

The Impact of Social Media Strategies of Non-Profit Organizations on Covid-19 Donation Intention in Indonesia

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Abstract

Introduction: When a disaster strikes, non-profit organizations working in the field of donations will be beneficial, as their role is to raise funds and direct them toward disaster recovery. A large number of internet and social media users in Indonesia provides opportunities for non-profit organizations to use social media strategies in fundraising promotions. Therefore, this study examined the relationship between non-profit organization strategies on social media such as interactivity and disclosure, as well as transaction safety in influencing the intention to donate in the Covid-19 case in Indonesia. The non-profit organization in this study was a non-profit organization that raised funds through social media for Covid-19 assistance. Social media in this study was not specific to one platform, but to Instagram and Facebook users who know the non-profit organization.

Methods: The study was conducted on Indonesians who have social media accounts and know about the social media of non-profit organizations that were raising funds for Covid-19.

Findings: The study found that interactivity, disclosure, and transaction safety influenced the intention to donate through trust mediation. However, these factors have no direct impact on donation intention. Therefore, trust is an important factor in implementing social media strategies for non-profit organizations because it is the full mediator in this case.

Originality: This study was novel in that it examined the effect of social media strategy on intention to donate, taking into account the perception of payment safety, specifically for the promotion of Covid-19 fundraising through social media by non-profit organizations in Indonesia.

Keywords: Covid-19 Donation, Disclosure, Trust, Transaction Safety, Interactivity.

Introduction

Non-profit organizations are those that are not profit-oriented; this is what distinguishes them from profit-oriented organizations. Non-profit organizations are typically involved in social and community service and their members are volunteers, and each nonprofit organization has distinct goals that define its activities (Carroll, 2018).

There are many kinds of non-profit organizations, one of which is in the humanitarian field. A fundraising organization for disaster victims is an example of a non-profit organization that is in humanitarian field. In the event of a disaster, the organization will raise funds and distribute them to victims in order to alleviate their suffering. When a disaster occurs, such as an earthquake, the resulting impact can be severe, necessitating substantial financial resources to recover. As a result, the existence of a non-profit organization dedicated to disaster recovery is deemed necessary to assist the government in reestablishing normalcy.

Indonesia is a country whose people have a culture of helping each other. According

to the 2021 World Giving Index report, Indonesia has been confirmed as the world's most generous country (CAF, 2021). This is an opportunity for non-profit organizations in Indonesia to maximize donations when raising funds for disaster victims so that the amount of aid can be large and can help more so that recovery from the impact of disasters can be faster. To achieve the best results, it is very important to implement the right strategy for non-profit organizations in Indonesia in their fundraising activities. Based on the reasons above, research related to disaster donation appeared interesting to be carried out in Indonesia.

In early 2020, there were several cases of pneumonia which became known as Covid-19 (WHO, 2020c). A few months later, the number of cases of Covid-19 increased significantly. As of 11 March 2020, more than 118,000 cases have been identified in 114 countries, 4,291 people have died and thousands have been hospitalized, and then WHO has classified Covid-19 as a pandemic on that date (WHO, 2020b). The cumulative number of confirmed cases of Covid-19 in Indonesia was 1.641.194 (as of April 27, 2021) (WHO, 2020a). Covid-19 is a pandemic that can be classified as an event that has different characteristics compared to other disasters that have occurred in Indonesia, such as earthquakes or floods. Duration is one of those distinguishing characteristics. Covid-19 has been going on for a long time, starting from the beginning of 2020 until April 2021 it was still going on. Naturally, the negative impact will be greater due to the prolonged duration. Additionally, Covid-19 occurs globally and has a large number of victims. In addition, Indonesia is a country that has a large population, the population in 2020 is 270.20 million (BPS, 2021). This large population is an opportunity for non-profit organizations to raise funds for handling Covid-19. Therefore, the aid can be maximized. This is the reason why this research is interesting to take the case of raising funds for Covid-19 aid in Indonesia.

Indonesia's population that uses the internet has also increased from 21.98 percent to 47.691 percent between 2015 and 2019 (BPS, 2020). As a result of the pandemic, restrictions on activities outside the home have been imposed, including school policies and online work. Then the uses of internet in pandemic era in Indonesia is increasing massively that caused donation for people who need become easier and popular.

