

Examining the Impact of Instagram Engagement and Organizational Transparency on Social Donation Intentions: The Moderating Role of Trust

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Original Article

ABSTRACT

Article History

Received April 25, 2025
Accepted June 27, 2025
Published July 25, 2025

Keyword:

Instagram, Transparency, Trust, Interest in Donations

Introduction: This study investigates the influence of Instagram engagement and organizational transparency on the public's interest in channeling social donations, while also examining the moderating role of trust in these relationships. The research responds to the growing relevance of digital platforms and transparency in encouraging charitable behavior, particularly within local community contexts. **Method:** The study employed a quantitative approach using primary data collected from 160 respondents in the Tilatang Kamang community, Agam Regency. Data were gathered via a Likert-scale questionnaire distributed through Google Forms. The independent variables were Instagram engagement and Transparency, the dependent variable was Interest in Channeling Social Donations, and Trust served as a moderating variable. Purposive sampling was used, and data analysis was conducted using WarpPLS 7.0. **Results:** Findings reveal that Instagram significantly and positively affects donation interest ($\beta = 0.69$; $P = 0.01$; $R^2 = 0.47$), as does Transparency ($\beta = 0.58$; $P = 0.01$; $R^2 = 0.34$). Trust was shown to significantly moderate both relationships: it strengthened the effect of Instagram on donation interest (moderation coefficient = 0.26; $R^2 = 0.22$; $P = 0.01$) and also enhanced the effect of Transparency (moderation coefficient = 0.14; $R^2 = 0.34$; $P = 0.04$). **Conclusion:** The results suggest that Instagram and transparency are effective drivers of interest in social donations within community settings. Moreover, trust acts as a critical moderating factor that amplifies these effects, highlighting its importance in the design of digital philanthropic strategies.

Cite This Article: Yulianti, E., & Asyari. (2025). Examining the impact of Instagram engagement and organizational transparency on social donation intentions: The moderating role of trust. *Jurnal Sketsa Bisnis*, 12(1), 147–162. <https://doi.org/10.35891/jsb.v12i01.6390>

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1. Introduction

Social media is a category of online communication tools that are crucial for building, creating, and strengthening relationships between people (Feraldi et al., 2022). Social media enables users to share text, images, audio, and video information using internet technology that is easily accessible and measurable. People can communicate and network online with this type of social media. Nowadays, social media is very popular because it is easy to use and can provide information quickly. Today, numerous social media platforms operate worldwide, serving millions of users, including Facebook, Instagram, Twitter, YouTube, and TikTok (Putri et al., 2016). Currently, many businesses, organizations, and communities have utilized branding in digital media to increase their public visibility, with Instagram being a notable example. In addition to companies, organizations, zakat foundations, and educational institutions, both formal and informal, have also leveraged social media as a branding tool to introduce themselves to the general public (Ivana et al., 2023).

Along with the development of internet technology, social media has also become a widely used medium for online donation requests. Napoleon Cat's report noted that there were 90.41 million Instagram users in Indonesia in March 2024. This number increased by 1.74% from the previous month. This article presents data on the number of Instagram users from March 2019 to March 2024. The high number of Instagram users in Indonesia is also used for every activity to spread donation requests (Benedict & Ariestya, 2020).

The campaign and invitation to donate carried out by Surau Tahfidz Firdaus on Instagram are presented in an engaging and informative manner. One video uploaded to their official Instagram usually gets more than 50,000 *views*. This suggests that Surau Tahfidz Firdaus' social media presence can attract substantial public attention.

Trust is a crucial prerequisite that influences public interest in channeling social donations. It functions as both a moderating and mediating factor that determines the extent to which digital campaigns and information transparency can shape donation intentions. Despite its significance, comprehensive studies that integrate Instagram, transparency, and trust within a single research model remain scarce. Previous research has rarely explored in depth the effects of various types of Instagram content on public trust and donation interest. Moreover, the application of such research models in addressing social issues within the Indonesian context is still limited. The moderating interaction between the level of trust and the effectiveness of Instagram content or transparency has not yet been fully understood, indicating the need for further investigation to fill this research gap.

Social media platforms like Instagram offer a new way for nonprofits to engage their communities in fundraising efforts (Saxton & Wang, 2014). Requests for donations made online may have a different effect on donation attitudes, potentially influencing donation interest (Mittelman & Rojas-Méndez, 2018). Based on the theory, the Technology Acceptance Model (TAM) posits that certain factors can influence a person's decision about how and why they want to use new technology. In the context of this study, it is interesting to examine the influence of Instagram social media use on donation attitudes, to generate interest in donating (Rakhmawati et al., 2025).

