



Do Gender, Financial Income, And Religiosity Influence Indonesian's Donations?

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Abstract: This study aimed to identify whether gender, financial income, and religiosity influenced Indonesians' donation behavior during the 2021 Covid-19 pandemic. Besides that, its purpose is also to determine which religiosity dimension significantly correlates to the Indonesians' donation intention during the Covid-19 outbreak. The research questions whether gender, financial income, and religiosity influence Indonesian people's donation behavior in the 2021 Covid-19 pandemic era. The data was collected through questionnaires to 334 respondents in 34 provinces in Indonesia that were then analyzed using Partial Least Square (P.L.S.); it was found that financial income, gender, and religiosity significantly influence donation behavior. The religiosity dimension significantly influences donation behavior is the sincerity of Zakat (Islamic charity tax for wealth) paying routine behavior. In contrast, the religion literature study behavior significantly negatively influences the respondents' donation behavior. This study successfully proves that there are influences of gender, financial income, and religiosity on the respondents' donation behavior. This is very important for many stakeholders, like the government, N.G.O.s, and Zakah Institution, so they can formulate policies and strategies to increase the participation of Indonesian in donating.

Keywords: Donation behavior, Indonesia, Covid-19

Abstrak: Penelitian ini bertujuan untuk mengidentifikasi apakah jenis kelamin, pendapatan finansial, dan agama mempengaruhi perilaku donasi masyarakat Indonesia selama pandemi Covid-19 2021. Selain itu, juga untuk mengetahui dimensi religiusitas mana yang berkorelasi signifikan dengan niat berdonasi masyarakat Indonesia di masa wabah Covid-19. Penelitian tersebut mempertanyakan apakah gender, pendapatan finansial, dan religiusitas mempengaruhi perilaku donasi masyarakat Indonesia

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di era pandemi Covid-19 2021. Data dikumpulkan melalui kuesioner kepada 334 responden di 34 provinsi di Indonesia yang kemudian dianalisis menggunakan Partial Least Square (P.L.S.); ditemukan bahwa pendapatan keuangan, jenis kelamin, dan religiusitas berpengaruh signifikan terhadap perilaku donasi. Dimensi religiusitas yang berpengaruh signifikan terhadap perilaku berdonasi adalah keikhlasan membayar zakat pada perilaku rutin. Sebaliknya, perilaku studi literatur agama berpengaruh negatif signifikan terhadap perilaku donasi responden. Penelitian ini berhasil membuktikan bahwa terdapat pengaruh jenis kelamin, pendapatan finansial, dan religiusitas terhadap perilaku donasi responden. Hal ini sangat penting bagi banyak pemangku kepentingan, seperti pemerintah, LSM, dan Lembaga Zakat, sehingga dapat merumuskan kebijakan dan strategi untuk meningkatkan partisipasi masyarakat Indonesia dalam berdonasi.

Kata Kunci: Perilaku donasi, Indonesia, Covid-19

Introduction

The pro-social behavior is indicated by voluntary and purposeful behavior that aims to give an advantage to other people (Padilla-Walker & Carlo, 2015; Pishghadam, Ebrahimi, Miri, & Shayesteh, 2021), either with a reward or not (Eagly & Crowley, 1986). The empirical study of donation behavior is studied frequently. Noor *cs.* (2015) found that several intrinsic and extrinsic factors, such as age, financial income, education, generosity, and religiosity, influence donation behavior. They found that intrinsic factors like psychographics and behavior significantly influence volunteer or donation behavior. Extrinsic determinants like age, gender, financial income, marital status, and family burden correlate with the finance of donation behavior.

The World Index Report (2014) identified three giving behavior practices: donating money, helping strangers, and giving their time to be volunteers. Gender differences among millennials may play an important role in charity marketing through the social network. Eagly (2009) reported that although gender is involved in pro-social behavior, males and females have different donation behaviors. However, the related study generally reports that females are less empathetic and generous than males (Eagly, 2009; Einolf, 2011; Mesch *et al.*, 2011). Mesch *et al.* (2011) found that female scores are higher than males on the general empathy scale and tend to give charity more than males.

Other than gender, the factor that has already been studied and has a significant influence on donation behavior is financial income. Previous studies found that financial income correlates positively with donation behavior (Iannaccone, Finke, & Stark, 1997; Mesch, 2006). Financial income also positively influences donation behavior (Andreoni, 1990; Choi & Dinitto, 2012; Li, 2017). However, financial income does not have a significant influence on Brunei Darussalam (Bruneian) people's donation behavior because the government takes big responsibility for the charity events in Brunei, so the donation behavior by the people is managed by the government (Lwin, Phau, & Lim, 2013).

Another factor influencing donation behavior is religiosity, a manifestation of religious belief. Religion motivates donation behavior very much (Bekkers & Schuyt, 2008; Bekkers & Wiepking, 2010; Showers, Showers, Beggs, & Cox, 2011; Vaidyanathan, Hill, & Smith, 2011; Metawie, M., El, E.-K., St, M. *et al.*, 2015). Religiosity also influences someone's moral behavior.