
THE INFLUENCE OF SOCIAL MEDIA MARKETING ON DONATION INTENTION WITH BRAND IMAGE AND BRAND TRUST AS MEDIATION



Selvy Dian Nita¹

Universitas Muhammadiyah Surakarta, Surakarta, Indonesia
b100210613@student.ums.ac.id

Soepatini²

Universitas Muhammadiyah Surakarta, Surakarta, Indonesia
soepatini@ums.ac.id

Abstract

This study aims to analyze the effect of social media marketing on donation intentions with the mediation of brand image and brand trust. This study uses a quantitative method with the SEM-PLS analysis approach, involving 171 respondents who are active social media users but have never donated through Kitabisa.com. Data were collected through an online questionnaire. The results of the study show that social media marketing has a significant effect on brand image and brand trust. Social media marketing also has a significant effect on donation intentions. Brand trust has a significant direct effect on donation intentions, while brand image does not show a significant direct effect. In addition, brand trust is proven to be a significant mediator between social media marketing and donation intentions, while brand image does not have a significant mediation effect.

Keywords: Social Media Marketing, Brand Image, Brand Trust, Donation Intention, Crowdfunding

INTRODUCTION

The development of digital technology, especially the internet, has brought significant changes to various aspects of human life. The internet has become an important infrastructure that enables communication and access to information globally. One sector that has experienced a major transformation is the financial sector, where financial technology or fintech has changed the way people interact with financial services. Fintech includes a variety of services, including digital payments, online loans, investments, and internet-based fundraising, all of which utilize technology to increase accessibility and efficiency (Sari, 2019).

One fintech innovation that has gained widespread attention is crowdfunding. Crowdfunding is a fundraising method where individuals or organizations can raise funds from a large number of people, usually through an online platform. This crowdfunding model has been used for a variety of purposes, from funding small businesses to social and charitable projects. Donation-based crowdfunding, in particular, allows the wider community to contribute directly to supporting social and humanitarian initiatives (Aziz et al., 2019).

In Indonesia, crowdfunding platforms such as Kitabisa.com are no stranger. Founded in 2013 by Alfatih Timur, Kitabisa.com enables individuals, communities, and organizations to raise funds for various social, humanitarian, and personal needs, such as health costs, education, disaster relief, and other social projects (Lukman, 2013). Since its founding, the platform has raised more than IDR 500 billion from more than 10 million donors to support 63,964 campaigns (as of May 2020). However, with a total population of Indonesia of around 281.6 million in 2024, the relatively small number of donors raises questions regarding the factors that influence people's intention to donate through crowdfunding.

Donation intention is influenced by factors such as trust in the organization, brand image perception, and emotional involvement (Y. Chen et al., 2019). Social media plays a major role in influencing donation intention, as it can attract attention and touch the emotional aspects of potential donors. Social media marketing allows crowdfunding platforms to reach a wider audience, deliver effective messages, and build a solid community of supporters (Haudi et al., 2022). However, challenges arise in ensuring effective promotion and not just generating superficial support (Aziz et al., 2019).

Kitabisa.com utilizes social media such as Instagram, TikTok, Facebook, and Twitter to expand the reach of the campaign, with informative and emotional content to attract potential donors (Salsabila & Hasbi, 2021). Brand image and brand trust play a key role in donor decisions. A positive brand image reflects credibility, while brand trust ensures that donation funds are distributed appropriately and transparently (Gregory et al., 2019; Zhang et al., 2021). Further research is recommended to develop variables such as Social Media Marketing, Brand Image, Brand Trust, and Donation, along with SEM and PLS methods (Adyani, 2021). In addition, research by Bilgin & Kethüda (2022) suggests expanding the sample and exploring marketing strategies in various non-profit organizations to understand their impact more dynamically.