When it comes to donations, they are closely related to the management of financial statements. Financial statements will be significant for Islamic boarding schools because they can help them establish themselves as non-profit organizations. Islamic boarding schools have the potential to grow, but due to financial problems, they can only record Income and expenses. The record clearly does not show the original financial condition of the Islamic boarding school. The financial statements of Islamic boarding schools are still

quite basic and have not produced the ideal financial statements required by the Islamic Boarding School Accounting Guidelines; however, they lack appeal, making it difficult for users to compare the performance of Islamic boarding schools with others in the same field. The reports on Islamic boarding schools are primarily aimed at donors, resulting in a lack of information about the organization's activities to the broader community and inadequate oversight of funds. (Suryana et al., 2020)

In this study, the trust variable serves as a moderating factor, as trust in an agency or institution is crucial in establishing long-term relationships that foster commitment and loyalty based on ability, reliability, and integrity (Ritchie et al., 1999). Therefore, it is essential for agencies or institutions to build and maintain this trust continually (Safitri & Suryaningsih, 2022). Surau Tahfidzul Qur'an Mushalla Firdaus (STQ-MF) Jalikur Patanangan, located in Agam Regency, which relies on donations for its operational costs, employs various strategies to raise substantial funds. This donation will enable STQ-MF to provide free education to students more easily. In the digital era, social media branding is essential for companies, governments, and educational institutions. Information shared shapes donors' perceptions and trust, making digital fundraising more effective in increasing donations for institutional operations.

The funds collected are used to cover the costs of students, especially those residing in the Firdaus surau dormitory, including full quarantine student school fees, water, electricity, intensive teacher salaries, administration, transportation, and other expenses. The funds are also used to provide motivational prizes for students who excel and perform well on specific days during competitions, graduations, and other events. However, a notable issue that has arisen in the tahfidz surau, which has been running for approximately 6 years, is the decrease in funds in the last few months of 2024.

Table 1. Cash Inflows and Outflows for the Period of September to November 2024

Month	Income (Rp)	Withdrawal (Rp)	Withdrawal Details (Rp)
September	20.400.000	29.450.000	Teacher infak: 17.850.000 Tahfidz operations: 3.000.000 Electricity of the dormitory: 200.000 Dormitory consumption: 5.000.000 Transportation: 700.000 Consumption expenditures: 2.500.000 School requirements: 200.000
October	20.100.000	29.200.000	Teacher infaq: 19.800.000 Tahfidz operations: 2.300.000 Electricity of the dormitory: 200.000 Dormitory consumption: 4.300.000 Transportation: 500.000 Consumption expenditures: 2.300.000 School requirements: 100.000
November	17.600.000	28.479.000	Teacher infaq: 18.459.000 Tahfidz operation: 2.500.000 Electricity of the dormitory: 200.000 Dormitory consumption: 4.200.000 Transportation: 600.000 Consumption expenditures: 2,500,000 School requirements: 200.000

Source: STQ-MF 2024 Primary Data

The primary source of Income for the cottage is fixed donations, infaq, or the cottage business. Income has decreased due to various factors, including a decline in the number of donors. The main expenses are allocated for the operation of the cottage. Expenses also decreased because budget management was more economical due to reduced Income. If this continues, it is feared that it will have a detrimental effect on tahfidz operations, despite the fact that tahfidz currently has money left over from previous months. This problem is a question of whether what has caused the Income in the last few months to decrease, if you look at social media, especially Instagram, it is good, one video show can reach 1000 views and likes, as well as transparency in this tahfidz Firdaus surau, can be accessed easily, both in person and online in this surau's whatsapp group. This is an interesting phenomenon or problem to be researched, specifically whether, in theory, social media, especially Instagram, and transparency will have a positive influence on the interest in giving and giving alms by benefactors. Still, despite having good social media and transparency, and having run for 6 years, there has been a decrease in the interest of philanthropists to donate.

From previous research, many studies have concluded that social media and transparency have a positive effect on interest in donating and distributing infaq, zakat, and waqf within institutions, such as those mentioned in the research. (Nurhabyana et al., 2024), where the study found that Instagram has a very positive effect on influencing others to donate to Palestine, through celebrity followers such as Fadil Jaidi and Taqy Malik, among others. Likewise, research by Ramadhan & Maulidizen, (2024) found that transparency and accountability significantly influence others to continue donating to an institution.