In addition, one of the online donations in Indonesia also showed an increasing tendency as well. Kitabisa.com, which is one of the most popular online or crowdfunding donations in Indonesia, reported in 2017 getting a contribution of \$ 13.43 Million from various online campaigns, the number increased 230% from the previous year (Kitabisa.com, 2017). Regarding the donation of Covid-19, there were several fundraisings in the case of Covid-19 in Indonesia. It was reported that the government team related to handling Covid-19 received a total of more than \$ 4 million in cash donations from the public during that period (Adjie, 2020). The use of social media as a promotional media, such as Facebook, is considered effective because the more exposure to advertisements on Facebook, the higher the likelihood of making an online purchase. In the case of student purchase intentions in an e-commerce (Nurrahmi et al., 2018). In addition, social media platforms can be utilized as a communication tool that is driven by social factors and used for social purposes such as finding assistance, support, and community engagement (Raji et al., 2020). Hence, the same thing is expected to get effective results with the use of social media by non-profit organizations in the donation sector.

To achieve maximum goals, non-profit organizations are the same as other for-profit organizations, namely they must use strategies to attract consumers, which in the

case of non-profit organizations the consumers are donors. A way that can be done is to do a promotion strategy. The service offered through promotion in the case of this donation organization is the activity of collecting funds and then conveying the funds to those who are entitled to receive them. Promotion is a component of marketing communication, which is the means by which an organization communicates with its consumers regarding the products offered (Rowley, 1998). Meanwhile, marketing communication channel is the path through which information is communicated from source to receiver (Belch & Belch, 2011). In this study, the channel used was social media. Through the use of social media, interactive two-way communication is made easier. As a result, non-profit organizations must use appropriate marketing communication strategies to convince donors to donate to the non-profit organization through social media.

There are several studies related to the factors that influence people to donate online. They tried to explain about donations or the intention of donations from various aspects related to donations online or social media. Chen, Y. et al. applied a combination of Social Presence Theory, Theory of Norm Activation, and Theory of Planned Behavior to predicting the intention of donation through online crowdfunding (Chen et al., 2019). In addition, there was a research that investigated the relationship between stimulus (technological characteristics and project characteristics) and organisms (empathy and credibility) and then becomes a response in the form of an intention to donate to charity crowdfunding using several control variables (Liu et al., 2018). In another study, intention to donate via SNS (social network site) was predicted from general attitude towards online donations, SNS features, Internet technology, charity organizations, and projects (Sura et al., 2017). Furthermore, a study investigated donation intention using empathy, social experience, interaction, perceived proximity, and personal impulsiveness (B. Li et al., 2019). In addition, there were studies that examined social media strategies of non-profit organizations that influence the intentions of consumer donations and word of mouth, and used satisfaction and trust as mediations between social media strategies in influencing the intention to donate (Feng et al., 2017). In our study, there is a difference in examining the direct or indirect relationship of social media strategy with intention to donate. This is done to determine the direct effect of the promotion of donations to non-profit organizations using social media without any mediating variables and with mediation.

Meanwhile, trust is an important factor for charity which makes people more likely to volunteer or donate to the organization (Furneaux & Wymer, 2015). There were several studies testing the relationship of trust and donation (Feng et al., 2017) (Chen et al., 2019) (Wymer et al., 2021) (Schultz et al., 2019) (Furneaux & Wymer, 2015) (Farwell et al., 2019) (Y. Z. Li et al., 2018). It was found that there was a significant relationship between Trust and Donation (Feng et al., 2017) (Chen et al., 2019) (Wymer et al., 2021) (Schultz et al., 2019) (Furneaux & Wymer, 2015) (Y. Z. Li et al., 2018).

Several studies used trust as a mediator for social media strategies regarding disclosure and interactivity. Some of them examined the relationship between disclosure or transparency and intention to donate through Trust mediation, and the result was a significant relationship between them (Feng et al., 2017) (Wymer et al., 2021) (Furneaux & Wymer, 2015). To test the mediation of trust between interactivity and donation intention, a study was also conducted, and it was found that there was a relationship between them (Feng et al., 2017). Several studies examining the relationship between interactive and intention with the mediation of trust were also conducted in the case of travel and tourism, and the results were significant (Khare et al., 2020) (Liao et al., 2019)

(Jeon et al., 2017).