Brand image and brand trust are key factors influencing donor decisions. A positive brand image reflects consumers' perceptions of a platform's credibility and integrity (Gregory et al., 2019). On the other hand, brand trust is consumers' belief that the platform can be relied on to channel donation funds appropriately and transparently (Zhang et al., 2021). In the context of crowdfunding, a strong brand image and a high level of trust are essential to ensure the success of a fundraising campaign and consumers' intention to donate. As research by Adyani (2021) suggests, further researchers should develop variables such as Social Media Marketing, Brand Image, Brand Trust, and Donation, as well as apply methods such as SEM and PLS to expand the scope of marketing research that is relevant to technological developments. Meanwhile, another study conducted by Bilgin & Kethüda (2022) discusses the limitations of the sample that only involves charity followers on certain social media and focuses on non-governmental organizations. Further research is recommended to expand the variety of samples, including individuals who are not familiar with charities, and explore marketing strategies in various non-profit organizations to understand their impact more broadly and dynamically.

Therefore, This study aims to analyze the influence of social media marketing on brand image, brand trust, and donation intention on crowdfunding platforms. Not only that, this study also aims to explore whether brand image and brand trust mediate the influence of social media marketing on donation intention. In this case, it will also be analyzed how brand

image and brand trust influence each other and whether both act as mediators in the relationship between social media marketing and donation intention.

REVIEW OF LITERATURE

Theory of Planned Behavior (TPB)

Theory of Planned Behavior (TPB) was developed by Ajzen (1991) to understand the intention to donate. TPB explains that a person's intention to take action is influenced by 3 main factors: attitude toward the action, subjective norms, and perceived behavioral control. Intention to donate, as a predictor of actual behavior, is influenced by these factors, as well as by other elements such as social media marketing, brand image, and brand trust.

Social Media Marketing

Social media plays a key role in disseminating information related to crowdfunding. According to Rulli (2015) social media allows users to share information, interact, and build communities that support certain goals. Platforms such as Facebook, Instagram, TikTok, and Twitter are widely used to promote crowdfunding platform campaigns. enables fundraising from many individuals for a specific purpose, either in a social or commercial context. because of its ability to reach a large audience at a relatively low cost. In the context of crowdfunding social media marketing, there are six main dimensions that influence the success of a campaign: Awareness, Interaction, Timeliness, Informativeness, Customization, and Advertising.

Brand Image

According to Coaker (2021), Tharpe (2014), Simonson and Schmitt (2009), brand image is a comprehensive analysis of a person's opinion of a brand based on previous customer data and experiences. Because it influences consumers' purchasing decisions, brand image is very important. Customers are more likely to choose and buy a product if they have a good opinion of the brand.

Brand Trust

Brand trust is defined as consumer confidence in a brand's ability to meet their expectations. According to Doney and Cannon (1997), brand trust includes the sense of

security consumers feel when using a particular brand. This trust arises after consumers appreciate the quality of products and services provided by the company.

Intention to Donate

Donation intention is a person's tendency or commitment to make a donation in the future. This intention is a major predictor of actual behavior, where individuals are influenced by attitudes, social norms, and perceived control over the act of donating.

Research Framework

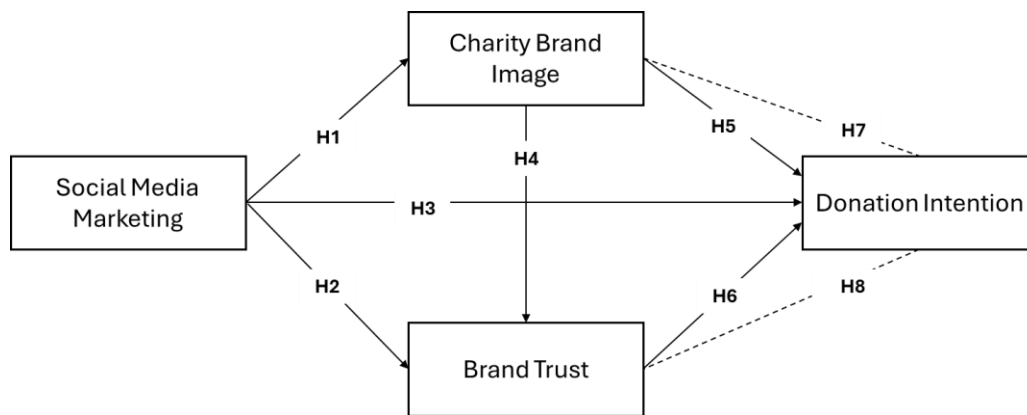


Figure 1
Research Framework

Hypothesis Testing:

- H1 : Social media marketing of crowdfunding platforms has a positive effect on the brand image of the crowdfunding platform.
- H2 : Social media marketing of crowdfunding platforms has a positive impact on brand trust
- H3 : Social media marketing of crowdfunding platforms has a positive effect on donation intentions
- H4 : Crowdfunding Platform Brand Image has a positive effect on brand trust
- H5 : Crowdfunding Platform Brand Image has a positive influence on donation intention
- H6 : Brand trust has a positive effect on donation intentions
- H7 : Brand Image Mediates the Influence of Social Media Marketing on Donation Intention
- H8 : Brand trust mediates the influence of social media marketing on donation intention

RESEARCH METHOD

This study uses a quantitative approach with Structural Equation Modeling–Partial Least Squares (SEM-PLS) analysis using SmartPLS 4. The object of the study is the Kitabisa.com crowdfunding platform, with subjects being active social media users who know Kitabisa.com but have never donated. Primary data were obtained through questionnaires from 171 respondents selected using purposive sampling techniques, with the criteria of social media users aged at least 17 years, knowing Kitabisa.com, and having never donated. Data analysis was carried out through validity and reliability tests on the outer model, along with hypothesis testing and mediation evaluation on the inner model using R-Squared, Effect Size, and bootstrapping. The suitability of the model was tested using Goodness of Fit (GoF).