In contrast to the findings by Sufyan & Mas'ud, (2022), in a study titled *Why Canadians Give to Charity: An Extended Theory of Planned Behaviour Model*, it was found that although transparency in fund management can influence decisions to donate, other factors such as social norms and personal experiences are more dominant. This study shows that openness does not necessarily guarantee an increase in interest in donating, as well as research by Saxton & Wang, (2014) In their study titled *The Social Network Effect: The Determinants of Giving Through Social Media*, Saxton and Wang found that although social media can increase awareness about donations, not all users feel influenced to donate. Some users exhibit distrust of information conveyed through social media, which in turn reduces their willingness to donate. There is a gap in previous research that makes this study's research gap particularly interesting to explore. Very few studies have examined the impact of Instagram and transparency on attracting or increasing donor interest in distributing social donations, particularly in free Islamic boarding schools.

The moderation variable in this study is trust. Judging from previous research, notably a survey conducted by Islam Hatamleh et al., (2024), trust can moderate the relationship between social media use. In contrast to Putra & Kusumasondjaja, (2022) research, the study reveals that trust does not moderate the relationship between Instagram and interests. Likewise, a study conducted by Ikhwandha & Hudayati, (2019) and Ramadhani & Hapsari, (2022) found that trust moderates or strengthens the relationship between the transparency of zakat institutions and the interest of muzakki to donate, which is different from the research conducted by (Liang et al., 2024) found that while text complexity, number of supporters, and social capital positively influenced fundraising ability, the experience of content creators had no significant effect. Social interaction acted as a mediator, whereas activity transparency negatively moderated fundraising performance. This suggests that higher transparency may unexpectedly reduce donation effectiveness on social media platforms.

Therefore, the influence of Instagram and transparency on the interest in distributing social donations with trust as a moderator (*Case Study: Surau Tahfidzul Qur'an Mushalla Firdaus Agam Regency*) is interesting to explore because it can be an inspiration for other Rumah Tahfidzul Quran who want to develop their organization further, and to find out what are the factors that influence the community to channel their donations in an institution, especially educational institutions.

2. Theoretical Framework

2.1 Behavioral Accounting Theory

Social media refers to a group of internet-based applications built on the principles of Web 2.0 ideology and technology, enabling the creation and exchange of *user-generated content* (Setianingsih, 2022). According to Heuer in (Ramadhanty et al., 2025), there are four C's in the use of social media. The first is *Context: How we frame our stories*, which involves framing a message (information) by paying attention to the use of language and the content to be conveyed. The second is *Communication: The practice of sharing our story, as well as listening, responding, and growing, is essential for transmitting messages (information) in various ways, so that users feel comfortable and messages are conveyed effectively*. The third *Collaboration: working together to make things better, more efficient, and more effective, is how both parties work together to achieve this goal*. With the cooperation between an account or company and its users on social media, it can make good things more effective and more efficient. The last one, *Connection: The relationships we forge and maintain*, is how to keep the relationships that have been built. It can be by doing something sustainable so that users feel closer to the company that uses social media.

2.2 Intention

According to Ajzen, interest is an estimate or anticipation of how a person will act in a particular situation, including whether they will act or not. (Icek Ajzen, 2018) Interest is the drive that exists in everyone to pursue their desires, driven by assumptions and emotions. Interest is an individual's tendency to focus on something that interests them, which will later lead to a decision. In this study, the term 'interest' refers to the interest in distributing social donations in the form of infaq and sadaqah (Hidayatullah & Asyari, 2023).