Meanwhile, there were also several studies examining the direct relationship between disclosure and intention, as well as the relationship between interactive and intention. They tested the direct influence between interactive and intention in the case of tourism (Liao et al., 2019) (Tan et al., 2018), and others applied in the case of customer purchase intentions of products that presented in social media advertisement (Alalwan, 2018). They proved, that there was a significant relationship between interactivity and intention (Liao et al., 2019) (Tan et al., 2018) (Alalwan, 2018). Interactivity is also an important factor in advertising through the web, because it affects consumer attitudes towards web advertising (Rahimi et al., 2019).

In addition, several studies examined the relationship between disclosure and donations, and they found a significant relationship between disclosure and donation (Rossi et al., 2020) (Blouin et al., 2018) (Saxton et al., 2014) (Gandía, 2011). Transaction safety variable was used by several previous studies to predict online purchasing intentions in social commerce (S. Kim & Park, 2013) (Maia et al., 2019). Trust is influenced by transaction safety and then it affects purchase intention (S. Kim & Park, 2013). Another study examined the effect of security on intention to use mobile banking services, both directly and with the moderation of initial trust (Chiu et al., 2017). In addition, another study examined the relationship between Perceived Security (Transaction Security & Payment Systems) affecting Purchase intentions directly or through mediation of Trust in electronic commerce (Aggarwal & Rahul, 2018). In research related to donations, there was a study that used Transaction Convenience mediated by Empathy and Perceived Credibility to predict donation intentions in charitable crowdfunding (Liu et al., 2018).

Based on previous research related to donations and social media described above, it appeared that some of them have explained the direct relationship between social media strategies and the intention to donate or the indirect relationship between the two through Trust mediation (Feng et al., 2017) (Wymer et al., 2021) (Furneaux & Wymer, 2015). However, to our knowledge, there is a need to explain the relationship between interactivity and disclosure with intention directly and with the mediation of trust simultaneously. Then the relationship between transaction safety either directly or through the mediation of trust on donation intention has not been explained, even though transaction safety which in some studies were related to intentions in another case such as an intention to purchase in social commerce is an important factor (S. Kim & Park, 2013) (Maia et al., 2019). Therefore, to fill this gap, this study examined the direct and indirect (Trust-mediated) relationship between social media strategy (disclosure and interactivity), transaction safety, and donation intention for the online donation of Covid-19 in Indonesia.

The research questions on this study were: 1. Do people's perceptions of interactivity, disclosure, and transaction Safety in nonprofit organizations that promote Covid-19 fundraising affect their willingness to donate to these organizations? 2. Does trust in non-profit organizations that promote Covid-19 fundraising affect willingness to donate to these organizations? 3. Do people's perceptions of interactivity, disclosure, and transaction safety at non-profits promoting Covid-19 fundraising affect willingness to donate to these organizations through Trust mediation?

Methods

The study conducted in Indonesia, using factors that have been formulated in the research framework as shown in figure 1. The samples were Indonesian citizens aged 17 years and over who use social media. 17 years old is considered mature enough to make a decision. The questionnaire used an electronic questionnaire and was randomly distributed via social media to potential targets in Indonesia. The questionnaire was distributed between 24 August to 7 September 2020. The non-profit organization in this study was an organization that raised funds online for the Covid-19 response, and the organization was not specific to one organization, but to every organization known to the respondent.

In this study used SEM, because SEM enables to estimate the relationships between latent variables and observed indicators, and the structural relationships between latent variables simultaneously (Kirby & Bollen, 2009). The robust maximum likelihood estimation technique was selected as the estimation method in this study, to handle the non-normally distributed data effectively (Kline, 2015).

The sample size in this study was 400 respondents with characteristics, gender, age, income/month and education (Table 2). The respondents were Indonesians who know about non-profit organizations that did fundraising for the Covid-19 response throught social media. Chin recommends that the minimal sample for Structural Equation Modeling was between 200-800 (Chin, 2000). Another opinion recommends that the minimum number of samples used for SEM estimation is 200 (Weston & Gore, 2006). According to some ideas from various studies on minimum samples for SEM, therefore the number of samples used in this study was considered to meet the requirements.

