

# THE IMPACT OF DIGITAL DONATION PROGRAM ATTRIBUTES ON E-COMMERCE COMPANY IMAGE

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**Abstract:** *The research aims to provide more understanding about digital donation programs in e-commerce, particularly Tokopedia, and implement the digital donation strategy to improve company image. Conducted with in-depth interviews, this research serves as an initial step to determine the attributes of digital donation that can be measured as research variables. Independent variables namely: (1) company trustworthiness, (2) information quality, and (3) participation effort can influence company image as the dependent variable. The Data collected from 161 respondents are compiled through a structured questionnaire survey distributed online. The data is analyzed using multiple regression analysis models to find the degree of influence of each independent variable on the company image. The results show that only the information quality and participation effort variables significantly influence the company image. The basis for the formulation of the digital donation program strategy is the improvement of information quality and ease of participation effort. This research provides new insights to support the development of digital philanthropy in the e-commerce industry, particularly in developing strategies for digital donation service.*

**Keywords:** *digital donation, company image, e-commerce, Tokopedia*

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## Introduction

Since the COVID-19, more people are willing to help others. In 2020, digital and non-digital donations increased by 20% (GoPay & Kopernik, 2020). Survey by GoPay & Kopernik (2020) also stated that during the pandemic, 76% of people donated through digital platforms, with an average increase of 72% in nominal donations, which is fueled by social awareness as well as religious reasons for health and social equity. The trend of digital donation tends to increase, driven by social awareness and religious values.

In line with the rising digital donation activities, e-commerce companies are seizing the opportunity alongside the rise of donation habits among digital platform users. E-commerce nowadays is developing more than shopping platforms, providing donation service which supports the development of digital philanthropy in Indonesia. At a glance, top e-commerce companies seem identical with almost similar market sizes. It is becoming harder to distinguish one brand from another in terms of common attributes such as service quality and promotion. Digital donation programs provide a differentiation strategy for e-commerce companies to attract more consumers, as it has become part of the common lifestyle habits to help those in need.

As one of the biggest e-commerce players in Indonesia, Tokopedia is consistently providing digital donation services to help with various causes. Various forms of donation and cause-related marketing campaigns have been carried out before the pandemic to help problems such as natural disasters, education, health, and social issues. Tokopedia collaborates with non-profit organizations such as Kitabisa, WeCare, and Benih Baik to distribute fundraising proceeds. For zakat distribution, Tokopedia collaborates with trusted zakat institutions such as Dompot Dhuafa and Baznas. Tokopedia had recorded donation transactions for more than 42 million rupiahs from early 2020 to November, and the value increased more than 6,5 times compared to the previous year (Tokopedia, 2020). It shows the high enthusiasm of the consumers in donating and sharing kindness for those in need. The donation beneficiaries also benefited a lot from the money that was collected through various fundraising campaigns. Tokopedia continues to improve its donation feature to achieve its vision of establishing a super ecosystem where anyone can find anything in one platform.

Aside from the growth, a report from BAZNAS (2020) concluded that digital donation can still be increased based on participation and realization. The reception rate of online donations through e-commerce platforms is still low compared to other digital platforms or offline donation methods. Tokopedia, as an e-commerce company, also faces several challenges in implementing the digital donation program. The challenges in increasing donation participation are lack of awareness, insufficient information, and doubts about the credibility of digital donation programs. Despite the untapped potential and challenges, digital donation strategy is believed to provide intangible benefits such as improving company image. The best strategy is needed to maximize the benefit of digital donation for the company. This research attempts to provide insights about digital donation attributes to implement further the digital donation strategy that helps improve a company image. Several studies had addressed this issue and provided insights related to digital fundraising. However, there is still a lack of studies about digital donation in the Indonesian e-commerce context. It is expected that this research will help to fill the gap in the literature related to the Indonesian e-commerce context and provide further recommendations for the industry players.

## Literature Review

The literature review is divided into five discussions. The first part explains the digital donation programs in general, and the next four parts give more understanding regarding the attributes of the digital donation programs.