2.3 Transparency

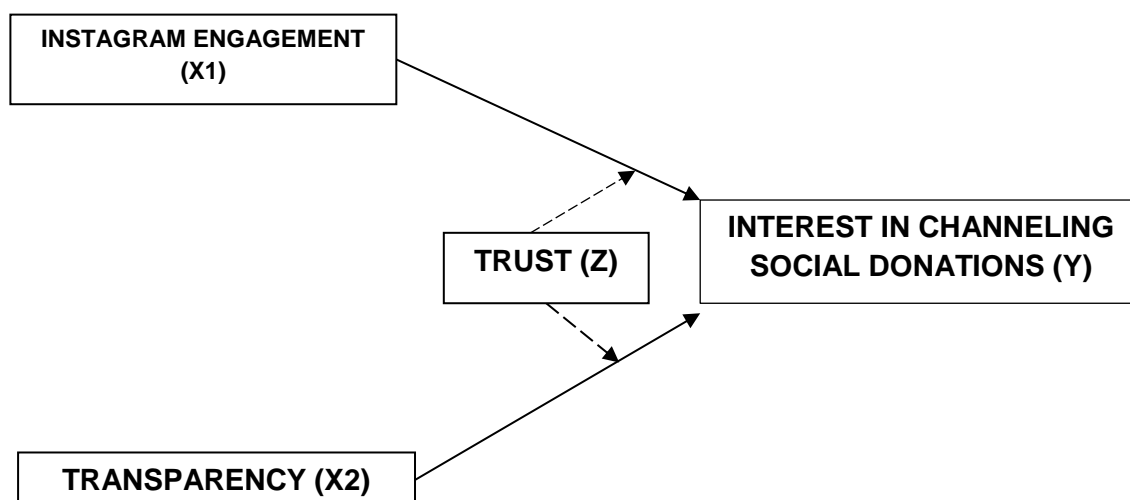
Transparency means conveying financial reports and management activities as a whole to all parties (Walidah & Anah, 2020; Aminullah & Nur Rohmad Nuzil, 2022; Murtadlo, 2015) Because the management of alms infak involves internal organizations and external parties (donors and the wider community), transparency will form a sound control system between institutions and stakeholders (Sugita & Hidayat, 2020; SELVIANTI, 2017) This should be used to increase public and institutional trust in responsible holders. If openness is implemented, organizational oversight will be better. Undoubtedly, transparency will encourage the donor community to choose the institution for distributing donations and build trust between them. Transparency in Islam is closely related to honesty. Agencies must be trustworthy when conveying information. In this case, public organizations do not hide anything from the public.

2.4 Trust

Trust is the belief that the actions of others or a group are based on their beliefs. Trust arises from repeated learning and experience and develops into a form of trust over time (Augustinah et al., 2024; Widiyanto & Dion Dewa Barata, 2023) Trust is the willingness of one party to rely on the other party, which results in trust, which is a set of specific beliefs on *integrity* (honesty of the trusted party, *benevolence* (attention and motivation to act), *competency* (ability), and *predictability* (consistency). A personality trait known as a tendency to believe is part of the organizational trust model. This tendency can be thought of as a general desire to trust others, and it will influence the degree of trust a person has in the individuals they trust. Beliefs involve cognitive leaps beyond the estimates established by the basis of thought and experience. (Tahang et al., 2023) According to Imam Al Qusairi, the word *shadiq* comes from the word *mubalaghah*, which means a person who dominates honesty. Therefore, spiritual value is in the soul of an honest person, who exhibits various attitudes that support truth and commendable moral attitudes. To build trust, seven *Core Values* are needed, namely Openness, Competence, Honesty, Integrity, *Sharing*, and Reward (Safitri & Suryaningsih, 2022; Sulhan & Rahma, 2023).

The relationship *between trust* and interest in distributing social donations is evident in research conducted by Amalina, (2021) stated that trust affects interest in donating in Kitabisa.com. In contrast to Febriyanti & Rusdianto, (2024) research, trust does not have a significant influence on interest in distributing zakat, infaq, and alms on the BSI Mobile application. Based on previous research, a relationship exists *between Trust* and Interest in Distributing Donations.

A framework of thinking is a conceptual model that outlines how theory relates to various factors identified as essential problems. The framework explains the pattern of relationships between the variables to be studied, namely the relationship between independent variables (X) and dependent variables (Y), and how the moderation variable (Z) becomes a reinforcer or weakener between the relationship between the independent variable (X) and the dependent variable (Y). In this study, the independent variables under investigation were Instagram (X1) and Transparency (X2). The dependent variable studied was Interest in distributing social donations (Y). The moderation variable to be examined is Trust (Z).



Source: (Hidayatullah & Asyari, 2023; Walidah & Anah, 2020; Safitri & Suryaningsih, 2022)

Figure 1. Research Framework

This study proposes the following hypotheses:

- H.1 Instagram Engagement Affects Interest in Distributing Social Donations at Surau Tahfidz Firdaus.
- H.2 Transparency Affects Interest in Distributing Social Donations at Surau Tahfidz Firdaus.
- H.3 Trust Moderates the Influence of Instagram on the Interest in Distributing Social Donations at Surau Tahfidz Firdaus.
- H.4 Trust Moderates the Influence of Transparency on Interest in Distributing Social Donations at Surau Tahfidz Firdaus

