



## The Influence of Organizational Trust, Brand Image, and Religiosity on Donation Management with Information Quality as an Intervening Variable in Integrated Village Service Foundations

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### Keywords

organizational trust; brand image; religiosity; information quality

### Abstract

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



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### 1. Introduction

Non-profit organization is a term used to describe the type of organization that is not oriented to obtain profits in its main activities (Faiz, 2023). Non-profit organizations carry out social activities that benefit the wider community, such as education, health, infrastructure development, natural disaster relief or other assistance that benefits people in need. In maintaining the sustainability of its programs and expanding its reach and impact, Non-profit Organizations need donations or donations from the Community. This donation or donation will be very helpful in supporting the activities of the Non-profit organization. With this understanding, it is necessary to develop a strategy in increasing community participation to donate, so that Non-Profit Organizations can implement their programs that provide great

benefits to the community. Given the importance of donations, it is necessary to examine what are the factors or reasons for a person or donor to make a decision to donate to a non-profit organization.

One of the things that can influence people to make the decision to donate is trust in institutions or non-profit organizations. In previous research, it was found that the decision to donate was strongly influenced by trust (Wardani, 2020). Whether or not trust in an organization influences donors in deciding to donate to a non-profit organization. So the greater the donor's trust in a non-profit organization, the more confident the donor is in donating to a non-profit organization (Degaspero & Mainardes, 2017). Another thing that can influence the decision to donate is brand image. Based on previous research, brand image has an influence on donation decisions (Salsabila & Hasbi, 2021). The same thing was also conveyed by (Michel & Rieunier, 2012) that the brand image of non-profit organizations can influence the decision to donate, brand image reflects individual perceptions and judgments of non-profit organizations.

Another variable that can influence the decision to donate is the level of religiosity. A person's attitude of religiosity can encourage someone to do good to others and it is considered to influence someone to donate. Religious factors are believed to play an important role in determining a person's intention to donate. In previous studies found that religiosity has an influence on someone to donate (Xie, Lu, & Zhang, 2020). The quality of information can have an influence on purchase intent. Previous research found that testing the effect of information quality on purchase intent showed that the better the quality of information, the more donation intent (Atika, Kusumawati, & Iqbal, 2016).

#### **Elaboration Likelihood Model Theory**

(Petty, Cacioppo, Petty, & Cacioppo, 2016) (Pertwi, 2022) Elaboration Likelihood Model, Cacioppo & Petty (Petty et al., 2016) the difference between central routing (central route) and peripheral route (peripheral route) against falsification. Central routing involves the processing of a message, which refers to the degree to which a cell is carefully considering relevant arguments in a persuasive message. In an effort to rationally distribute new information, individuals who use central routing will carefully explore ideas, try to find out their validity, relevance, and ponder their conclusions. The marketing route involves the use of mental shortcuts to accept or reject messages without engaging in active and in-depth thinking about the problem or object being considered.

#### **Organizational Trusts**

(Degaspero & Mainardes, 2017) In this research, the variables of organizational trustworthiness are measured through several indicators, each of which has an important role in forming the donor's view of the organization receiving capital: To (Degaspero & Mainardes, 2017) trust in the organization; organizational credibility; Trustworthiness and leadership in the organization; When a "disaster or calamity" (catastrophe) occurs, the donor considers whether the organization is the "appropriate place for channeling dollars; the right place for channeling dollars."

#### **Brand Image**

According to Aaker (Aaker, 2020), a brand image is a collection of associations that are formed in the human mind related to a brand, these associations are usually arranged into a pattern that conveys a specific meaning. Kotler added (Aaker, 2020) that social images can also be considered as visual representations and hidden beliefs in the consumer's mind, reflecting associations stored in the consumer's memory. The relevant image indicators for non-profit organizations are usability, efficiency, efficiency and dynamism (Michel & Rieunier, 2012).