RESULTS AND DISCUSSION

Instrument and Data Quality Test

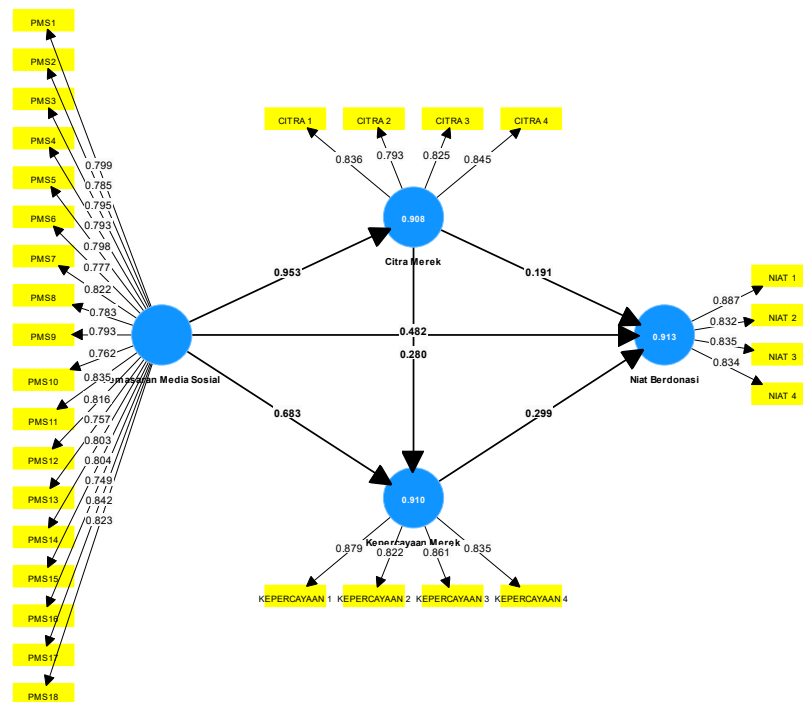


Figure 2
Outer Loading Results

Convergent Validity

Table 1
Convergent Validity Test Results

	Brand Image	Brand Trust	Intention to Donate	Social Media Marketing
Image 1	0.836			
Image 2	0.793			
Image 3	0.825			
Image 4	0.845			
Trust 1		0.879		
Trust 2		0.822		
Trust 3		0.861		
Trust 4		0.835		
Intention 1			0.887	
Intention 2			0.832	
Intention 3			0.835	
Intention 4			0.834	
PMS1				0.799
PMS2				0.785
PMS3				0.795
PMS4				0.793
PMS5				0.798
PMS6				0.777
PMS7				0.822
PMS8				0.783
PMS9				0.793
PMS10				0.762
PMS11				0.835
PMS12				0.816
PMS13				0.757
PMS14				0.803
PMS15				0.804
PMS16				0.749
PMS17				0.842
PMS18				0.823

According to Haryono, (2016) to measure convergent validity by looking at the loading factor. Based on the table, it can be seen that if the Loading factor value of all question items is > 0.70 , then it can be said that all question items are called convergent valid.

Discriminant Validity

Table 2
Discriminant Validity Test Results

Variables	Average Variance Extracted (AVE)
Social Media Marketing	0.635
Brand Image	0.680
Brand Trust	0.722
Intention to Donate	0.718

All variables of this study have an Average Variance Extracted (AVE) value > 0.50 , indicating that convergent validity is met (Ghozali, 2016). With the Social Media Marketing variable having an AVE value of 0.635. Brand Image has an AVE value of 0.680, the Brand Trust variable recorded the highest AVE value of 0.722, Finally, the Intention to Donate has an AVE value of 0.718. Thus, all variables are declared valid in representing their indicators.

Reliability Test

Table 3
Reliability Test Results

	Cronbach's Alpha	Composite Reliability (rho_c)
Brand Image	0.843	0.895
Brand Trust	0.872	0.912
Intention to Donate	0.869	0.911
Social Media Marketing	0.966	0.969

The results of the reliability test show that all constructs have very good reliability and are more than 0.7. With each construct having a value: Brand Image has a Cronbach's Alpha value of 0.843 and Composite Reliability (rho_c) of 0.895, Brand Trust Construct has a Cronbach's Alpha of 0.872 and Composite Reliability of 0.912, Intention to Donate with a Cronbach's Alpha value of 0.869 and Composite Reliability of 0.911. The Social Media Marketing Construct shows a Cronbach's Alpha of 0.966 and Composite Reliability of 0.969. Overall, these four constructs have consistent reliability and can be relied on in measuring the variables in the study.

Inner Model Evaluation

R-Squared (R²)

Table 4
R-Squared (R²) Test Results

	R-square	R-square adjusted
Brand Image	0.908	0.907
Brand Trust	0.910	0.909
Intention to Donate	0.913	0.912

The test results show that the model can explain significant variations in the three constructs. Brand Image is explained by 90.8%, Brand Trust by 91%, and Donation Intention by 91.3%, with a stable model and minimal adjustments to the adjusted R-square. Overall, this model is very good at explaining the variations in the three constructs.

Effect Size (f²)

Table 5
Effect Size Test Results (f²)

	Brand Image	Brand Trust	Intention to Donate
Brand Image		0.081	0.036
Brand Trust			0.093
Intention to Donate			
Social Media Marketing	9,856	0.479	0.167

The results of the analysis show that social media marketing has a strong impact on brand image (value 9.856) and brand trust (value 0.479), but its influence on donation intention is moderate (value 0.167). The influence of brand image on brand trust (0.081) and donation intention (0.036), as well as the influence of brand trust on donation intention (0.093) is relatively weak. This shows that although social media marketing is effective in building brand image and trust, improvements are still needed to increase donation intention.