3. Methods

This type of research is quantitative, utilizing survey research methods. Quantitative research focuses on measurements and models in the study. (Sujarweni, 2020). Survey research (research survey) is research that is completed through a review, *both* by going directly into the field and through the distribution of questionnaires. In this study, data analysis employs the SEM-PLS method, utilizing the structural analysis process in Warp PLS 7.0 software. The research was carried out at Surau Tahfidzul Qur'an Mushalla Firdaus by distributing questionnaires. This research was carried out from September 2024 to February 2025. The data sources used consist of two types, namely primary data and secondary data. The study population is the Tilatang Kamang community, comprising 160 respondents. The operational definitions of the variables studied are as follows: Instagram (X1), transparency (X2), interest in channeling social donations (Y), and *trust* (moderation variable). The data analysis technique used to test the research variables is descriptive analysis, research instrument testing, and classical assumption testing. The data analysis method employed is the SEM-PLS method.

4. Results and Discussion

4.1 Results

The results of descriptive statistical analysis are carried out after all data and information have been successfully collected, so this stage of data management can be conducted immediately. The respondents in this study were 160 people who were representative of the population, as they were eligible to provide information about their identity, including gender, age, level of education, and current occupation. The description of respondents by gender in this study is presented in Table 2.

Table 2. Respondents by Gender

Gender	Frequency	Percentage
Man	32	20%
Woman	128	80%
Total	160	100%

Source: Primary Data Processing Results (2025)

Based on Table 4.1 above, out of 160 respondents, 32 were male, representing 20%, and 128 were female, representing 80%. Therefore, the most dominant respondents in this study were women, comprising a total of 128 respondents, equivalent to 80%. The description of respondents by age in this study is presented in Table 3.

Table 3. Respondents by Age

Age	Frequency	Percentage
<20 Years	30	18,75%
20 - 40 Years	97	60,62%
41 - 50 Years	29	18,12%
>50 Years	4	2,5%
Total	160	100%

Source: Primary Data Processing Results (2025)

Based on Table 4.2 above, out of 160 respondents, 30 were under 20 years old, which represents 18.75%. There were 97 respondents aged 20-40 years old, or 60.62%. The 41-50 years old group consisted of 29 respondents, or 18.12%. Those over 50 years old comprised four respondents, or 2.5% of the total. In this case, the most dominant respondents were in the 20-40 year age group, comprising 60.62% of the total, with 97 respondents. The description of respondents based on their most recent education is presented in Table 4.

Table 4. Respondents by Last Education

Final Education	Frequency	Percentage
SD	0	0%
SMP	6	3,75%
SMA	104	65%
Diploma	9	5,62%
Bachelor	41	25,62%
Total	160	100%

Source: Primary Data Processing Results (2025)

Based on table 4 above, of the 160 respondents, whose last elementary education was absent or 0%, those who were educated up to junior high school were six respondents or 3.75%, while those who were educated up to high school were 104 or 65%, those who had the last diploma education were nine respondents or 5.62%, those with undergraduate education were 41 respondents or 25.62%. The description of respondents, based on the work in this study, is presented in Table 5.

Table 5. Respondents by Occupation

Work	Frequency	Percentage
Student	60	37,5%
Farmer	3	1,87%
Self employed	14	8,75%
Civil Servants/ASN	8	5%
Guru	36	22,5%
Other	75	46,87%
Total	160	100%

Source: Primary Data Processing Results (2025)

Based on Table 4.4 above, of the 160 respondents who are still students, 60 people, or 37.5%, work as farmers; only three people, or 1.87%, work as farmers. In contrast, those who work as self-employed as many as 14 people are equivalent to 8.75%, who work as civil servants/civil servants, which is eight respondents equivalent to 5%, who work as teachers as many as 36 respondents, are equivalent to 22.5%, and those in other occupations are 75 people, equivalent to 46.87%. From the results of the distribution of the frequency of the questionnaire, the respondents' answers to Instagram were as follows:

Table 6. Instagram Answer Frequency

Indicator	SS	S	KS	TS	STS	N
INS1	127	32	1	0	0	160
INS2	106	47	6	1	0	160
INS3	89	63	7	1	0	160
INS4	79	53	20	7	1	160
Total	401	195	34	9	1	640
Percentages	62,7%	30,5%	5,31%	1,4%	0,2%	100%

Source: Primary Data Processing Results (2025)

Based on Table 6 above, some respondents provide statements about Instagram (X1), while others strongly disagree (STS), specifically one respondent, equivalent to 0.2%. Respondents who stated their disagreement (TS) were nine respondents, or equivalent to 1.4%. Respondents who gave statements of disagreement (KS) were 34 respondents, or equivalent to 5.31%. Respondents who provided a statement of agreement (S) were 195, equivalent to 30.5%. Respondents who gave a strongly agreeable statement (SS) amounted to 401, equivalent to 62.7%. From the statements given, respondents tended to provide a very agreeable statement (SS) of 401 or equivalent, which is 62.7%.