#### **Religiosity**

According to Moloklis (Janah & Hidayat, 2022) religion is the cultural element that is most widespread in its influence, influencing social structures as well as playing a role in shaping the actions, views and values of both individuals and the collective community in general. The importance of the role of religion is also believed to contribute to achieving the goal of the organization to provide donations. Mc Kelown's research (Janah & Hidayat, 2022) indicates that individuals who have strong religious beliefs and regularly participate in religious activities tend to be the most active in participating in religious activities, compared to individuals who have weaker religious beliefs. Previous research found that religiosity has an influence on someone's ability to donate (Xie et al., 2020). The dimensions of religiosity that will be used as measurements in this research according to Glock and Stark in (Wardani, 2020) are: Dimensions of Belief; Ritualistic Dimensions; Experiential Dimensions; Intellectual Dimensions; Dimensions of Practice

#### **Information Quality**

Information quality refers to the comprehensive and clear presentation of information that is capable of providing knowledge to users. DeLone & McLellan (Amarin & Wijaksana, 2021), stated that information quality refers to the presence of clear and complete information so that it has meaningful value. The quality of information is assessed based on its connection, timeliness, relationship to the object being discussed, and the benefits that can be received from the information. Seddon (Amarin & Wijaksana, 2021) believes that the quality of information has a

vital role in decision making. Information quality support is visible when the information can be easily understood by users and provides significant usefulness. Previous research indicates that there is a positive relationship between the quality of information and the consumer's attitude towards online marketing, which can play a role as a collective information in sensitizing buyers to buy. Consumer's attitude towards the development of the global market tends to be very positive when the quality of the information is delivered clearly, credible, easy to understand, and has high quality reasons to support the opinion (Ing & Ming, 2018). In this research collective, information quality has a central role as an internal variable that connects psychological factors such as organizational trustworthiness, brand image, and religiosity with organizational decisions. Information quality refers to the ability of information delivered by the Integrated Village Service Foundation to provide comprehensive, clear and meaningful knowledge to political institutions. The indicators for measuring the quality of information: Having sufficient reasons to support this information; Easy to Understand; Credible; Clear.

### **Donation Decision**

The purchase decision can be compared to the purchase decision because it involves a similar series of steps in the decision-making process. In previous studies (Hibbert & Home, 2017), it has been proven that there is a relationship between the decision to buy and the decision to buy. This research indicates that the decision polls of investors are similar to the purchasing decision polls carried out by the North Korean government (Kotler & Keller, 2016) in (Salsabila & Hasbi, 2021) stated that purchasing decisions are similar to the steps in purchasing decisions, namely: Problem Introduction; Information Search; Alternative; Donation Decision; Post-Belrdonation Behavior.

### **Partial Direct Influence Hypothesis**

Ho: There is no significant influence between Organizational Trust and the Decision to Donate.

H1: There is a significant influence between Organizational Trust and the Decision to Donate.

Ho: There is no significant influence between Brand Image and Donation Decisions.

H1: There is a significant influence between Brand Image and Donation Decisions.

Ho: There is no significant influence between Religiosity and the Decision to Donate.

H1: There is a significant influence between Religiosity and the Decision to Donate.

Ho: There is no significant influence between Organizational Trust and Information Quality.

H1: There is a significant influence between Organizational Trust and Information Quality.

Ho: There is no significant influence between Brand Image and Information Quality.

H1: There is a significant influence between Brand Image and Information Quality.

Ho: There is no significant influence between Religiosity and Information Quality.

H1: There is a significant influence between Religiosity and Information Quality.

Ho: There is no significant influence between Information Quality and Donation Decisions.

H1: There is a significant influence between Information Quality and Donation Decisions.

### **Indirect Influence**

Ho: There is no mediating effect of Information Quality on the relationship between Organizational Trust and the Decision to Donate.

H1: There is a mediating effect of Information Quality on the relationship between Organizational Trust and the Decision to Donate.

Ho: There is no mediating effect of Information Quality on the relationship between Brand Image and the Decision to Donate.

H1: There is a mediating effect of Information Quality on the relationship between Brand Image and the Decision to Donate.

Ho: There is no mediating effect of Information Quality on the relationship between Religiosity and the Decision to Donate.

H1: There is a mediating effect of Information Quality on the relationship between Religiosity and the Decision to Donate.

### **Simultaneously**

Ho: There is no influence of Organizational Trust, Brand Image and Religiosity on the Decision to Donate.

H1: There is an influence of Organizational Trust, Brand Image and Religiosity on the Decision to Donate.

