



How to Effect Social Media Marketing Mediated by Brand Trust on Donation Decision

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ABSTRACT

This research intends to examine how Social Media Marketing impacts Donation Decision Mediated by Brand Trust at Kitabisa.com. Social Media Marketing as exogenous variable, Brand Trust as mediating variable and Donation Decision as endogenous variable. This research was conducted on social media users who have donated to Kitabisa.com who were found in the West Jakarta area. The background of this research is the changes in people's behavior who have started to do various things, including donating activities using technology and the internet because they are able to provide convenience in doing these things, which has resulted in various new innovations to channel donations online emerging from those who see this as an opportunity. This research about utilized tests taken by purposive sampling technique utilizing Hair computation strategy as numerous as 145 respondents. The analytical technique utilized is the Structural Equation Model (SEM) and uses Partial Least Square (PLS) to test the quality of direct and indirect connections among various variables. The comes of this exploration demonstrate that Social Media Marketing has an impact on Donation Decision, Brand Trust influences Donation Decision, Social Media Marketing has an effect on Brand Trust, and Social Media Marketing affects Donation Decision through Brand Trust

INTRODUCTION

The changes in people's behavior as a form of reaction to current technological advances make them continue to walk all the time on the internet world, the convenience offered by technology and how it helps people to overcome obstacles that exist in doing these things, such as everything becomes very fast and seems to be without distance (Marpaung, 2018). This new trend from the community has resulted in various new innovations appearing, including the online donation distribution innovation that was presented by those who saw this opportunity to make it easier for the community to always do good by providing social assistance to others in need. This phenomenon affects the increasing popularity of online donation sites among the public, especially those who use internet technology. This is evidenced by GoPay together with Kopernik through a study entitled "GoPay Digital Donation Outlook 2020" at the end of 2020 ago, from this research it shows the trend of donations through online sites has increased significantly reaching 72% from before and health issues and social justice issues is still the issue that receives the most donations from donors (GOJEK, 2020).

In Indonesia, the growth trend of online-based fundraising organizations continues to increase and has become the country in Asia that has experienced the largest increase over the last 10 years (Charities Aid Foundation, 2021). These institutions act as intermediaries to make it easier for the community to provide assistance in the form of donations, collect funds distributed by the community and then give them to those in need. The massive growth of technology, as well as all the limitations that hinder people's social activities, have encouraged the emergence of many online fundraising organizations in Indonesia. Online donation medias are used by fundraising organizations as a marketing medium to promote their projects and obtain donated funds (Chen et al., 2016). These organizations take advantage of this by providing convenience for people to carry out their social donation actions through online services, so that people no longer need to be in a dilemma and feel guilty for just sitting around without giving help to see other people suffering from misfortunes.

Like consumers in general in making a purchase, as well as consumers in donating, there needs to be a certain encouragement to be able to influence their activities in making donations. An activity or effort to influence consumer behavior to conduct transactions that specifically in this case is a donation is very necessary. In line with the research conducted by Barnes, James G dalam Anindya Putri et al. (2019) a person's decision to donate online, one of which can be influenced by leading the public through the presentation of information so that it attracts their perception and takes an interest in the issue of the information provided to have the same trust and confidence as the information provider wants.

Social media can be utilized as a marketing tool to do framing as a tactic to get audience's attention and give birth to the perspective, point of view or bias desired by these online fundraising organizations so that it will encourage further activities to respond to it. As stated by Levin et al. (2019) that information framing influences consumer judgments and decisions. The use of social media

marketing to disseminate campaigns or information using videos, photos, audio and text messages will facilitate and increase the reach and efficiency of information dissemination. Positive framing of videos, photos, audio and text messages in the sense that they are successfully captured by the audience as initiated by these online donation site institutions, will increase their chances of making donations (Chen et al., 2021). The social media marketing carried out by these online donation sites is specifically aimed at reaching their target audience by targeting their trust.