From the results of the distribution of the frequency of the questionnaire, the respondents' answers to Transparency were as follows:

Table 7. Frequency of Transparency Answers

Indicator	SS	S	KS	TS	STS	N
TRA1	118	38	3	1	0	160
TRA2	109	43	8	0	0	160
TRA3	111	44	5	0	0	160
TRA4	105	51	4	0	0	160
Total	443	176	20	1	0	640
Presentase	69,21%	27,50%	3,12%	0,15%	0,0%	100%

Source: Primary Data Processing Results (2025)

Based on Table 7 above, some respondents provide a statement about Transparency (X2), specifically those who strongly disagree (STS), which is equivalent to 0.0%. Respondents who stated their disagreement (TS) were one respondent, or equivalent to 0.15%. Respondents who gave statements of disagreement (KS) were 20 respondents, or equivalent to 3.12%. Respondents who provided a statement of agreement (S) were 176, equivalent to 27.50%. Respondents who gave a very agreeable statement (SS) totaled 443, equivalent to 69.21%. From the statements given, respondents tended to provide a very agreeable statement (SS) of 443, equivalent to 69.21%. From the results of the distribution of the frequency of the questionnaire, the respondents' answers to *the Trust* were as follows:

Table 8. Frequency of Trust Answers

Indicator	SS	S	KS	TS	STS	N
TRU1	119	37	4	0	0	160
TRU2	127	32	1	0	0	160
TRU3	124	36	0	0	0	160
TRU4	118	42	0	0	0	160
TRU5	110	49	1	0	0	160
Total	598	196	6	0	0	800
Presentase	74,75%	24,5%	0,75%	0,0%	0,0%	100%

Source: Primary Data Processing Results (2025)

Based on Table 8 above, there are no respondents who provide a statement about Trust (Z), specifically those who strongly disagree (STS), resulting in a percentage of 0.0%. Respondents who stated their disagreement (TS) were also absent or equivalent to 0.0%. Respondents who gave statements of disagreement (KS) were six respondents, or comparable to 0.75%. Respondents who provided a statement of agreement (S) were 196, equivalent to 24.50%. Respondents who stated 'strongly agree' (SS) were 598, equivalent to 74.75%. From the statements given, respondents tended to provide a very agreeable statement (SS) of 598, equivalent to 74.75%. From the results of the distribution of the frequency of the questionnaire, the respondents' answers to the Interest in Distributing Social Donations were as follows:

Table 9. Frequency of Response Interest in Channeling Social Donations

Indicator	SS	S	KS	TS	STS	N
MIN1	107	49	4	0	0	160
MIN2	116	37	6	1	0	160
MIN3	86	63	9	2	0	160
MIN4	92	57	9	0	2	160
Total	401	206	28	3	2	640
Presentase	62,65%	31,40%	4,37%	0,47%	0,31%	100%

Source: Primary Data Processing Results (2025)

Based on Table 9 above, some respondents provide a statement about their interest in Distributing Social Donations (Y), specifically those who stated that they strongly disagree (STS). There are two respondents, or equivalent to 0.31%. Respondents who indicated disagreement (TS) were three respondents, or equivalent to 0.47%. Respondents who gave statements of disagreement (KS) were 28 respondents, or equivalent to 4.37%. Respondents who provided a statement of agreement (S) were 206, equivalent to 31.40%. Respondents who gave a very agreeable statement (SS) totaled 401, equivalent to 62.65%. From the statements given, respondents tended to provide a very agreeable statement (SS) of 401 or equivalent, corresponding to 62.65%.

Table 10. Evaluation of Measurement Models

Variables	Composite Reliability	Cronbach's Alpha	AVE
Instagram	0.880	0.817	0.647
Transparency	0.931	0.900	0.770
Interest in Channeling Social Donations	0.886	0.828	0.661
Trust	0.936	0.915	0.746

Source: Primary Data Processing with WarpPLS 7.0 (2025)

Based on Table 10, the *Composite Reliability* figure for the variable Instagram (X1) is 0.880. The Transparency Variable (X2) is 0.931. In the *variable Trust* (Z) of 0.936. and Interest in Distributing Social Donations (Y) of 0.886, which indicates that all variables have a Composite Reliability value greater than 0.7, meaning they have qualified in the evaluation of the measurement model.