Hypothesis Testing

It is done by bootstrapping method. Through bootstrapping, it will be seen whether the independent variable (X) has a significant influence on the dependent variable (Y) or, it will be seen whether the mediating variable has a significant influence in the relationship

between the independent variable (X) and the dependent variable (Y) in the relationship between variables and The significance of the relationship is observed by the p value or t-statistic. If the p value <0.05, then the mediation effect is considered significant (Hamid & Anwar, 2019).

Direct Effect

Table 6
Direct Effect Path Test Results

Track	Path Coefficient	T statistics	P values
Brand Image -> Brand Trust	0.280	2,768	0.006
Brand Image -> Intention to Donate	0.191	1,938	0.053
Brand Trust -> Donation Intention	0.299	3.321	0.001
Social Media Marketing -> Brand Image	0.953	93,447	0.000
Social Media Marketing -> Brand Trust	0.683	6.916	0.000
Social Media Marketing -> Intention to Donate	0.482	4.271	0.000

The results of the study show that social media marketing has a significant influence on the variables studied, namely brand image, brand trust, and intention to donate.

The Influence of Social Media Marketing on Brand Image

The influence of social media marketing on brand image is very strong, as indicated by the path coefficient of 0.953 and the P-value of 0.000. These results are similar to previous theories and studies, as explained by Gregory et al. (2019), if effective social media marketing can increase positive perceptions of brand image. Creative, relevant, and informative campaigns on social media allow platforms like Kitabisa.com to build a credible brand image and attract the attention of the wider community.

The Influence of Social Media Marketing on Brand Trust

In addition, social media marketing also has a significant influence on brand trust, with a path coefficient of 0.683 and a P-value of 0.000. These results are similar to research by Zhang et al. (2021), stating that transparent and communicative digital marketing helps build consumer confidence in the integrity and credibility of crowdfunding platforms.

The Influence of Social Media Marketing on Donation Intention

The effect of social media marketing on donation intention is also significant, with a path coefficient of 0.482 and a P-value of 0.000. This finding supports the study of Bilgin &

Kethüda (2022), showing that social media marketing strategies not only expand the reach of campaigns but also increase the likelihood of donations through the delivery of emotional and informative messages.

The Influence of Brand Image on Trust and Intention to Donate

The results of the study also show that brand image has a significant influence on brand trust (path coefficient 0.28; P-value 0.006). This supports the research of Gregory et al. (2019), explaining that a strong brand image increases consumer trust in the credibility of the platform. However, brand image does not have a significant effect on the intention to donate (P-value 0.053). These results indicate that a positive perception of brand image alone is not enough to encourage the intention to donate without deep trust in the platform.

The Influence of Brand Trust on Donation Intention

Brand trust has a significant influence on donation intention, with a path coefficient of 0.299 and a P-value of 0.001. This finding strengthens the argument of Zhang et al. (2021), who emphasized the importance of trust as a major factor in donation decision making, especially in crowdfunding platforms. Brand trust ensures that donors feel confident that their funds will be distributed appropriately and transparently.

Indirect Effect

Table 7
Indirect Effect Path Test Results

Track	Path Coefficient	T statistics	P values
Social Media Marketing -> Brand Trust -> Donation Intention	0.204	2,805	0.005
Social Media Marketing -> Brand Image -> Donation Intention	0.182	1,935	0.054

Brand Image Mediation

The results show that brand image does not function as a significant mediator between social media marketing and donation intention (P-value > 0.05). This indicates that although social media marketing can improve brand image, its influence is not strong enough to drive donation intention through this mediation. According to Plummer (2007), brand image

reflects consumer perception, but in the context of donation, decision making is more dependent on trust and emotional involvement.

Brand Trust Mediation

In contrast, brand trust proved to be significant as a mediator (P-value <0.05). This result is similar to research by Adelia et.al (2023), which emphasized the importance of trust in decisions involving risks such as donations. Transparent and consistent social media marketing can increase donor confidence that funds will be managed well, as also emphasized by Chen et al. (2019).