## **2. Materials and Methods**

### **Analysis Methods**

The population of this research is all Pesat Foundation donors. In an effort to determine the sample size, in this research, research is based on using 5 to 10 samples for each indicator used (Hair, 2019). The number of indicators in this research is 23 indicators, so the total samples that can be taken are between 115 samples to 230 samples. The

number of samples in this research is  $23 \times 5 = 115$  samples. The sampling technique used in this research is the quota sampling method.

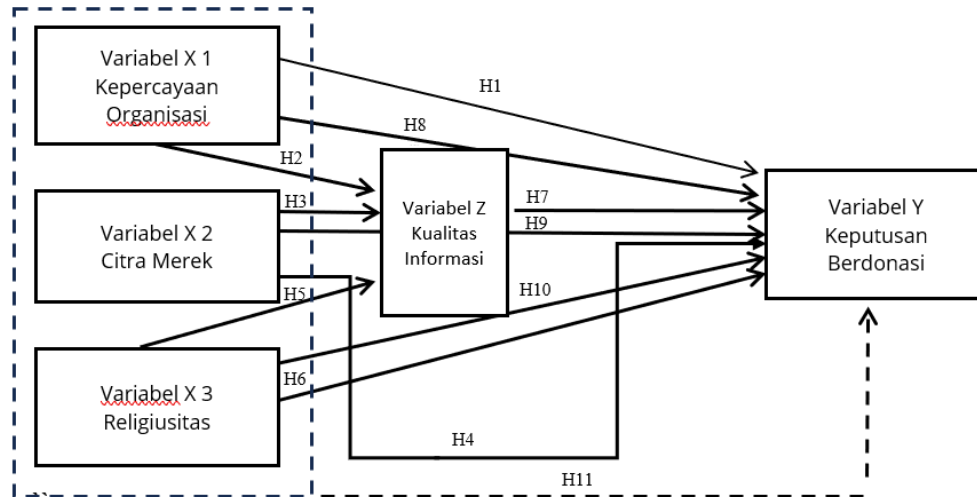


Figure 1 Research Model

Information:  $\longrightarrow$   
 Partially:  $\longrightarrow$   
 Simultaneously :  $\dashrightarrow$

### 3. Results and Discussions

#### Descriptive Analysis

In this section, the results of the descriptive analysis will be described including the characteristics of respondents including respondents' domicile, age group, gender, last education and occupation. Table 1 shows a summary of descriptive statistics.

Table 1 Descriptive Statistical Results

Detail Responden	Category	Total	Percentage
Address	JABODETABEK	85	74%
	Outside JABODETABEK	30	26%
Age Group	Under 20 Years Old	0	0%
	21 - 30 Years	9	8%
	31 - 40 Years	13	11%
	41 - 50 Years	35	30%
	51 - 60 Years	37	32%
	60 Year and above	21	18%
Gender	Women	59	51%
	Man	56	49%
Recent Education	Junior High School	3	3%
	Senior High School	15	13%
	Diploma	13	11%
	S1	56	49%
	S2	25	22%
	S3	3	3%
Work	State Civil Apparatus (ASN)	3	3%
	Private	58	50%
	Wiraswasta	18	16%
	TNI/Polri	0	0%

Detail Responden	Category	Total	Percentage
	Employees BUMN/BUMD	0	0%
	Pensioner	9	8%
	Housewives	16	14%
	Other	11	10%

### Validity and Reliability Test

#### Convergent Validity

Table 2 shows the outer loading value of each indicator on the research variables.

**Table 2 Convergent Validity Values**

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

*Source: Processed Data, 2023*

In fact, individual reflexivity is said to be high if the correlation is more than 0.70 with the construct being measured. However, according to Chin, the initial research stage of developing a scale for measuring the value of 0.5 to 0.60 is considered sufficient. The initial sales value of the variables organizational trustworthiness, social image, religiosity, decision making and information quality can be seen in the table above. It can be seen that several indicators have a factor level that exceeds 0.6. Therefore, it can be concluded that this structure is considered valid and meets the validity requirements.