### Digital Donation Program

Over the past few years, Indonesia's e-commerce competition remains intense, with the COVID-19 situation helping accelerate the digital transformation. E-commerce companies, including Tokopedia, are establishing more extensive ecosystems involving various stakeholders and transforming into a super ecosystem (The Jakarta Post, 2020). The transformation allows e-commerce to evolve beyond a shopping platform, offering various services, including donations. The digital donation trend has grown with the rise of the e-commerce industry (Bennett, 2009). The trend explains the rapid increase in relations between business and charitable causes (Wymer & Samu, 2009). A digital donation is a form of crowdfunding that seeks to help charitable causes (Reddy & Tan, 2017). Another form of crowdfunding program includes equity-based, reward-based, and debt-based crowdfunding (Thapa, 2020). Donation programs are different from other crowdfunding types since it does not offer any material reward or compensation (Salido-Andrés, Rey-García, Alvarez-González, & Vázquez-Casielles, 2019). Liu, Suh, & Wagner (2018) described the donation program as a charitable practice to gather monetary aid for causes collected from small donation funds by individuals to reach a sufficient number of contributions.

Salido-Andrés, Rey-García, Alvarez-González, & Vázquez-Casielles (2019) suggested that digital transformation had changed the nature of crowdfunding programs. Digital donation programs are fully channeled through digital platforms to reach a broader audience. Shifting conventional donation methods to digital methods allows the process to be more efficient, quicker, and easier in money transfer (Sura, Ahn, & Lee, 2017). The borderless characteristics of digital platforms allow the co-creation of social initiatives between various stakeholders (Kull & Heath, 2015). A digital donation program typically involved four stakeholders, which are promoters, recipients, donors, and platforms (Ba, Zhao, Zhou, & Song, 2020). E-commerce such as Tokopedia acts as the intermediary between non-profit organizations as the main promoters and consumers as the donors by providing a platform that allows them to contribute to the recipients. Digital donation programs can be incorporated as business strategies, taking various forms besides simple monetary donation such as cause-related marketing, checkout donation, and zakat payment. Cause-related marketing refers to a form of marketing activity where a company agreed to give a certain amount of donation based on each sold product or service (van den Brink, Odekerken-Schröder, & Pauwels, 2006). Checkout donation is a donation method included as a part of the shopping process, where the donation payment will be added during the checkout process (Xia & Bechwati, 2017). According to Hudaefi & Beik (2021) a zakat is a form of almsgiving that acts as an obligation for capable and self-sufficient Muslims. Various forms of donation programs in e-commerce can accommodate different user preferences and increase the intention to participate in donation programs.

The collaboration between Tokopedia, non-profit organizations, and consumers can be considered as a win-win solution for each stakeholder (Handa & Gupta, 2020). It enables Tokopedia to add new value to the company while improving consumer attitude and company image (Wymer & Samu, 2009). Kim & Kim (2016) assess charitable programs such as digital donation as a smart combination between business and corporate philanthropy. Digital donation programs help non-profit organizations generate more traffic from e-commerce users. Consumers can support social causes while fulfilling their own needs with digital donation

programs (Handa & Gupta, 2020). While it did not provide tangible or financial rewards, digital donation programs appeal to consumers who anticipate intangible rewards such as emotional satisfaction after making specific contributions (Robiady, Windasari, & Nita, 2020).

A well-designed digital donation strategy can be advantageous for the company (Fowler & Thomas, 2019). Charitable programs positively influence the company, providing benefits such as giving a competitive advantage, improving company reputation, enhancing corporate image, driving consumers' satisfaction, and leads to consumers' purchase intention (Singh & Pathak, 2020). To maximize the advantages of digital donation programs, the company needs to understand how to conduct the best strategies. Companies should wisely choose which causes and non-profit organizations will be supported and featured in the programs.