Cronbach's Alpha *value* for the variable Instagram (X1) is 0.817. The Transparency Variable (X2) is 0.900. In the *Trust* (Z) variable of 0.915 and Interest in Distributing Social Donations (Y) of 0.828, which means that of all variables, Cronbach's Alpha value is greater than 0.6-0.7, which means that it has been declared feasible and does not require further consideration.

The *Average Variance Extracted* value for the variable Instagram (X1) is 0.647. The Transparency Variable (X2) is 0.770. In the *Trust* (Z) variable of 0.746 and the Interest in Distributing Social Donations (Y) of 0.661, which means that *the Average Variance Extracted* value of the overall variable is greater than 0.5, so it can be declared to meet the model evaluation criteria and can be continued to the next stage.

Table 11. Loading Factors for Instagram Variables, Transparency, Interest in Channeling Social Donations, and Trust

Instagram		Transparency		Interest in Channeling		Trust	
Indicator	LF	Indicator	LF	Indicator	LF	Indicator	LF
INS1	0.805	TRA1	0.874	MIN1	0.810	TRU1	0.826
INS2	0.842	TRA2	0.895	MIN2	0.823	TRU2	0.879
INS3	0.812	TRA3	0.64	MIN3	0.838	TRU3	0.892
INS4	0.757	TRA4	0.877	MIN4	0.779	TRU4	0.853
						TRU5	0.868

Source: Primary Data Processing with WarpPLS 7.0 (2025)

Based on table 11 of the variables Instagram (X1), Transparency (X2), *Trust* (Z) and Interest in Distributing Social Donations (Y) have met the loading factor value criterion, which is > 0.5, where the loading factor value shows the correlation between the indicator and its construct, so it can be concluded that the loading factor value has been met so that it can be continued to the next stage.

Table 12. Discriminant Validity

Variable Latent	Instagram	Transparency	Interest	Trust
Instagram	0.804			
Transparency	0.714	0.878		
Interest	0.651	0.537	0.813	
Trust	0.655	0.707	0.630	0.864

Source: Primary Data Processing with WarpPLS 7.0 (2025)

Based on Table 12 above, it is evident that the discriminant validity of each variable has been established, as indicated by the square root of the AVE being greater than the correlation coefficient between constructs in each column. These results show that each indicator of the variable can measure the variable precisely than with the other variable, i.e., the Instagram variable (X1) can precisely measure the Instagram variable with the square root of Instagram (X1) to Instagram (X1) of 0.804, greater than the square root of the other latent variable. Likewise, Transparency (X2), with the value of the square root of Transparency (X2) of 0.878, is greater than the square root of other latent variables. For the *Trust* (Z) moderation variable, the square root value is 0.864, indicating that it is larger than the previous AVE square root. Finally, the Interest in Distributing Donations (Y), the square root value of 0.813, is also greater than the previous AVE value.

Table 13. Hypothesis Test

Variable Relationship	β	P-Value	R ²
Instagram → Interest in Donating	0.69	0.01	0.47
Transparency → Interest in Donating	0.53	0.01	0.34
Instagram × Trust → Interest in Donating	0.26	0.01	0.22
Transparency × Trust → Interest in Donating	0.14	0.04	0.35

Source: Primary Data Processing with WarpPLS 7.0 (2025)

The table shows that Instagram has a strong and significant positive influence on interest in donating, with a β value of 0.69, a P-value of 0.01, and an R^2 of 0.47, indicating that Instagram contributes 47% to the variance in donation interest. Transparency also shows a significant positive effect with a β of 0.53, P-value of 0.01, and R^2 of 0.34. Trust plays a moderating role in both relationships: it strengthens the effect of Instagram on donation interest with a β of 0.26, P-value of 0.01, and R^2 of 0.22, and also enhances the influence of transparency with a β of 0.14, P-value of 0.04, and R^2 of 0.35. These results suggest that both Instagram and transparency significantly influence donation interest, and that trust is a crucial factor that further reinforces these effects.