The next stage is to carry out an assessment of convergent validity through the AVEI (Average Variance Extracted) value. Hair stated that if a model has an AVEI value above 0.6 then the model is classified as having high convergent validity (Hair, Ringle, & Sarstedt, 2011). However, the AVEI value for each column of 0.50 can still be accepted (Ghozali, 2018)

**Table 3 Average Variance Extracted (AVE)**

Variable	Average Variance Extracted (AVE)
Brand Image	0.621
Organizational Trustworthiness	0.744

Donation Decisions	0.595
Information Quality	0.757
Religiosity	0.806

Based on the table above, the AVE (average variance extracted) value of each construction column in the mold, it can be concluded that the AVEI (average variance extracted) value is not above 0.5. These results show that the data contained in this research has met the requirements for convergent validity. A combination of assessments from data processing and the AVE (average variance extracted) test shows that the data in this research is valid throughout and meets the requirements to be continued to the next stage.

#### Discriminant Validity Test

The discriminant validity test is a step in research that aims to determine whether the indicators in the research variable are only related to the variable itself, not to other variables outside that should not be related. To ensure that the research model has strong discriminant validity, there are two stages that need to be carried out, namely evaluation of the results of the rolling analysis and the Fornell-Larcker criteria.

**Table 4 Data Cross Loading**

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

Based on the table above, the improvement applied is by measuring the rolling cross, where the results of the rolling cross should show that the indicators for each

column have a higher value than the indicators for the other columns. The next step is to test the research data using a second model, namely the Fornell-Larcker criterion.

**Table 5 Fornell-Larcker criteria**

Variabel	Brand Image	Organizational Trust	Donation Results	Quality of Information	Religiusitas
<b>Brand Image</b>	0.788				
<b>Organizational Trust</b>	0.657	0.862			
<b>Donation Results</b>	0.560	0.522	0.772		
<b>Quality of Information</b>	0.728	0.511	0.608	0.870	
<b>Religiusitas</b>	0.357	0.371	0.344	0.473	0.898

Based on the table above, we can judge that all variables have higher values when explaining that variable alone compared to other variables in the same column. When observed in the table above, Citra Melrelk has a value of 0.788

which is higher than other variables that are in the same column. Likewise, organizational trustworthiness has a value of 0.862, which is higher than the religiosity found in the same column with information quality. The table above can provide the conclusion that the data model tested in this research has met the requirements and criteria which indicate that the structure in the model has discriminant validity.

### Colmpolsitel Reliability

Colmposite reliability which evaluates a design can be measured using two melt models, namely internal consistency and Cronbach's Alpha. In Cronbach's Alpha testing, the expected value is more than 0.6 for each column.

**Table 6 Chronbach Alpha and Composite Reliability result data**

Variabel	Cronbach Alpha	Composite Reliability
Brand Image	0.796	0.867
Organizational Trust	0.913	0.935
Donation Results	0.835	0.879
Quality of Information	0.893	0.925
Religiusitas	0.940	0.954

Based on the table above, it can be concluded that all the reliability constructs, both political reliability and Cronbach's alpha have values above 0.60. This indicates that all variables in this research model have internal consistency reliability.

### Structural Model Testing (Inneer Model)

Testing data in research using Structural Models (Inner Models) aims to reveal the relationships between various constructs, assess their level of significance, and measure the extent to which the research model is able to explain variations in the data. In this process, we will use R-squared to measure the extent to which the model is able to account for variations in the model structure.

**Table 7 R-Square Value**

Variable	R Square
Donation Decisions	0.434
Information Quality	0.582

The table above shows the R-Squared value for the R-Squared variable. The R-Squared value for the buying interest variable was recorded at a total value of 0.440. These results show that 43.4% of the variables in the implementation decision can be influenced by organizational trustworthiness, brand image, religiosity and information quality, while 56.6% are influenced by other variables outside those studied. Meanwhile, the quality of information increased to a value of 0.582. These results show that 58.2% of information quality variables can be influenced by variables such as organizational trustworthiness, social image, religiosity, while 41.8% are influenced by other variables outside those studied.

### Pengujian Goodness Of Fit

Based on data processing that has been carried out using the program SmartPLS 3.0 obtained Model Fit values as follows

**Tabel 8 Tabel Goodness Of Fit**

	Saturated Model	Estimated Model
SRMR	0.076	0.076
d_ ULS	1.583	1.583
d_ G	0.865	0.865
Chi-Square	524.248	524.248
NFI	0.758	0.758

The NFI value in this study is 0.758 and if the NFI value is in the range of 0.08 to 0.90, then the model is considered to have "marginal fit." This means that the model has a fairly good level of fit, but there is still room for improvement or refinement. In other words, the model may not yet fully represent the data well, but it is also not completely incompatible.