### **Company Trustworthiness**

Küchler, Hertel, & Thielsch (2020) conducted a study that suggested consumers' trust in the company as a predictor of digital donation behavior. The study shows that company trustworthiness is a determinant of the willingness to participate in digital donation programs. Trust is defined as confidence that the company is reliable and will behave responsibly (Morgan & Hunt, 1994). Consumers are likely to examine the company and partner non-profit organizations' credibility before making any donation. According to Liu, Suh, & Wagner (2018), consumers are expected to be more concerned about transparency and trustworthiness since digital donation programs did not offer any material rewards. Participants of digital donation programs might be concerned about the possibility of misconduct in the donation fund collection process (Huang & Liu, 2020), leading to suspicion or scepticism regarding the donation organizers. Zhang, Tan, Sun, & Yang (2020) stated that trust also could be formed by consumers' experience of the company service. Positive experiences can reduce uncertainty and lead to confidence in donating, while negative experiences might cause reluctance to donate. The utilization of digital platforms for donation programs comes with its benefits and risks. Usman, Mulia, Chairy, & Widowati (2020) suggested that trust is closely related to acceptance of risk and vulnerability in the digital donation programs. Threats of digitally conducted programs include data breach, privacy violation, and fraud (Zhang, Tan, Sun, & Yang, 2020). Transaction security is the main concern for digital platform users. Lack of security in transaction and data protection creates doubts that lead to an unwillingness to engage in digital donation programs. Trust helps reduce uncertainty and relieve consumers' doubts to participate in the programs (Aji, et al., 2020). Companies should be able to maintain trustworthiness in order to encourage more participation in digital donation activities. Trustworthiness plays a crucial role in encouraging consumers to believe that the company will be fair, honest, and able to keep their promises to support the cause (Iscioglu, 2019).

### **Information Quality**

Information quality plays a significant role in determining the donation program's success. The dissemination of information can help create awareness between consumers and further persuade them to participate in the program. The information refers to a set of facts and knowledge regarding the digital donation program that can provide important insights for potential donors. Before deciding to donate, potential donors possibly gather information related to the promoters and the donation campaigns (Salido-Andrés, Rey-García, Alvarez-González, & Vázquez-Casielles, 2019). According to Liu, Suh, & Wagner (2018), the decision to donate can appear immediately after potential donors digest information about the donation campaign. Effective communication strategy and message framing become important matters to influence donation behavior (Huang & Liu, 2020). Promoters should be able to provide

relevant and credible information for potential donors. Quality information provided alongside donation programs helps to increase consumers' willingness to donate (Beier & Wagner, 2015). Accurate, timely, and well-provided information potentially helps consumers emotionally resonate with the digital donation campaign (Liu, Suh, & Wagner, 2018). Emotional appeal is the relevant factor in social campaigns. The way to evoke consumers' emotions is through storytelling, which can be defined as a compelling story or information expressed to stimulate the readers' emotion (Robiady, Windasari, & Nita, 2020). Bennett (2009) found that emotion appeals in a donation campaign are effective in encouraging intention to donate. Another essential factor that needs to be conveyed to potential donors is transparency of the donation funds. Lack of transparency and credible information might cause potential donors reluctant to donate. The donors need to be reassured not only during the program, but also post-program, where the funds collected are given to the beneficiaries and utilized properly (Salido-Andrés, Rey-García, Alvarez-González, & Vázquez-Casielles, 2019).

The tendency for short-attention-span often occurs on digital platform users as the increasing information (Thapa, 2020). Information should be presented in a brief, clear, and appealing manner. The use of images and videos alongside simple text can help to convey information to be more attractive. Studies found that videos can increase more engagement than image and text, improve communication and trust, and show the promoter's effort (Beier & Wagner, 2015; Thapa, 2020). Apart from being a donation channel, a digital platform is also helpful for disseminating information. The digital platform should contain information regarding the procedure to participate. The use of social media platforms helps to reach more audiences and increase word-of-mouth spreading. Social media channels attract more potential donors, especially the younger generations who are more active on social media (Wallace, Buil, & de Chernatony, 2017).

### **Participation Effort**

Landreth (2002) defined participation effort as the required attempts for consumers to participate in digital donation programs. Participation effort can also refer to the amount of required time and energy beyond purchase to contribute through donation programs (Handa & Gupta, 2020). The requirements and perceived degree of effort can influence consumers' intention in participating in the digital donation campaigns and their perception of companies' digital donation efforts (Ahn & Lee, 2019). The previous studies show positive association (Ellen, Mohr, & Webb, 2000; Hou, Du, & Li, 2008) and negative correlation (Liu, Suh, & Wagner, 2018; Landreth, 2002; Shazly & Mahrous, 2020) between high participation effort with consumer responses and participation intention. More recent studies show that potential donors prefer easier participation efforts. The growth of digital technology provides more convenience and ease of participation (Singh & Pathak, 2020). As the digital platform grows, consumers demand for convenience, speed, and exceptional service quality (Usman, Mulia, Chairy, & Widowati, 2020). It can be expected that more effortless participation will increase potential donors' willingness to donate.