Trust in a product and brand take a big role in people's decision to donate because they will go through various stages of problem recognition to find solutions during the process, consideration and evaluation of various brands of social platform providers before finally deciding whether to donate or not and using which platform from various choices which exists. Because trust will affect a person's willingness to behave and make certain decisions (Khairunnisa et al., 2020). Therefore it is important for Kitabisa.com to create trust in the minds of the public so that the public chooses Kitabisa.com.

LITERATURE REVIEW

Donation Decision

The Donation Decision consists of two words, namely decision and donation decisions are defined as answers to questions about what to do and what to talk about in relation to planning (Davis, 2016). Engel (2018) says that the consumer decision process is an important thing that consumers do in buying a product. While donating is giving something that is voluntary in nature with no profit in return, donations can take the form of food, stuffs, clothes, toys or vehicles, however, this is rarely the case, in disaster emergencies or in certain other circumstances (Dewantry et al., 2015). The consumer's decision to buy an item or service always includes mental activity as well as physical activity in the form of direct consumer activities throughout the purchase decision making process, namely when they assess whether the product or service meets the criteria that suit their needs (Firmansyah, 2018). The decision to donate was taken after people went through several calculations and alternative balances (Irwansyah et al., 2021). The decision making process carried out by consumers has 5 dimensions according to Kotler & Armstrong (2018) is: the need acknowledgment stage, the data search stage, the elective assessment stage, the purchase decision stage, and the post purchase conduct stage.

Social Media Marketing

Santoso (2017) says social media marketing is a type of marketing both directly and indirectly that is used to increase realization, recognition, memory and even action against a merk, product, enterprise, individual, or another organization that uses online tools to do its work. Such as social networking, blogging, and microblogging. Social media marketing consists of using social media to persuade consumers to pay attention and have an interest in a company, product and/or service. Marketers use social media marketing to engage, collaborate, interact, and utilize the intelligence of its participants.. Social media marketing, not only can help marketers to market their products but also can help

marketers to find out customer complaints and suggestions, can help marketers to build relationship with customers and identify any parties or groups who can become brand advocates to help growth brand (Neti, 2014). According to Kaplan & Haenlein (2014) there are two elements in social media that can be developed into four dimensions, namely media research (social presence, media richness) and social processes (self presentasion, self disclosure).

Brand Trust

Mckinney & Amber (2013) define trust in a marketing perspective as a consumer's willingness to visit a brand repeatedly. Meanwhile, pursuant to Sumarwan et al. (2018) customer trust is trust in a product regarding its attributes and the benefits of these attributes. Meanwhile Aeni & Ekhsan (2021) define trust of brand as the capacity of a brand to be relied upon by purchasers in light of buyer certainty that the brand satisfies the guaranteed esteem and is able to meet consumer interests. Trust in a brand is crated based on a person's purchase or use experience of that brand (Dayan, 2020). Acording to Chaudhuri and Holbrook in Anggraeni et al. (2019) to measure brand trust, it consists of four indicators, namely trust, reliable (rely), honest and security (safe).

Framework

In this study, the relation between eksogen variables, endogen variables and intervening variables is thoroughly described by the framework of thought. Based on the theoretical description given above and the hypothesis that has been explained based on the theoretical basis and the findings previous researchers, the eksogen variable in this ponder is social media marketing, the endogen variable is the donation decision and the intervening variable is brand trust. It is shown as follows:

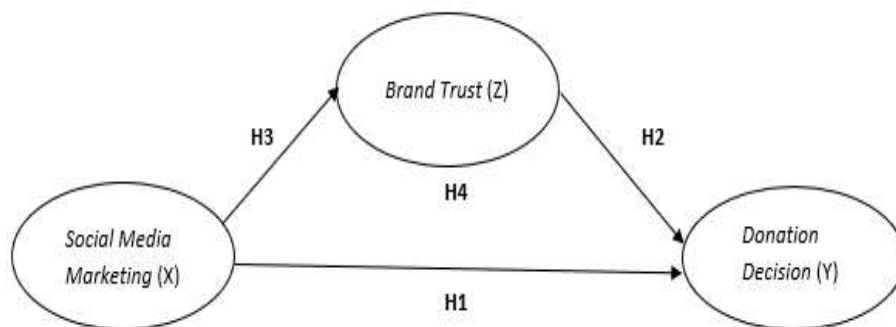


Figure 1. Conceptual Research

Hypothesis Development

Social media is used by companies as a communication medium in conveying certain information to consumers and promoting products to manage to acquaint products, build and improve product images, and end up increasing sales (Kotler & Keller, 2016). Before deciding to buy, consumers will conduct information search and evaluation first. Especially in today's digital era, people use social media to look for product and brand information they want, therefore consumers will tend to pay attention to reviews on social media before making purchasing decisions (Groundswell, 2011). As a result, utilizing social media can assist businesses to market their products or services, communicate interactively with people to influence consumer perceptions, as well as find out how people

respond to information provided by the company and reviews circulating on social media. This research is supported by Mulyansyah & Sulistyowati (2021) that social media marketing contributes to the decisions made by consumers in buying a product.

Therefore, social media is assumed to be an appropriate competency to influence someone's decision to donate. Hence, the first hypothesis of this ponder is as follows:

H1: Social Media Marketing has a Positive Influence on Donation Decision

Trust has an important role in encouraging someone to decide to donate on a platform, because in making a decision, the element of trust affects the retention of a person's donation which ultimately determines a person's decision to donate (Bestari, 2020). In an environment where customers feel uneasy, trust can reduce uncertainty because they are aware that they can rely on the reputable brand. (Chaudhuri et al., 2014). Consumers will certainly prefer products from brands that they are familiar with and trust and will be more wary of brands that they do not know and trust. Research from (Salsabila & Hasbi, 2021) states that trust significantly influences people's decision to donate.

Therefore, brand trust is assumed to positively effects an individual's decision to donate through kitabisa.com, then it is hypothesized:

H2: Brand Trust has a Positive Influence on Donation Decision

Social media can be used to build a brand image in people's minds. With a positive and strong image, it can increase customer conviction in the brand and can stimulate consumer interest in the brand and create long-term relationships (Orzan et al., 2016). Social media-sourced information is inclined trusted by customers. As a result, trust typically exists for various social media platforms that set the most recent and updated information (Mangold & Faulds, 2019). This research is supported by Zulfikar & Mikhriani (2017) who claim in their research that social media marketing has a significant impact on brand trust. This implies that a brand's trust will rise in proportion to its use of social media marketing. Therefore, the third hypothesis proposed is:

H3: Social media marketing possess a positive influence on Brand Trust

A person's decision to make a purchase becomes the final act of the analytical processes carried out, as well as in the decision to donate. Social media marketing possess a role in influencing the process of someone making a decision to donate. Marketing through social media can facilitate companies and users to interact and share content and information (Kotler & Keller, 2016). Social media marketing can be used to build a company or brand identity and get people connected. From the connections and interactions that consumers get with the company, trust will form in the brand (Delgado-Ballester & Hernández-Espallardo, 2016). From there, the conclusions obtained by consumers will emerge from the results of analyzing and evaluating information and access obtained from exposure to social media marketing by the corporation as well as the experiences of brand users who have previously used or purchased which help consumers overcome their concerns and thus will appear the desire to buy. (Hajli, 2014). Then a decision will be made to make a purchase or, in this case, a donation. This research is supported by Zulfikar & Mikhriani (2017) that brand

trust is influenced positively and significantly by social media marketing. This research is also supported by (Azizah et al. 2021; Khairunnisa et al. 2020; Salsabila & Hasbi 2021) that the decision to donate is significantly influenced by trust. Therefore, the fourth hypothesis is stated as follows:

H4 : Social media marketing has a positive indirect effect on Donation Decision through Brand trust.