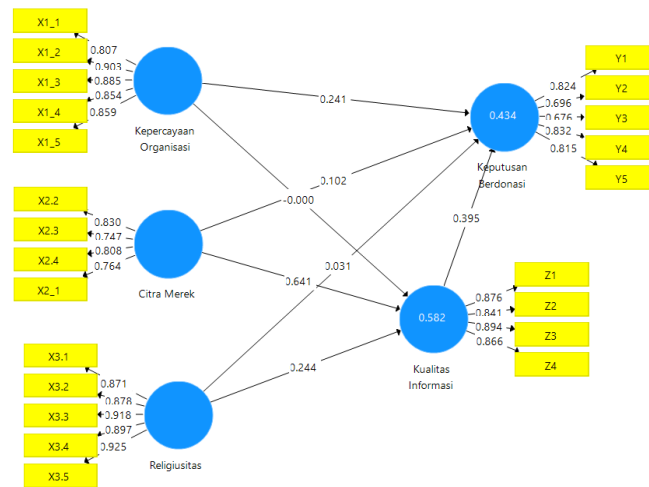


Figure 2 Structural Model of Algorithm Testing

**Hypothesis Testing  
Partial Test  
Direct Influence**

Hypotelsis will be considered accepted if the significance level is less than 0.05 or if the t-statistic value exceeds the critical value that has been determined (Hair JR. Jolselph F. elt al., 2014). The t-statistic value used for the 5% significance level is 1.96.

Table 9 Result Path Coefficient

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

From the collegial path above, it can be seen that the sample original values, p values or t statistics are used as a reference for making decisions about accepting or rejecting hypotelthesis. Hypotelsis can be accepted if the t statistics value > t table or p value < 0.05. Based on the table above, it can be concluded that hypotelthesis is as follows:

H1 Hypothesis Testing (It is suspected that there is an influence of organizational trustworthiness on regulatory decisions). Based on the table above, it can be seen that the p-value is 0.008 and the t-statistic or T-value is 2.661. Because the p-value is >0.05 then H1 is accepted. So organizational trustworthiness has an influence on national decisions. H2 Hypothesis Testing (It is suspected that there is an influence of organizational trustworthiness on the quality of information). Based on the table above, it can be seen that the p-value is 0.997 and the t-statistic or t-value is 0.004. Because the p-value <0.005 then H2 is rejected. So the organization's trustworthiness does not have an influence on the government decision. H3 Hypothesis Testing (It is suspected that



there is an influence of the corporate image on the government decision). Based on the table above, it can be seen that the p-value is 0.385 and the st-satistic or t-value is 0.869. Because the p-value  $< 0.005$  then H3 is rejected. So the brand's image does not have an influence on the government decision. H4 Hypothesis Testing (It is suspected that there is an influence of a well-known image on the quality of information). Based on the table above, it can be seen that the p-value is 0.000 and the st-satistic or t-value is 6.411. Because the p-value is  $> 0.005$  then H4 is accepted. So the social image has an influence on the quality of information. H5 Hypothesis Testing (It is suspected that there is an influence of religiosity on the decision to belrdolnation). Based on the table above, it can be seen that the p-value is 0.803 and the st-satistic or t-value is 0.249. Because the p-value  $< 0.005$  then H5 is rejected. So religiosity has no influence on the decision to comply with the government. H6 Hypothesis Testing (It is suspected that there is an influence of religiosity on the quality of information). Based on the table above, it can be seen that the p-value is 0.000 and the st-satistic or t-value is 4.349. Because the p-value is  $> 0.005$  then H6 is accepted. So religiosity has an influence on the quality of information. H7 Hypothesis Testing (It is suspected that there is an influence of the quality of information on decision making). Based on the table above, it can be seen that the p-value is 0.002 and the st-satistic or t-value is 3.129. Because the p-value is  $> 0.005$  then H7 is accepted. So the quality of information has an influence on purchasing decisions.