This study used some indicators and conducted surveys to check hypotheses empirically. All construction indicators (see Table 1) were scored on a 5-point Likert-type scale (1 = strongly disagree, 5 = strongly agree). The Questions in our study were adopted from several previous studies with modification to fit the context of online donation intention for Covid-19 case.

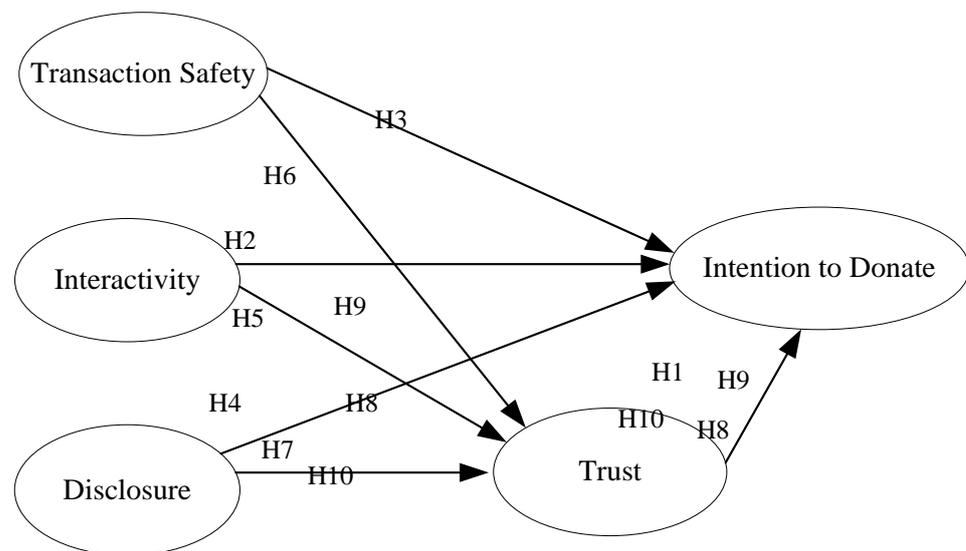


Figure 1. Research Framework (source: author data analysis)

This study used a quantitative approach by making hypotheses from research questions and then testing these hypotheses. The hypothesis can be built as follows:

- H1 : Trust has a positive relationship on intention to donate online for the Covid-19 donation.
- H2 : Interactivity has a positive relationship on intention to donate online for the Covid-19 donation.
- H3 : Transaction Safety has a positive relationship on intention to donate online for the Covid-19 donation.
- H4 : Disclosure has a positive relationship on intention to donate online for the Covid-19 donation.
- H5 : Interactivity has a positive relationship on Trust on Non-Profit Organization.
- H6 : Transaction Safety has a positive relationship on Trust on Non-Profit Organization
- H7 : Disclosure has a positive relationship on Trust on Non-Profit Organization
- H8 : Trust mediates the relationship between Interactivity and intention to donate online for the Covid-19 donation
- H9 : Trust mediates the relationship between Transaction Safety and intention to donate online for the Covid-19 donation
- H10 : Trust mediates the relationship between Disclosure and intention to donate online for the Covid-19 donation

Results

Questionnaire items are question items that have been used in previous studies with modifications and adapted to the context of this research. The items used can be seen in the Table 1. The distribution of questionnaires resulted in the collection of 400 respondents, whose characteristics are listed in Table 2.