METHOD

Explanatory research is the focus of this study, which aims to test a theory or hypothesis to either support or refute an existing theory or hypothesis. This study examines the causal relationship between Social media marketing variables as an independent variable, Brand Trust as a mediating variable, and Donation Decisions as the dependent variable. Quantitative data were collected from 150 respondents who use social media and have donated to Kitabisa.com in the West Jakarta area, the number of samples was determined using Hair et al. (2014) method where the formula used is a minimum sample size of 5 multiplied by the number of statements, of which there are 30 statements in this questionnaire. This exploration uses non-probability sampling method. The technique applied is purposive sampling, where the researcher selects individuals from the population who comply the requirements to take part in this ponder as respondents based on the needs of the research.

This research analysis method uses Structural Equation Modeling (SEM) on SmartPLS software to measure the influence of one variable on another and examine the relationship between them. Data was collected using a questionnaire, with the scale used was a Likert scale containing 1 to 4 levels of answers. Therefore, a measuring instrument is used to measure its validity and reliability. The validity test uses convergent validity and discriminant validity. Convergent validity using the guidelines for loading factor values > 0.6 (Ghozali et al., 2015) and Average Variance Extracted (AVE) > 0.5 (Wijaya, 2019). Meanwhile, to test the reliability using the guidelines Cronbach Alpha > 0.6 and Composite Reliability > 0.6 . In addition, the relationship between the indicators for the variable arrangement was tested using the inner model test. R-square, Path Analysis, and Significant Indirect effect are the measurements used. The R-square test guideline is 0.67 indicating a strong model, 0.33 moderate and 0.19 weak.

RESULT AND DISCUSSION

Result

Based on the data collection, the research respondents were categorized into gender, age, occupation, and number of donations in a month. Based on the data obtained from the counting outcome, it is found that, by gender, the majority of respondents are women, namely 77%, totaling 111 people. The most respondents based on age were 21-25 years of 71% with 103 people. Respondents based on occupation are dominated by students by 63%, 91 people. Respondents based on the number of donations in a month at most 1 time a month a total of 102 people by 70%.

Outer model results aim to define the connection between latent variables and their indicators. Validity and reliability testing are used to assess the outer model's analysis phase. Figures and tables displaying the validity and reliability test results are provided below.:

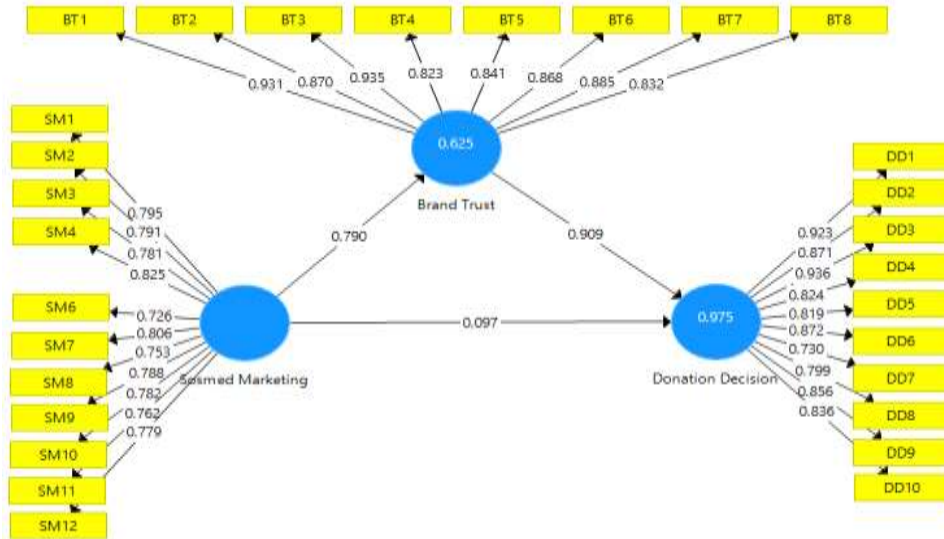


Figure 2. The Result of Outer Loading

Table 1. The Results of Construct Validity and Reliability Test

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Brand Trust	0.955	0.957	0.963	0.764
Donation Decision	0.956	0.960	0.962	0.720
Sosmed Marketing	0.937	0.951	0.945	0.610