According to Zhang, Tan, Sun, & Yang (2020) the process that the consumers will go through in a digital donation program is similar to online shopping. Consumers will go through steps and encounter an interface that is identical to the online shopping process. There are different donation programs in e-commerce platforms including the donations with purchases or donation payment without purchases in a separated menu. Usability is an important factor for digital platforms, referring to how users can use a service to achieve specific goals effectively and efficiently (Küchler, Hertel, & Thielsch, 2020). The digital platform must guide consumers through the required process (Zhang, Tan, Sun, & Yang, 2020). Technology also supports the

ease of transactions with online payment systems embedded in the digital platform (Liu, Suh, & Wagner, 2018). With all the provided convenience, it is expected that the whole donation process can be done in one platform. As a supplementary program, consumers will also expect that the donation process would not interfere with the main shopping flow.

### **Company Image**

Image is the set of interpretations of a known object through which people describe, recognize, or relate to it (Van Riel, 1995). Company image can be suggested as the interpretation or perception related to a company. Van Rekom (1997) defined company image as a result of understanding based on consumers' beliefs, ideas, feelings, and impressions of a particular company, which is also linked to the consumers' attitude towards certain companies. Consumers might use perception of the company image when deciding to use the product or service from a company. Iscioglu (2019) stated that a positive image is a foundation for corporate success and can be a competitive advantage. Public image has a big role in determining the company's success or failure (Usman, Mulia, Chairy, & Widowati, 2020). Positive public perception of a company helps to improve reputation and gives a competitive edge for a company. Furthermore, company image leads to improved marketing performance indicators such as purchase intention and consumer loyalty (Karaosmanoğlu, Banu Elmadağ Baş, & Zhang, 2011).

A donation program is an approach to combine selling and charitable activities that helps to improve a company image (Nichols, 1990). A digital donation program can be a strategic tool to build a positive company image in the consumers' minds (Chattananon, Lawley, Supparerkchaisakul, & Leelayouthayothin, 2008). Companies expect to benefit from image improvement through supporting causes (Handa & Gupta, 2020). In terms of the e-commerce industry, a donation program is a way of diversifying services to create a one-stop service platform that provides various services for its users. The implementation of the digital donation program is one of Tokopedia's commitments to form a super ecosystem that digitally helps and accelerates economic equity in Indonesia (Tokopedia, 2019). The donation programs create mutual benefits to the non-profit organizations and companies. Non-profit organizations depend on companies' fundraising behaviors to achieve their objectives in supporting causes, while companies seek image improvement in return (Mazodier, Carrillat, Sherman, & Plewa, 2021). According to Chang & Liu (2012), the effective implementation of donation programs enables the company to build a positive image or repair tarnished reputation. Consumers nowadays are more concerned about a company's social responsibility, and they might look for a company that can fulfil their obligation. The existence of digital donation programs is expected to form a socially responsible corporate image.

