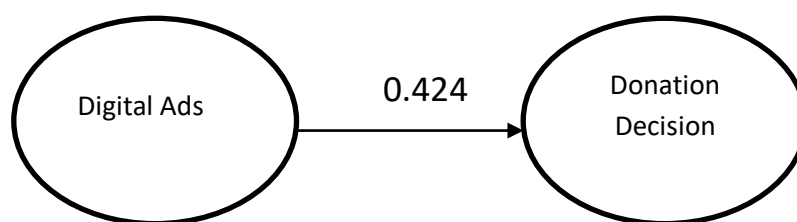
METHODOLOGY

This study uses a correlational research model that aims to determine the relationship between the variables studied. According to Sukardi (2021), correlational research involves collecting data to determine whether there is a relationship between two or more variables. The method used in this study is a survey, which utilizes a questionnaire as the main instrument for collecting data. This survey requires a sufficient number of respondents to ensure validity and research findings can be achieved optimally, as explained by Rani Rahim (2021) regarding the use of questionnaires in surveys to obtain data related to facts or opinions from respondents. The data used in this study is divided into two types, namely primary data and secondary data. Primary data is obtained directly from the source through field observations and filling out questionnaires by respondents, which are effective data collection techniques (Sekaran & Bougie in Zulganef, 2018). In contrast, secondary data is obtained through other sources such as company records, government publications, or mass media, as explained by Sekaran and Bougie (2018). The population studied in this study were donors of the Nusantara Mosque with a known population of 11,533 donors based on monthly donation data in 2023. Data measurement was carried out using a Likert scale which is used to measure opinions, attitudes, and perceptions of individuals or groups towards social phenomena (Sugiyono, 2017). In order to ensure the quality of the measurement instrument, validity and reliability tests were carried out. The validity test measures the extent to which the measurement instrument can measure what should be measured, using factor analysis to correlate instrument items in one factor and with the total score (Arikunto in Riduwan, 2018). While reliability measures the extent to which the measurement instrument can be relied on and trusted (Riduwan, 2018). The data collected were then analyzed using multiple regression analysis to test the effect of digital advertising variables on donation decisions. Multiple regression analysis is used to determine the relationship between two or more independent variables as predictor factors on the dependent variable (Ghozali, 2018). All of these analyses aim to test the proposed hypothesis regarding the effect of digital advertising on donation decisions.

RESULTS

The majority of respondents in this study were female (66%) and were in the age range of 36-45 years (49%). In terms of educational background, 55% were undergraduates and 69 people (51%) were employees. Based on this data, it can be concluded that the majority of respondents are middle-class and productive age, so they have sufficient knowledge and awareness in making decisions regarding donation needs. These demographic characteristics are also relevant in assessing how the reach of digital advertising influences donation decisions in the daily lives of donors. Respondents in this study filled out the questionnaire online via a link. The questionnaire used has passed the reliability test, indicated by the Cronbach Alpha coefficient value which is all above 0.83. According to Said (2018), a construct is considered reliable if its Cronbach alpha value exceeds 0.60. Thus, all indicators of the variables in this study are declared reliable. In addition, all points of the questions are proven valid, because the Pearson Correlation value of each question is greater than the r-table value (0.1946).

In this study, hypothesis testing was conducted using regression with SPSS 25.0 software. The results of the regression analysis showed that there was a positive relationship between digital ads and the decision to donate. The correlation coefficient (R) value of 0.651 indicated a fairly strong relationship between the two variables. Meanwhile, the determination coefficient (R square) value of 0.424 showed that 42.4% of donation decisions were influenced by digital ads. In other words, the level of respondent influence on the message, content, and story of the beneficiary towards the institution's invitation contributed 42.4% to the decision to donate to the institution. The remaining 57.6% was explained by other factors not included in this model. The Adjusted R square value of 0.424 confirmed that this model remained stable and did not experience overfitting, even though the model only involved one independent variable. Digital advertising has an important role in encouraging someone to donate, and is a strategic factor in encouraging the intention and decision to donate.



Source: Researcher Data Processing Results (2025)

Figure 1. Research Results

DISCUSSION

This study shows that perceptions of digital advertising have a significant influence on the decision to donate, in line with findings in studies on the influence of digital advertising on purchasing decisions. Digital advertising, especially those packaged with attractive visuals and relevant messages, can build emotional connections with audiences and encourage them to take action, such as donating. According to Tamansari et al. (2021), digital advertising not only aims to promote products or services, but also to increase brand awareness and introduce values that can influence audience decisions.

This study is in line with findings by Wijaya (2021), which shows that advertising tailored to audience preferences has a major impact on purchasing decisions. This can also be applied to the context of donation decisions. Digital advertising that is personalized and designed with consumer preferences in mind can serve as a powerful trigger in encouraging positive actions such as donating.

However, there are important differences between this study and several previous studies. Several studies, such as those conducted by Nurhadi (2019), focus more on digital advertising in the context of purchasing goods or services, which have more commercial purposes than social donations. Although digital advertising influences product purchasing decisions in very similar ways, the results of this study indicate that the impact of digital advertising on donation decisions is more influenced by the emotional and social aspects of the audience, rather than just the need for the product or service.