4.2 The Influence of Instagram Engagement on the Interest in Making Social Donations

The findings indicate that Instagram has a positive and significant influence on individuals' interest in making social donations. The high coefficient value and statistical significance demonstrate that effective use of Instagram increases public interest in donating. This finding supports previous research by Permatasari et al., (2019), which states that content delivered through Instagram has the power to shape perceptions and influence donor decisions. Instagram's visual and easily digestible content can create both emotional and rational appeal for potential donors. In other words, social media serves not only as a communication tool but also as a strategic channel for fostering public interest in an institution's social initiatives. Nevertheless, the effectiveness of Instagram in influencing donation interest also depends heavily on the public's perception of content credibility and consistency in the information presented.

4.3 The Influence of Transparency on the intention to Making Social Donations

Transparency also demonstrates a positive and significant effect on individuals' interest in making donations. This study reveals that the greater the level of transparency an institution upholds, the higher the likelihood of public participation in donation activities. This finding aligns with studies by Ramadhan & Maulidizen, (2024); and Wu & Dai, (2025), which emphasize that transparency fosters a sense of security among donors in their decision-making process. Public access to financial reports and program updates—especially when shared through platforms like Instagram—enhances the perception of accountable fund management. However, it is important to note that transparency alone is insufficient. Its effectiveness is contingent on the clarity of the information presented and the reputation of the managing institution. When managed effectively, transparency significantly boosts public trust and, in turn, increases their willingness to donate, as they feel more confident about the benefits and impact of the program.

4.4 Trust as a Moderator of the Relationship Between Instagram and Donation Interest

Trust is found to significantly moderate the influence of Instagram on donation interest. In other words, trust enhances the impact of social media campaigns on individuals' decisions to donate. This finding is consistent with the results of Islam Hatamleh et al., 2024, Hamdani et al., (2024) dan Nita & Soepatini, (2025), which highlight trust as a foundational element in individuals' decisions regarding financial contributions to social causes. Although Instagram can effectively reach a wide audience and deliver compelling content, its impact is considerably amplified when the public has a high level of trust in the donation-managing institution. Conversely, in the absence of trust, even highly engaging and informative social

media campaigns may fail to inspire donation behavior. Thus, trust is a critical factor that must be strengthened to ensure the effectiveness of digital media strategies in influencing donor behavior.

4.5 Trust as a Moderator of the Relationship Between Transparency and Donation Interest

The study also reveals that trust plays a significant role in strengthening the influence of transparency on individuals' interest in making social donations. Trust acts as a lens through which individuals interpret and respond to transparent information. People with a high level of trust are more likely to appreciate and feel secure when encountering open and detailed reports on fund management, thereby increasing their willingness to donate. On the other hand, individuals with low levels of trust may remain skeptical despite transparent and comprehensive information being provided. This finding confirms the study of Ikhwandha & Hidayati, (2019), which suggests that trust is a fundamental pillar in building donor loyalty and engagement. Therefore, efforts to build trust must go hand in hand with implementing transparency practices, as both elements are mutually reinforcing in creating a positive perception that encourages sustained donor participation.

5. Conclusion

This study concludes that the use of social media—particularly Instagram—and the level of transparency in the information shared on these platforms have a positive influence on individuals' interest in making charitable donations. Social interactions facilitated through social media, such as communication, collaboration, and connection, help foster positive perceptions and encourage participation in philanthropic activities. Furthermore, transparency in presenting information such as financial reports and documentation of activities also contributes to increased interest in donating. Trust was found to play a crucial role in strengthening the influence of social media and transparency on donation interest, reflecting the importance of integrity and credibility in building relationships between fundraising organizations and donors.

However, this study is subject to several limitations. First, the sample was limited to active Instagram users, which may not reflect donation behavior across other social media platforms. Second, the use of a cross-sectional design prevents the study from capturing changes in donation behavior over time. Third, the reliance on online questionnaires may introduce bias in respondents' answers. Fourth, the geographic and cultural context of the study may limit the generalizability of the findings. Lastly, trust was the only moderating variable tested, excluding other potentially influential factors such as organizational reputation or fiscal incentives.

Future research is therefore encouraged to include users from a variety of social media platforms to provide more comprehensive comparisons. A longitudinal or experimental approach is also recommended to observe behavioral changes over time and to test causal relationships. Researchers may consider including additional moderating or mediating variables and adopting a mixed-methods approach, such as in-depth interviews or focus group discussions, to explore underlying motivations and perceptions. Moreover, conducting studies in diverse cultural and geographical contexts will enrich the understanding of factors influencing digital donation interest and help refine transparency indicators using more detailed and verifiable measures.

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