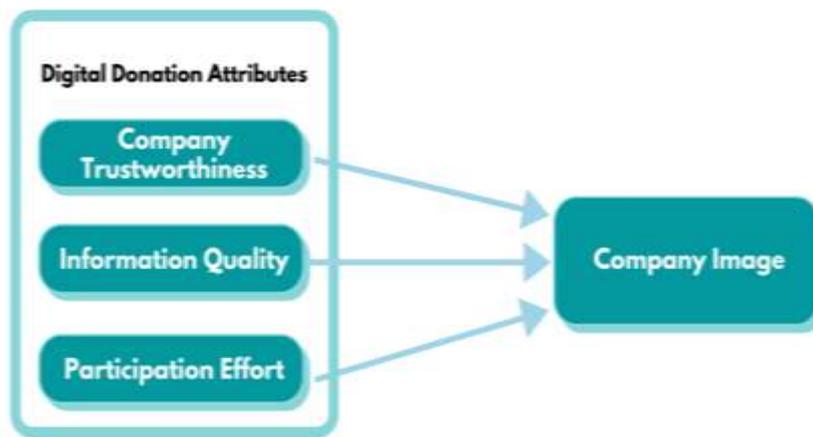
### **Methodology**

The methods used for this research were exploratory research and conclusive research. Exploratory research is the initial step in this research to provide additional understandings of phenomena related to the research topic (Malhotra, Nunan, & Birks, 2017). The variables obtained from previous studies were further examined through exploratory research with in-depth interviews to determine their suitability with the research objectives. The analysis of previous studies combined with the in-depth interview results were used to develop variables for this research and hypothesized the relationship between variables.

The next step after exploratory research is a conclusive research method to test specific research hypotheses and describe specific relationships between the variables. There are two types of conclusive research: descriptive and causal research (Malhotra, Nunan, & Birks, 2017). This research primarily used the causal method to determine the relationship between the cause

(independent variables) and the effect (dependent variables). Causal research is more structured and provides evidence related to the cause-and-effect relationship. Data analysis on causal research was conducted using a quantitative approach. Quantitative data analysis was carried out using a structured survey in the form of a questionnaire. The objective of the questionnaire is to measure the effect of the independent variables on the dependent variable.

The data obtained from the questionnaire were further measured using the multiple regression analysis models to determine the significance of the relationship between the independent variables and the dependent variables. The data processing was performed using SPSS 26 software. The conceptual framework shown in **Figure 1** below describes the relationship between independent variables (Company Trustworthiness, Information Quality, and Participation Effort) and dependent variable (Company Image). Based on the relationship model, it is hypothesized that Company Trustworthiness, Information Quality, and Participation Effort as independent variables influence Company Image as the dependent variable.



**Figure 1: Conceptual Framework**

### Questionnaire Development

A questionnaire is used in this research to collect data and insights from the respondents. The researchers were further elaborated the determined research variables into indicators. Each variable has its indicators, with seven indicators for the Company Trustworthiness variable, six indicators for the Information Quality variable, six indicators for the Participation Effort variable, and two indicators for the Company Image variable. There was a total of 21 indicators for the questionnaire. The measurement used is seven points Likert scale, ranging from 1 as strongly disagree to 7 as strongly agree. **Table 1** shows the guidelines for the questionnaire.

**Table 1: Questionnaire Guidelines**

Variables	Indicators
Company Trustworthiness	I can rely on services provided by Tokopedia to fulfil my needs. I have positive experience in using Tokopedia to fulfil my shopping needs. I believe that Tokopedia can protect its consumers' privacy. I believe that Tokopedia is conducting the donation programs responsibly. In my opinion, Tokopedia is transparent enough in conducting donation programs.

	<p>I believe that the donations raised from the program will reach those in need.</p> <p>In my opinion, Tokopedia is collaborating with various reliable digital fundraising platforms and non-profit organizations.</p>
Information Quality	<p>I think it is easy to find information about digital donation program in Tokopedia.</p> <p>I think the information about digital donation program is clear enough. The information about digital donation program is presented in a visually appealing manner.</p> <p>In my opinion, digital donation campaign in Tokopedia can persuade consumers' intention to donate.</p> <p>I frequently encounter digital donation campaigns on various platforms. Tokopedia is providing information about the utilization of donation for the donors.</p>
Participation Effort	<p>I think the process to participate in the digital donation program is easy.</p> <p>In my opinion, the existence of a digital donation program completed the services provided by Tokopedia.</p> <p>I am still eager to donate even though I had to spend more money. The availability of smaller donation amounts is helpful to donate. The availability of various transaction methods makes it easy to donate. I think the existence of digital donation features do not interfere with the shopping flow.</p>
Company Image	<p>The existence of a digital donation program is adding more positive outlook for Tokopedia.</p> <p>I think the existence of digital donation program shows that Tokopedia has high social awareness.</p>