Table 1. Items of Variable (Likert scale of 1-5)

Latent Variable	Id	Item	References
Intention to Donate (I)	I1	I will donate next time for Covid-19 Online Donation	(Ranganathan & Henley, 2008) (Smith & McSweeney, 2007) (Feng et al., 2017)
	I2	I would like to donate for Covid-19 Online Donation	(Ranganathan & Henley, 2008) (Smith & McSweeney, 2007) (Feng et al., 2017)
	I3	How much are you likely to donate for Covid-19 Online Donation	(Ranganathan & Henley, 2008) (Smith & McSweeney, 2007) (Feng et al., 2017)
Trust (T)	T1	I will trust organizations on social media to use donated funds appropriately.	(Feng et al., 2017) (Sargeant et al., 2006)
	T2	I will trust organizations on social media to conduct operations ethically	(Feng et al., 2017) (Sargeant et al., 2006)
	T3	I will trust organizations on social media to always act in the best interest of the charitable cause.	(Feng et al., 2017) (Sargeant et al., 2006)
Interactivity (IY)	IY1	Organizations' social media enable information sharing	(Feng et al., 2017) (A. J. Kim & Ko, 2012)

Latent Variable	Id	Item	References
Disclosure (D)	IY2	Conversation or opinion exchange with others is possible through Organizations' social media	(Feng et al., 2017) (A. J. Kim & Ko, 2012)
	IY3	It is easy to deliver my opinion through Organization social media	(Feng et al., 2017) (A. J. Kim & Ko, 2012)
	D1	Content in organizations' social media is authentic	(Feng et al., 2017) (Waters et al., 2009)
Disclosure (D)	D2	Information about finances is credible	(Feng et al., 2017) (Waters et al., 2009)
	D3	Information about the charitable cause is clear	(Feng et al., 2017) (Waters et al., 2009)
Transaction Safety (TS)	TS1	This organization implements security measures to safeguard Its online donors	(S. Kim & Park, 2013)(Cheung & Lee, 2001)
	TS2	This organization typically ensures that transaction-related data is protected from accidental alteration or destruction during Internet transmission.	(S. Kim & Park, 2013) (Cheung & Lee, 2001)
	TS3	I feel secure to the electronic payment system that this organization provides	(S. Kim & Park, 2013) (Cheung & Lee, 2001)

Note: Information about Items of Variable used

This study included three items or indicators for measuring variables (Table 1). The Intention to donate variable employed three items that have been applied by prior researchers (Ranganathan & Henley, 2008) (Smith & McSweeney, 2007) (Feng et al., 2017). These items were modified by modifying this case specifically for Covid-19 Online Donation. Additionally, modifications were made to other items.

Table 2. Respondents' Descriptions

No		Description	%
1	Gender	Man	43.50%
		Women	56.50%
3	Age	17-26	84.25%
		26-35	9.00%
		36-45	4.00%
		46-55	2.00%
		>55	0.75%
3	Income/month	< 283.98 USD	84.75%
		283.98-418.87 USD	8.75%
		425.97-567.95 USD	2.50%
		>567.95 USD	4.00%
4	Education	< Diploma	31.25%
		Diploma	28.75%
		Bachelor	29.75%
		Master	10.00%

 Doctoral

0.25%

 Note: Information about respondent's proportion

In this study, the identity of the respondent was described into several characteristics, namely gender, age, income/month and education (Table 2). Number of respondents based on gender, the proportions are almost the same, namely 43.50% and 56.50%. Meanwhile, the age group was dominated by the age of 17-26, namely 84.25%. While the income criteria were dominated by respondents with a monthly income of less than 283.98 USD, with a proportion of 84.75%. In the meantime, the education criteria of respondents who completed the questionnaire had nearly identical proportions: less than diploma (31.25 percent), diploma (28.75 percent), and bachelor's degree (29.75 percent).

All statistical data analysis results revealed that the model was sufficient for further analysis. It was discovered that the sample was sufficient as evidenced by The Kaiser-Meyer-Olkin (KMO) results. KMO Sampling Adequacy Measure (MSA) has a value of 0.904, as it was greater than 0.5, which signified that the sample was adequate. The chi-square value for the KMO and Bartlett's test was 4.575.02 with a significance value of 0.000, this showed that there was a correlation between variables and was feasible for further analysis. In the anti-image correlation matrices, all diagonal values were above 0.5. Additionally, all Communalities were greater than 0.5, it shows that they meet the required criteria. Cronbach's alpha coefficients are shown in Table 3. Cronbach alpha coefficients was found to be greater than 0.7 across all variables, indicating that they met the construct reliability criteria (Hair et al., 2010).