Goodness of Fit (GoF)

Goodness of Fit (GoF) will be measured to see how well the overall model fits the data. The GoF value combines communality and R², with a larger GoF value indicating a better fit, with a rating of 0.1 (small GoF), 0.25 (moderate GoF), 0.36 (large GoF). According to Haryono, (2016) Goodness of Fit can be measured using the formula:

$$\sqrt{\text{Rata - rata AVE} \times \text{Rata - rata RSquared}}$$

Table 8
Goodness of Fit

	(AVE)	R-square
Brand Image	0.68	0.908
Brand Trust	0.722	0.91
Intention to Donate	0.718	0.913
Social Media Marketing	0.635	
Average	0.688	0.910

$$\text{GOF value} = \sqrt{\text{rata - rata AVE} \times \text{rata - rata R Square}}$$

$$\text{GOF value} = \sqrt{0,688 \times 0,910}$$

$$\text{GOF value} = 0.792$$

Based on the calculation results, the GoF value obtained was 0.792, this shows that the combined performance of the outer model and inner model in this study can be classified into the large GoF category.

CONCLUSION

Based on the results of the research data analysis and calculations of the influence of media marketing on the intention to donate with brand image and brand trust as mediators, namely:

1. The Social Media Marketing Path -> Brand Image produces a p-value of $0.000 < 0.05$ so that H1 is accepted, namely Social Media Marketing has a significant effect on Brand Image.
2. The path of Social Media Marketing -> Brand Trust produces a p-value of $0.000 < 0.05$, so H2 is accepted, namely that Social Media Marketing has a significant effect on Brand Trust.
3. The Social Media Marketing Path -> Intention to Donate produces a p-value of $0.000 < 0.05$ so that H3 is accepted, namely Social Media Marketing has a significant effect on Intention to Donate.
4. The Brand Image -> Brand Trust path obtained a p-value of $0.006 < 0.05$, so H4 is accepted, namely that Brand Image has a significant effect on Brand Trust.
5. The Brand Image -> Intention to Donate path produces a p-value of $0.053 > 0.05$, so H5 is rejected, namely that Brand Image does not have a significant effect on Intention to Donate.
6. The Brand Trust -> Intention to Donate path produces a p-value of $0.001 < 0.05$ so that H6 is accepted, namely that Brand Trust has a significant effect on Intention to Donate.
7. The path of Social Media Marketing -> Brand Image -> Intention to Donate produced a p-value of $0.054 > 0.05$, so H7 was rejected, namely that Social Media Marketing does not have a significant effect on Intention to Donate through Brand Image.
8. The path of Social Media Marketing -> Brand Trust -> Intention to Donate produces a p-value of $0.005 < 0.05$, so H8 is accepted, namely Social Media Marketing has a significant effect on Intention to Donate through Brand Trust.

This study suggests that platforms such as Kitabisa.com optimize social media marketing through transparent content and donor testimonials to build trust. Communication strategies also need to focus on increasing brand trust through clear financial reports. Although brand image does not directly affect donation intentions, strengthening it is

important to attract new audiences. Proper audience segmentation can also increase campaign effectiveness. Theoretically, this study supports the development of the Theory of Planned Behavior (TPB) by emphasizing the important role of trust as a mediator in the influence of social media marketing on donation intentions. This study also enriches the digital marketing and crowdfunding literature by showing the relationship between brand image, brand trust, and donation intentions.

Further research is recommended to develop research on other crowdfunding platforms, add variables such as donation motivation or social influence, and conduct long-term research to understand changes in donation behavior, especially in external conditions such as economic crises. For Kitabisa.com, it can increase donations and brand image by increasing interaction through Q&A and direct discussions, expanding reach with influencers, and ensuring up-to-date information. In addition, responsiveness can be increased with chatbots, as well as displaying testimonials and success stories. Transparency of funds needs to be maintained with regular audits, and a focus on the real impact of donations.

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