Meanwhile, research by Kotler and Armstrong (2019) discusses purchasing decisions that are more rational and driven by functional considerations, while decisions to donate are often influenced by psychological factors, such as empathy and trust in the fundraising institution. This suggests that although there are similarities in the influence of digital advertising, the context of donation requires a more holistic approach and focuses on moral and social aspects that may be less explored in previous research.

On the other hand, this study also provides criticism of the tendency of several previous studies to focus more on the short-term impact of digital advertising, as found by Purwana et al. (2017) in research on digital advertising aimed at increasing sales. This study adds a broader dimension by showing that digital advertising does not only focus on instant conversions, but also serves as a tool to build long-term relationships between fundraisers and donors. Thus, this study proposes that in order to increase participation in donation, digital advertising strategies should pay attention to emotional elements and social values that can build long-term trust and loyalty from the audience, thus contributing to the development of further research on the effectiveness of digital advertising in a social context.

Implication

The results of this study have important implications, especially for philanthropic institutions, social organizations, and parties involved in fundraising. The finding that perceptions of digital advertising have a positive effect on donation decisions shows that digital communication is not only a means of conveying information, but also a strategic instrument that can shape donor behavior. This study shows that effective digital advertising must be carefully

designed. Organizations need to pay attention to attractive visual aspects, messages that touch the audience's values, and the clarity of the information conveyed in order to positively influence donation decisions. This underscores the importance of designing digital advertising campaigns that focus not only on providing information, but also on creating emotional experiences that can influence social behavior. In addition, these findings show that investing in creating high-quality digital content can have a significant impact on the level of public participation in donation activities. Well-designed digital advertising serves not only to increase brand awareness, but also to build long-term relationships with audiences. Therefore, organizations that are able to build digital advertising that moves the heart and creates trust will have a greater chance of increasing donation contributions from the public. This opens up space for collaboration between social institutions and professionals in the fields of communication, graphic design, and digital marketing to produce more effective campaigns that have a wider reach.

From an academic perspective, the results of this study enrich the study of consumer behavior in a social context, especially in the digital realm. These findings show that visual and digital communication elements have the power to encourage prosocial actions, which were previously more associated with conventional approaches, such as face-to-face approaches or personal relationships. This provides a new direction in research in the field of social marketing communication and consumer behavioral psychology. The concept that consumer purchasing behavior can be influenced by social and psychological factors can also be applied in the context of fundraising, where digital advertising can encourage more positive donation behavior through emotional and social influences.

More broadly, the implications of this study also touch on the importance of building digital literacy among the public. This aims to ensure that the public is able to distinguish between advertisements that are truly intended for social purposes and advertisements that are manipulative. Education on how to read and assess digital advertising content is essential to ensure that audiences are not only passive recipients of information, but also have the critical ability to identify trustworthy advertisements. Social organizations also need to maintain accountability and transparency so that messages in digital advertising not only attract attention, but are also able to build long-term trust with donors.

These findings provide new insights in developing digital advertising strategies that are not only efficient in influencing purchasing decisions, but can also be applied in the context of fundraising. Therefore, social institutions need to pay attention to various factors that can strengthen the influence of digital advertising, including emotional and social factors, so that their messages can be better received by a wider audience.

CONCLUSIONS AND RECOMMENDATIONS

This study successfully shows that perceptions of digital advertising have a significant positive influence on donation decisions. Effective digital advertising not only functions as a medium for conveying information, but also as a strategic instrument in shaping social behavior, especially in the context of fundraising. Attractive visual aspects, compelling messages, and clarity of information have proven to be important factors in increasing public participation in donation activities. Therefore, digital advertising can be a very effective tool for building awareness and encouraging prosocial actions among a wider audience.

For social institutions and philanthropic organizations, it is advisable to be more serious in designing digital advertising campaigns, focusing on the quality of content that creates an emotional connection with the audience. This can be done by paying attention to attractive visual elements and messages that are relevant to the audience's values. Investing in developing high-quality content will increase the effectiveness of the campaign and have a greater impact on donation decisions. In addition, it is important for organizations to work with professionals in the fields of communication and design to produce campaigns that are not only informative but can also touch the hearts of the audience.

On the other hand, it is also important to improve the digital literacy of the community so that they are better able to distinguish between advertisements with social goals and advertisements that are manipulative. Social organizations need to maintain accountability and transparency in every message delivered through digital advertising to build long-term trust with donors. The use of responsible digital advertising will strengthen the relationship between social institutions and audiences, create greater trust, and increase community contributions in donation activities.

FURTHER STUDY

Further studies can explore other factors that influence donation decisions in addition to perceptions of digital advertising, such as trust in social institutions, personal values, or previous experiences in donation activities. Further research can examine how these factors interact with digital advertising in shaping donation decisions, as well as analyze the emotional and social influences that arise when someone sees digital advertising for a social cause. By expanding research into these dimensions, a more holistic understanding of donor behavior can be obtained. Studies need to explore the role of innovation in social institutions, given its important role in driving progress. Innovation is not only a crucial element in improving company performance (Danarahmanto et al., 2020), but also has a significant impact on the quality of services provided, both in the commercial and public service sectors (Danarahmanto & Pratami, 2022). Furthermore, innovation has also been shown to improve the performance of social and non-profit institutions, which are highly dependent on their competitiveness and operational sustainability. In this way, these institutions can survive and thrive in the face of increasingly complex challenges, ensuring the sustainability of the social programs they offer (Danarahmanto & Widana, 2024).

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