 Table 3. The measurement of model construct reliability

Latent Variable	Cronbach Alpha Coefficient
Intention to donate (I)	0.864
Trust (T)	0.938
Interactivity (IY)	0.886
Disclosure (D)	0.859
Transaction Safety (TS)	0.872

 Note: acceptance value of Cronbach Alpha coefficient ≥ 0.7

In the table, it can be seen that the highest value for Cronbach's alpha coefficient is 0.938 in the trust variable, this indicated that trust was the most reliable variable. Meanwhile, the smallest was the disclosure variable with a value of 0.859, it was still within the allowed limits for reliable test results.

Confirmatory Factor Analysis (CFA) was conducted to measure how well each latent variable reflected the measured variables. Five latent variables were selected because the latent factors' explanations made the most sense, and the result of total variance explained was 82.175 percent. In testing the measurement model with the statistical technique of confirmatory factor analysis (CFA), the Convergent Validity Test was carried out to test whether the indicator variables used were truly significant in terms of reflecting the construct or latent variables. The Standardized Loading Factor (SLF), Construct Reliability (CR), and Average Variance Extracted (AVE) were all used as convergent validity measure. In this study, the results of these criteria can be seen in Table 4. All variables had $SLF \geq 0.5$, $CR \geq 0.7$, and $AVE \geq 0.5$, which passed the criteria. This implied that the convergent validity was achieved (Hair et al., 2010).

 Table 4. Result of Convergent Validity Test

Indicator	SLF	Error	CR	AVE
I1	0.89	0.21		

I2	0.82	0.33		
I3	0.83	0.31	0.88	0.72
T1	0.91	0.17		
T2	0.92	0.16		
T3	0.92	0.15	0.94	0.84
IY1	0.88	0.22		
IY2	0.76	0.42		
IY3	0.93	0.14	0.89	0.74
D1	0.84	0.30		
D2	0.86	0.26		
D3	0.92	0.15	0.91	0.76
TS1	0.89	0.21		
TS2	0.90	0.19		
TS3	0.88	0.22	0.92	0.79

Note: SLF=The Standardized Loading Factor, CR=Construct Reliability, AVE=Average Variance Extracted

In the convergent validity test analysis, IY 3 (interactivity variable) has the highest SLF value of 0.93 with an error of 0.14. This demonstrated that IY3 was the most influential indicator on the Interactivity variable, as well as the most influential indicator on other variables. While the smallest value was obtained in IY2 which is an indicator of the interactivity variable with an SLF value of 0.76 and an error of 0.44. These values were still within the acceptable limits, hence the indicator can be used as an indicator to measure the interactivity variable. The results of the values of all these indicators show that all indicators meet the requirements, therefore that all indicators are able to measure their respective variables. The results on other criteria, the CR and AVE values on the confidence variable have the largest CR and AVE values compared to other variables, with values of 0.94 and 0.84, respectively. While the lowest value was Intention with a CR value of 0.88 and a CR value of 0.72. All values on all variables were obtained to meet the minimum required limits, this indicated that all variables were valid for further analysis.

This study used the CFA goodness of fit analysis which based on several criteria (Hair et al., 2010) (Hooper et al., 2008). These results indicated that several predetermined criteria have been met as shown in Table 5. As a result, it was reasonable to conclude that the model was fit.

Table 5. Result of Goodness of Fit

Criteria	Result	Cut-off Value
χ^2 / df	1.148	< 2.00
CFI	1	≥ 0.95
IFI	1	> 0.90
NNFI	1	> 0.90
SRMR	0.029	<0.10
RMSEA	0.019	< 0.05
P-Value	0.192	>0.05

Note: df = Degree of Freedom, χ^2 = chi-square

In the model fit test results (Table 5), the value of χ^2 / df was 1.148. While the values for the comparative fit index (CFI), incremental fit index (IFI), and non-normed fit index (NNFI) were 1. Another criteria, standardized root mean squared residual (SRMR), 0.029 was obtained. Whereas the Root mean square error of approximation (RMSEA) and P-

Value criteria were obtained at 0.019 and 0.192, respectively. All of these results are within the specified limits, so the model's Goodness of Fit value is satisfactory. In other words, there is no statistically significant difference between theoretical model and empirical data.