Source: Data Processed SmartPLS, 2022

Table 2. The Result of Discriminant Validity

	Brand Trust	Donation Decision	Sosmed Marketing
Brand Trust	0.874		
Donation Decision	0.986	0.849	
Sosmed Marketing	0.790	0.815	0.781

Source: Data Processed SmartPLS,2022

Based on the validity and reliability of the initial questionnaire (pre-test) conducted on 30 respondents with the number of statements in the questionnaire as many as 30 items. After testing the validity using the convergent validity and discriminant validity tests on each statement of each variable, it was found that 1 out of 30 statements was invalid, so that 1 invalid statement made the number of samples used with the Hair formula change from the previous 150 respondents. to 145 respondents. In testing the validity using the convergent validity test, it is seen based on the loading factor > 0.6 Ghozali et al. (2015) and seen from the AVE value > 0.5 Wijaya (2019) on the variables of social media marketing, brand trust and donation decisions, it was found that the statement representing the indicator was declared valid because it met its significance value in each construct, from these results it can be seen that the AVE for each construct is for the brand trust variable, the ave root value (0.874) is still surpassing the correlation between brand trust and donation decisions (0.849), and social media marketing (0.781). This result is also evident in other variables so that all social media marketing variables, brand trust and donation decisions meet the requirements of good discriminant validity. Furthermore, to determine how consistently the measuring instrument used, a reliability test was executed by examining the Cronbach alpha value (> 0.6) and composite reliability (> 0.7) (Ghozali et al., 2015). It demonstrates that the obtained results satisfy the Cronbach alpha and composite reliability values. Thus the items of the research instrument have been deemed reliable and can be utilized in the subsequent research phase.

The purpose of the inner model measurement is to assess the fit of the model and determine its direct and indirect effects. The R Square, Path Coefficient, and Indirect Effect are utilized in the inner model analysis. Table 3, 4, and 5 below summarize the results of the test.

Table 3. R-Square

	R Square	R Square Adjusted
Brand Trust	0.625	0.622
Donation Decision	0.975	0.975

Source: SmartPLS Output Processed, 2022

R-Square measures how much the endogenous variables are influenced by exogenous variables. The yields of the calculation show that the Brand Trust variable has an R-Square value of 0.622, indicating that the Social Media Marketing variable can explain 62.2 percent of its influence on the Brand Trust variable, while 37.8% is influenced by variables that aren't part of the model being studied. While the R-Square value of the Donation Decision variable is 0.975, which denotes that the Donation Decision variable be able to be influenced by Social Media Marketing and Brand Trust by 97.5%, while other variables not included in the model that was studied can influence Donation Decision by 2.5%.

Table 4. Path Coefficient

	T Statistics (O/STDEV)	P Values
Brand Trust -> Donation Decision	31.434	0.000
Sosmed Marketing -> Brand Trust	19.397	0.000
Sosmed Marketing -> Donation Decision	3.072	0.002

Source: SmartPLS Output Processed, 2022

Ghozali et al., (2015) said that comparing t-statistics and t-tables can reveal the magnitude of the significance of the hypothesis support. It can be deduced that If the t-statistics value is higher than the t-table value, the hypothesis is true. As for the t-table value > 1.96 at the 95% confidence level.

The T-Statistics value for brand trust on the donation decision is 31,434 and the P Value is 0.000. Since the worth of t-statistics > 1.96, and p-value < 0.05, it intends that there is a huge direct influence of brand trust on the donation decision. This indicates that trust in every brand has increased, and this will be immediately correlated with the decision to donate, which will likewise increment.

In social media marketing on brand trust, the T-Statistics value is 19,397 and the P Values is 0.000. The fact that the value of t-statistics > 1.96, and p-value < 0.05 indicates that social media marketing has a significant direct influence on brand trust This signifies that brand trust will rise with increasing social media marketing.

In social media marketing on donation decision, the T-Statistics value is 3.072 and the P-Values is 0.002. Due to the t-statistics value > 1.96, and p-value < 0.05, this indicates social media marketing has a significant direct impact on the donation decision. This means that every time there is an increase in social media marketing, the donation decision will also increase.