## Results

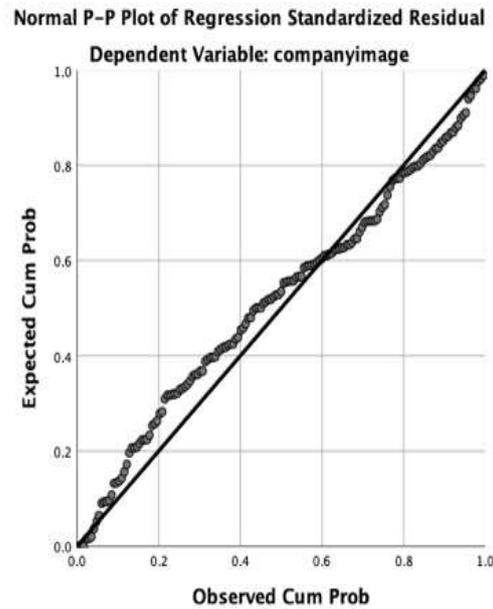
The data used for the analysis was obtained from a questionnaire of 161 respondents who were familiar or previously participated in Tokopedia's digital donation program. Validity and reliability tests that were performed before conducting the multiple regression analysis indicated that the data was valid and reliable, thus can be used for the subsequent analysis.

### Classical Assumption Test

Classical assumption test was conducted in this research before conducting multiple regression analysis to ensure the validity of the model as a predictor.

### Normality Test

A normality test was conducted to find out whether the data can be considered to be normally distributed or not. **Figure 1** shows that the data has normal distribution.



**Figure 1: Normality Test Result**

#### Multicollinearity Test

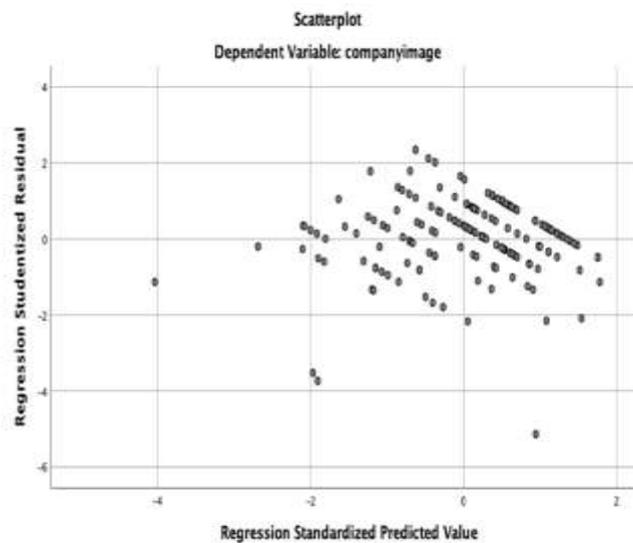
A multicollinearity test was done using the Tolerance and Variance Influence Factor (VIF) as a basic guideline for decision making. **Table 2** shows that there is no sign of multicollinearity.

**Table 2: Multicollinearity Test Results**

Independent Variable	Tolerance	Required Tolerance Value	VIF	Required VIF Value	Conclusion
Company Trustworthiness	0,432		2,315		Non-Multicollinearity
Information Quality	0,461	> 0,10	2,168	< 10	Non-Multicollinearity
Participation Effort	0,436		2,292		Non-Multicollinearity

#### Heteroscedasticity Test

The heteroscedasticity test was used to determine whether there is variance inequality of an observation residual value in a linear regression model. **Figure 2** shows that there are no signs of heteroscedasticity.



**Figure 2: Heteroscedasticity Test Results**

### Multiple Regression Analysis

Regression analysis is a method for testing the presence or absence of influence between one variable and another, which is expressed in a mathematical equation. In this research, multiple regression analysis was performed with the three dimensions (Company Trustworthiness, Information Quality, Participation Effort) as independent variables and Company Image as a dependent variable.