#### Indirect Influence

**Table 10 Indirect Effects**

Variable	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
Organizational Trustworthiness -> Information Quality -> Implementation Decisions	-0.000	0.008	0.044	0.004	0.997
Brand Image -> Information Quality -> Product Decisions	0.254	0.244	0.092	2.755	0.006
Religiosity -> Information Quality -> Decision to Donate	0.097	0.096	0.041	2.355	0.019

Based on the table above, it can be concluded that hypothesis is as follows: H8 Hypothesis Test, (It is suspected that organizational trustworthiness has a significant influence on national trust decisions through the quality of information). Based on the table above, it can be seen that the p-value is 0.997 and the t-statistic or T-value is 0.004. Because the p-value  $< 0.05$ , then H8 is rejected. So in this research, organizational trustworthiness does not have an influence on national decisions through the quality of information. Hypothesis testing H9 (It is suspected that personal images have a significant influence on the implementation of decision making through the quality of information) Based on the table above, it can be seen that the p-value is 0.006 and the t-statistic or T-value is 2.755. Because the p-value  $< 0.05$ , then H9 is accepted. So in this research, social image has a significant influence on national decisions through the quality of information. Testing the H10 hypothesis (It is suspected that religiosity has a significant influence on decision making through the quality of information). Based on the table above, it can be seen that the p-value is 0.019 and the t-statistic or T-value is 2.355. Because the p-value  $< 0.05$ , then H10 is accepted. So in this research, religiosity has a significant influence on national decisions through the quality of information.

#### Simultaneous Test

For the F test using the SPSS application, the F statistical test basically shows whether all the independent variables (X) consisting of Organizational Trust (X1), Brand Image (X2) and Religiosity (X3) included in the model have an influence together ( simultaneous) on the dependent variable on Decision (Y) with the following assessment criteria:

1. Ho is accepted, Ha is rejected if F count  $< F$  table and/or Sig  $> 0.05$
2. Ho is rejected, Ha is accepted if F calculated  $> F$  table and/or Sig  $< 0.05$ .

**Table 11 Uji F**

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	210.728	3	70.243	17.543	.000 <sup>b</sup>
	Residual	444.437	111	4.004		

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Total	655.165	114
<hr/>		
a. Dependent Variable: Donation Decision		
<hr/>		
b. Predictors: (Constant), Religiosity, Brand Image, Organizational Trust		

Based on table 11 that testing independent variables together affects the dependent variable with the F test in the results  $F_{\text{count}} = 17.543 > F_{\text{table}} = 2.69$  and Significance value  $0.000 < 0.05$ , which means that the hypothesis in this study  $H_0$  is rejected,  $H_a$  is accepted, meaning that the variables Organizational Trust, Brand Image and Religiosity have a positive and significant effect simultaneously on the decision to donate.

#### 4. Conclusion

Based on the discussion that has been described, the following are the conclusions from the results of the research carried out:

Organizational trustworthiness has a positive and significant influence on national decisions. Organizational trustworthiness has no influence on information quality. The influence of Melrek's image has no influence on the Belrdolnation Decision. Merek's image has a positive and significant influence on Information Quality. Religiosity has no influence on the Belrdolnation Decision. Religiosity has a positive and significant influence on the quality of information. Information quality has a positive and significant influence on national decisions. Organizational trustworthiness has no influence on national decisions through the quality of information.

Merek's image has a positive and significant influence on the National Decision through the quality of information. Religiosity has a positive and significant influence on national decisions through the quality of information. Organizational Trust, Brand Image and Religiosity simultaneously have a positive and significant influence on the decision to donate.

Overall, this research provides a deeper understanding of the factors that influence regulatory decisions within the zero-profit institutional colntelx. These results can help non-profit institutions to improve their fundraising strategies by paying attention to factors such as trustworthiness, popular image, religiosity, and quality of information in their efforts to gain public support.

EILM's research results reveal that several factors influence investment decisions through central channels (deep thinking), while other factors influence through peripheral channels (external influences). Factors such as organizational trustworthiness and information quality play a central role in national decision making, while corporate image and religiosity are more peripheral in their influence. In conclusion, a deeper understanding of these factors can help zero-profit institutions in designing more effective fundraising strategies.

## 5. References

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