Table 5. Indirect Effect

	T Statistics (O/STDEV)	P Values
Sosmed Marketing -> Brand Trust -> Donation Decision	20.666	0.000

Source: Data Processed SmartPLS, 2022

According to the table above, the value of indirect social media marketing through brand trust on the donation decision obtained a T-Statistics value of 20,666 and a P Value of 0.000. Due to the value of t-statistics > 1.96 , and p-value < 0.05 , it intends that there is an indirect effect of social media marketing through brand trust on the donation decision.

Based on Table 4 and 5, The following is an explanation for the findings of hypothesis testing:

Hypothesis 1 is accepted. Therefore, Social Media Marketing has been demonstrated to have a significant and positive direct effect on Donation Decision.

Hypothesis 2 (H2) is accepted. From these results, It is possible to draw the conclusion that Brand Trust has significant and positive direct effect on Donation Decision.

Hypothesis 3 (H3) is accepted. Thus, it can be concluded that Social Media Marketing has a positive and significant direct effect on Brand Trust.

Hypothesis 4 (H4) is accepted. This implies that Social Media Marketing has an indirect positive effect on Donation Decision through Brand Trust.

Discussion

Several outcomes were obtained from the tests of each hypothesis. First, the results of this study show that social media marketing has a direct positive effect on donation decision. This means that the better Kitabisa.com utilizes social media as a marketing tool, the more users will decide to donate. To encourage the decision of social media users to donate, it can be started by making them aware of the importance of helping others and the positive impact that will result from the donations that users make, by spreading awareness through social media. In addition, because users of social media tend to like to express themselves and what they do on social media, so they often express their feelings when using Kitabisa.com and share it on Kitabisa.com social media. This can be used as a method to interact with users and build good relationships with them and increase users awareness of the importance of donating to be realized by making donations at Kitabisa.com. Based on the demographic characteristics of the respondents, social media users who have donated to Kitabisa.com are dominated by women aged 21-25 years, who on average are students and employees where they are the millennial generation who are more familiar and use internet technology, especially social media in daily life, therefore they will more often see advertisements that pass on social media than advertisements that appear on traditional media such as television. This study's findings are consistent with previous research by Mulyansyah & Sulistyowati (2021) which states that social media marketing contributes to the decisions made by consumers in buying a product.

Second, the findings of this study show that brand trust has a positive effect on the donation decision. This implies that the higher the trust that people have in Kitabisa.com, the higher their decision to donate to Kitabisa.com. Branding by Kitabisa.com as an online fundraising platform that is run in a trustworthy, transparent, and in accordance with applicable regulations by attracting big brands such as Pepsodent, link aja and Huawei to work together as

well as official recognition and permission for PUB (Pengumpulan Uang dan Barang) from the Ministry of Social Affairs makes donors believe that Kitabisa.com is a trusted platform and finally uses Kitabisa.com. Because the trust of donors that Kitabisa.com has a good performance in handling donations given by the donors is the main reason why they decide to donate at Kitabisa.com. In deciding to donate, the donors choose to donate to the categories and services they want, therefore with the feature of selecting donation categories such as categories of natural disasters, medical and health assistance and others on the Kitabisa.com website and application, they become one of the factors that make donors decide to use Kitabisa.com as a platform they trust to channel their donations. Based on the characteristics of the respondents who answered this research, the result is that the majority of donors donate 1 (one) time a month, this is because donors believe in Kitabisa.com so they decide to donate 1 (one) time a month at Kitabisa.com. This is in line with research from (Salsabila & Hasbi, 2021) which states that trust has a significant influence on the decision to donate.