**Table 3: Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,762 <sup>a</sup>	0,580	0,572	1,63847

- a. Predictors: (Constant), Participation Effort, Information Quality, Company Trustworthiness  
 b. Dependent Variable: Company Image

**Table 3** provides information about the coefficient of determination's value, which is the independent variables' simultaneous contribution to the dependent variable. It is known that the coefficient of determination or R square is 0,580 or 58%. This figure indicates a correlation degree where independent variables (Company Trustworthiness, Information Quality, and Participation Effort) simultaneously affect the dependent variable (Company Image) by 58%. The remaining 42% (100% - 58% = 42%) are influenced by other variables that are not included in this research.

**Table 4: ANOVA<sup>a</sup>**

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	582,210	3	194,070	72,291	0,000 <sup>b</sup>
Residual	421,480	157	2,685		
Total	1003,689	160			

- a. Dependent Variable: Company Image  
 b. Predictors: (Constant), Participation Effort, Information Quality, Company Trustworthiness

The F test is suitable for testing the simultaneous influence of a combination of independent variables (Company Trustworthiness, Information Quality, and Participation Effort) on the dependent variable (Company Image). Based on **Table 4**, it is known that the significance value (Sig.) from the F test is 0,000, and the F calculation value is 72.291. The F table's value based

on the F value distribution table is known to be 2.66. Significance value (Sig.)  $0.000 < 0.05$  and F calculation value  $72.291 > F$  table 2.66 indicates that the independent variables simultaneously affect the dependent variable. Overall, the regression model significantly predicts the outcome variable.

**Table 5: Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	-1,983	1,017		-1,949	0,053
	Company Trustworthiness	0,052	0,037	0,109	1,385	0,168
	Information Quality	0,162	0,034	0,368	4,833	0,000
	Participation Effort	0,178	0,038	0,371	4,736	0,000

a. Dependent Variable: Company Image

Based on the results from **Table 5**, the obtained regression equation is:

$$Y = -1,983 + 0,052X1 + 0,162X2 + 0,178X3$$

T test on multiple regression analysis helps to determine whether the independent variables partially or respectively affect the dependent variable. In the t test, the degree of the significance value (Sig.) and the comparison between the t calculation value and the t table can be used as the primary references for decision making in research hypothesis testing. If the significance value (Sig.)  $< 0.05$ , it can be said that there is an effect of the independent variable on the dependent variable. Moreover, if the t calculation  $>$  t table's value means that there is an effect of the independent variable on the dependent variable. For the residual df value of 157 (as shown in **Table 4**), the t table value is 1,975.

Company trustworthiness as an independent variable do not affect company image as the dependent variable (Sig. =  $0.168 > 0.05$ ; t calculation =  $1.385 < 1.975$ ). Information quality as an independent variable significantly and positively influenced company image as the dependent variable (Sig. =  $0,000 < 0,05$ ; t calculation =  $4,833 > 1,975$ ). Lastly, participation effort as an independent variable has a significant positive relationship with the company image as the dependent variable (Sig. =  $0,000 < 0.05$ ; t calculation =  $4,736 > 1,975$ ). Information quality has the highest t calculation value, which indicates that it has the highest influence on company image, followed by participation effort. Company trustworthiness as the independent variable partially has no significant influence on company image as the dependent variable.

### Conclusion

The results of data processing using SPSS with multi regression analysis show that there were several factors from the digital donation program that could influence Tokopedia's company image, namely as follows:

- Improvement of information quality regarding the digital donation programs.
- Easier participation effort required to participate in digital donation programs.

Company trustworthiness as one of the variables tested was proven to have no significant effect on the company image of Tokopedia. The three independent variables tested have a

simultaneous influence on the company image as the dependent variable, but partially the company trustworthiness variable does not affect the company image. It can be concluded that trustworthiness is not enough to influence the company image significantly. Other factors are probably needed as an intermediary between trustworthiness and company image, for example, information quality. The addition of sufficient information about the program can support confidence in implementing a digital donation program.

Information quality is the most crucial factor that must be improved to enhance Tokopedia's company image through the digital donation program. The availability of sufficient information can also increase the awareness and intention to participate in digital donation programs. As mentioned in the previous section, it is not enough to only rely on trustworthiness without providing sufficient information consistently. Potential donors need to be informed to be able to trust Tokopedia to channel the donations. Easier access to information and effective and attractive information deliverables are also needed to improve the donation program's quality. Besides information quality, another thing that needs to be considered is participation effort. Since technology advances, donors tend to choose donation programs with easier required participation effort. As an additional program, the donation program should not interrupt the shopping flow or give potential donors difficulties. The ease of participation effort can also help to increase the intention to donate.