Table 6. Result of Hypotheses

Hypothesis	Relationship	t-value	Result
H1	Trust → Intention to Donate Covid-19 Donation	4.30*	Fail to be rejected
H2	Interactivity → Intention to Donate Covid-19 Donation	0.41	Rejected
H3	Transaction Safety → Intention to Donate Covid-19 Donation	0.79	Rejected
H4	Disclosure → Intention to Donate Covid-19 Donation	0.90	Rejected
H5	Interactivity → Trust	2.40*	Fail to be rejected
H6	Transaction Safety → Trust	8.61*	Fail to be rejected
H7	Disclosure → Trust	3.11*	Fail to be rejected
H8	Interactivity → Trust → Intention to Donate Covid-19 Donation	(2.40*) (4.30*)	Fail to be rejected
H9	Transaction Safety → Trust → Intention to Donate Covid-19 Donation	(8.61*) (4.30*)	Fail to be rejected
H10	Disclosure → Trust → Intention to Donate Covid-19 Donation	(3.11*) (4.30*)	Fail to be rejected

Note: acceptance value of t-value = * $t_{0.05,399} > 1.97$

In this study, 10 hypotheses were developed to answer the research questions. In testing the hypothesis used a t-test with a 95% confidence level, therefore the hypothesis of a relationship with a value of $t_{0.05,399} > 1.97$ can be accepted and vice versa. There were 3 hypotheses with t value < 1.97 , hence that the hypotheses were rejected. On the other hand, the value of 7 hypotheses were greater than 1.97. Hence, the hypothesis were accepted. The summary of the results of the hypothesis can be seen in Table 6.

Discussion

This study investigated the influence of social media strategy (interactivity and disclosure) and transaction security on donation intention to Covid-19 donation directly and through Trust mediation. This study contributes to the social media strategy literature that relate to non-profit organizations, by showing the importance of strategy of social media (interactivity and disclosure), transaction safety and trust in donation intention related to Covid-19 donation in Indonesia.

Trust in this study is the public perception that believes that non-profit organizations that raise funds through social media will carry out their operations correctly and reliably. In this study it was found that trust can affect a person's desire to donate. This finding is in line with previous findings which state the same thing (Feng et al., 2017). Based on this finding, it can be indicated that people who believe in non-profit organizations promoting through social media on Covid-19 cases will have a great opportunity to donate. This means that trust is an important factor in influencing people to donate, so that in carrying out promotions on social media, non-profit organizations must be able to convince the public that their organization is trusted.

Interactivity in this study is defined as the perceived ease of communicating through social media of non-profit organizations related to fundraising promotions. This study found that consumers' perceptions of interactive as a social media strategy has no significant relationship on the intention to donate directly. This was different from previous research which stated that there was a significant effect between interactivity and intention (Liao et al., 2019) (Alalwan, 2018). But there was a study that was in line with this result, where perceived interactivity did not affect intention in the case of purchasing through website (Jee & Lee, 2002). According this finding it indicate that although the promotion of fundraising on social media for the case of Covid-19 communication runs interactively, it does not directly influence the public to donate.

Transaction Safety in this study is defined as the perception of transaction security when donating to non-profit organizations that promote fundraising through social media for handling Covid-19. The finding is that transaction safety did not affect people's intention to donate. This finding contradicts the results obtained by previous researchers (Chiu et al., 2017) (Aggarwal & Rahul, 2018). Based on the finding of this study, it indicates that people's perceptions of payment security when donating to organizations that promote fundraising for Covid-19 on social media do not affect people's intentions to donate to the organization directly.

Disclosure in this study is defined as the perception that there is transparency in the purpose and use of funds in non-profit organizations that promote fundraising through social media for Covid-19 issues. The findings in this study found that Disclosure did not have a direct relationship with the intention to donate. So that the openness carried out by non-profit organizations does not directly make people donate. This contradicts the findings of several previous studies (Rossi et al., 2020) (Blouin et al., 2018) (Saxton et al., 2014) (Gandía, 2011), But there was a study that supports the result of this study (Haski-Leventhal & Foot, 2016).