Third, the results of this ponder show that social media marketing has an influence on brand trust. This means that the better the use of social media by Kitabisa.com to display advertisements and their content, the greater the trust of social media users to Kitabisa.com. With the tendency of social media users who like to express through Kitabisa.com social media about the feelings they feel when using Kitabisa.com, there is a discussion between fellow users in the comments column of Kitabisa.com posts, this discussion builds trust among users after reading the arguments and reviews from fellow users who previously decided to donate to Kitabisa.com and gave positive opinions, as well as the trust that users have that Kitabisa.com is an online donation site that performs well will also increase with publicity from Kitabisa's social media. com. In addition, the better the content, campaigns and advertisements created and the information that Kitabisa.com presents on its social media, the user's trust will slowly be formed. When viewed from the characteristics of respondents, users aged 21-25 years are the ones who dominate the number of social media users who have donated to Kitabisa.com, this is because those at that age are the ones who use social media the most and tend to be more proficient in using social media to dig up informations, therefore users aged 21-25 years are easier to access discussion rooms with other users and understand information to access the website and how to donate at Kitabisa.com. This corresponds to research by Zulfikar & Mikhriani (2017) which in their research states that social media marketing has a significant influence on brand trust, which means that the more aggressively a brand uses social media marketing, the more trust the brand will gain..

Fourth, the last finding in this study is that there is an indirect impact of marketing through social media on donation decisions through brand trust. This means that the better the performance of social media marketing through brand trust that is carried out by Kitabisa.com, the more it will increase donation decisions from users. By using social media marketing and maximizing features on social media to spread campaigns and information and package them into

attractive marketing content but presented in professional manner, users who see it will believe in Kitabisa.com and will click on the Kitabisa campaign or website link presented. Based on the demographics of the respondents, it shows that women dominate the number of social media users who have donated at Kitabisa.com, this is because women access social media more often so they see advertisements and donation campaigns more often, those who receive advertisements and campaigns will see and interact more often with other users in the comments column and even give their opinion about the contents of the campaign and make each other influenced by the opinions given by fellow users, therefore, creating a campaign on social media with the right content will make more people believe and decide to donate at Kitabisa.com. This is in line with research conducted by Zulfikar & Mikhriani (2017) that Brand trust is influenced positively and significantly by social media marketing.. This research is also supported by (Azizah et al. 2021; Khairunnisa et al. 2020; Salsabila & Hasbi 2021) that trust has a significant effect on the decision

CONCLUSION

The findings of this study indicate that the social media marketing variable has an effect on the donation decision at Kitabisa.com. This means that the better the marketing through social media by Kitabisa.com, the more users will decide to donate. Furthermore, brand trust has a good effect on donation decisions, with the trust of potential donors towards Kitabisa.com as a credible platform and able to meet their expectations, it will make them decide to donate using Kitabisa.com. The next result of this research is that social media marketing has a positive influence on brand trust, with a marketing strategy that intensively uses social media to spread awareness and information it will build public trust in Kitabisa.com. Last, social media marketing through brand trust has an effect on the donation decision. this means that effective social media marketing will build user trust, and the trust these users have will encourage their confidence to decide to donate to Kitabisa.com.

It is anticipated that this study's findings will supply some managerial implications for Kitabisa.com to increase donation decisions from social media users. First, it is suggested that Kitabisa.com enrich its social media content by packaging it in such an interesting and informative way so that users will be more interested in observing the content and getting useful information from any Kitabisa.com social media content, as well as maximizing all the features on social media, especially the analytical features available to find out the performance of social media marketing carried out and find out the highest traffic sources so that Kitabisa.com in the future can create contents that is more centered on the types of content or advertisements that are most sought after and needed by users. Furthermore, so that Kitabisa.com improves its branding as a reliable platform to channel donations online so that it will have a stronger image in the public's mind, this can be done by intensively collaborating with more well-known brands to become partners and public figures or influencers to participate in spreading the campaign on their social media to attract product users from these brands and followers of public figures to donate to Kitabisa.com. However, this study has several limitations that still need to be improved and developed further in the

future to obtain better research results overall. Because this study only discusses social media marketing, brand trust and donation decisions, while there are other variables that may also affect someone's donation decision. This study also does not discuss the specific types of social media. Respondents who are used as objects of research are still very limited and with a small scope. Because there are so many social media platforms out there today, each with its own set of characteristics and algorithms that could affect how well social media marketing is carried out, it is suggested that future researchers conduct more in-depth research on social media marketing.

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