### **Theoretical Implications**

This study argues that digital donation program attributes used as the research variables positively influence the company image of Tokopedia as the e-commerce promoter of the donation program. Variables tested in this research are adapting various studies related to crowdfunding or donation program in various industries. Limited studies regarding digital donation in e-commerce encouraged the researcher to conduct the exploratory study and further explore digital donation program attributes appropriate to the Indonesian e-commerce context. This result of this research aligns with previous studies that stated information quality and participation effort as influencing factors in a digital donation program.

Several studies (Salido-Andrés, Rey-García, Alvarez-González, & Vázquez-Casielles, 2019; Küchler, Hertel, & Thielsch, 2020; Thapa, 2020; Liu, Suh, & Wagner, 2018; Beier & Wagner, 2015) found that information deliverables as a crucial attribute in conduction of donation program, whether as success measures or influence willingness to donate. The findings from this research align with the previous studies since it suggests that information quality is crucial in influencing the company image. This research also suggests participation effort as an influential attribute of digital donation programs. The findings from previous studies (Landreth, 2002; Liu, Suh, & Wagner, 2018; Shazly & Mahrous, 2020; Sura, Ahn, & Lee, 2017) also explain participation effort as a factor affecting willingness to donate and evaluation of the offered program. The results contradict studies by Ellen, Mohr, & Webb (2000) and Hou, Du, & Li (2008) that found higher participation effort influenced intention to donate and evaluate the program. Another suggestion from the research is that company trustworthiness had no direct impact on company image. This finding is different from previous studies (Küchler, Hertel, & Thielsch, 2020; Huang & Liu, 2020; Usman, Mulia, Chairy, & Widowati, 2020; Aji et al., 2020) that find trustworthiness as a determinant factor in the evaluation of digital donation program. Overall, this research contributes to giving new insights into digital donation programs in Indonesia's e-commerce context.

### **Practical Implications**

This study provides important implications to design the strategy and improve the conduction of digital donation or crowdfunding programs. The result of this research indicates that information delivery and ease of participation are some things that should be considered in implementing the digital donation program. Information delivery needs to be considered in order to increase consumer awareness and positive perception. The utilization of information channels can help to attract more potential donors. Social media is one of the accessible and well-known channels for e-commerce users that can be used to spread information. Donations are closely related or can be triggered by empathy, so a delivery technique is needed to evoke the emotion that leads to the willingness to donate. Information delivery using evocating storytelling with appealing visuals can be more attractive for potential donors. Besides, it is necessary to pay attention to the information's clarity and transparency to ensure donors' trust. The availability of post-donation information containing the utilization of donations raised for recipients can also increase program transparency and donors' trust.

Digital donation service should be designed with an approach that can accommodate all users. User testing can be done to find out any improvement points needed in the steps of the donation journey. The donors prefer practical and convenient forms of donation, so that organizers can consider programs that are easier to participate. Programs that can be considered include checkout donations, donations with purchase, or simple monetary donation. The process can be done in application by minimizing the required clicks in the journey to support ease of participation. Simplified transaction process and the availability of various payment methods increase ease of participation. Optimization of the donation menu in the application can also help compile programs easily searched by potential donors.

### **Future Research**

This research used the digital donation program in Tokopedia as a case study to be analyzed further. This research has several limitations, mainly on the limited case and the number of involved respondents. Other e-commerce companies with similar programs can be included in future research to obtain more representative data of the conditions of digital donation programs in the Indonesian e-commerce industry. The number of respondents can be increased by considering a wider variety of demographic conditions such as age, location, income, and expenditure. The researcher also recommends more specific research, for example, finding out about donation trends in certain demographic groups or donation programs in certain forms. Further research needs to be carried out to improve the programs that have been implemented. Another recommendation is to include other variables outside this research, such as more customer-centric variables. Further research can also consider analyzing digital donation programs found in tech-based companies outside the e-commerce field.

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