In this study, the relationship between interactivity and trust was found that interactivity had an effect on trust. This shows that people's perceptions of non-profit organizations that promote fundraising for the handling of Covid-19 by presenting interactive communication through social media can make people have a sense of trust in the organization. This finding is in line with previous research which states the same thing on the relationship between interactivity and trust (Feng et al., 2017) .

The relationship between transaction safety and trust is found that transaction safety has a relationship with trust. This shows that the perception of safety in transactions when giving donations for handling Covid-19 to organizations that raise funds on social media makes people trust the organization. This is consistent with previous studies on social commerce purchase intention (S. Kim & Park, 2013).

The relationship between disclosure and trust is found that disclosure has a relationship with trust. This shows that people's perceptions of openness by organizations that raise funds on social media make people trust the organization. Non-profit organizations that are more open are easier to trust by the public. This finding is in line with previous research which states the same thing on the relationship between disclosure and trust (Feng et al., 2017).

In the indirect relationship between interactivity and intention to donate, namely through trust, it was found that interactivity can affect intention to donate through trust mediation. This result supports previous research (Feng et al., 2017). In this study, there was no direct relationship between interactivity and intention to donate, but with trust mediation, this shows that trust acts as a full mediation variable for their relationship. This

shows that the public's perception of the interactivity of social media communication provided by non-profit organizations that promote fundraising for the handling of Covid-19 does not directly affect the intention of people to donate, but this perception affects the level of trust in the organization and then creates an intention to donate to the organization.

In the indirect relationship between transaction safety and intention to donate, namely through trust, it was found that transaction safety can affect intention to donate through trust mediation. This result supports previous research (S. Kim & Park, 2013). In this study, there was no direct relationship between safety transaction and intention to donate, but with trust mediation, this shows that trust acts as a full mediation variable for their relationship. This shows that the people perception of the transaction safety for people if doing donation on non-profit organizations that promote fundraising for the handling of Covid-19 does not directly affect the intention of people to donate, but this perception affects the level of trust in the organization and then creates an intention to donate to the organization

In the indirect relationship between disclosure and intention to donate, namely through trust, it was found that disclosure can affect intention to donate through trust mediation. This result supports previous research (Feng et al., 2017). In this study, there was no direct relationship between disclosure and intention to donate, but with trust mediation, this shows that trust acts as a full mediation variable for their relationship. This shows that the people perception of the disclosure for non-profit organizations that promote fundraising for the handling of Covid-19 does not directly affect the intention of people to donate, but this perception affects the level of trust in the organization and then creates an intention to donate to the organization.

Hence, in case of Covid-19 donation in Indonesia, it can be interpreted that although public perceptions of non-profit organizations on social media are interactive, disclosure and transaction safety do not directly motivate people's intention to donate, but through trust in organizations and then increasing the donating intention. Therefore, in order to implementing this strategy, the Non-Profit Organization must increase the people perception of trust in Non-Profit Organizations.

This study is limited to cases of Covid-19 donation in Indonesia and does not take individual financial capabilities into account. Additionally, it does not account for respondents' level of familiarity with the Non-Profit Organizations, which means that perceptions may vary depending on the amount of information received.

Conclusion

In this study, the factor that affects Intention to donate directly was trust. Other factors such as interactivity, disclosure and transaction safety did not directly affect the intention to donate for Covid-19 case. However, these factors influence trust in non-profit organizations that conducted fundraising through social media and then influenced the intention to donate to these organizations in cases of Covid-19. Therefore, it can be concluded that non-profit organizations that raise funds by social media Covid-19 especially in Indonesia, which use a strategy by offering interactivity communication, disclosure (financial transparency and the purpose of using donated funds) and explaining transaction safety cannot influence people's intentions to donate directly. However, the third factor can increase trust in the organization and then create an intention to donate. Trust is an important factor in this case, the other three factors are not enough if the organization does not pay attention to trust, so that promotion strategies can be carried

out with the aim of increasing trust in the organization while still paying attention to other strategies. This study has not yet classified social media into different types and has not yet considered their closeness to non-profit organizations through social media. Therefore, it is interesting to conduct further research to compare these types of social media and the level of closeness to these non-profit organizations.

Conflict of Interest

We certify that there is no conflict of interest with any financial, personal, or other relationships with other people or organization related to the material discussed in the manuscript.

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