The Influence Of Brand Image On Online Donation Loyalty On The SharingHappiness.org Platform

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Abstract

Philanthropic organizations are social service institutions whose funding comes from donors. Fundraising is not only done conventionally, but also through online fundraising (crowdfunding). In the midst of many similar organizations in Indonesia, it is important for the SharingHappiness.org platform to build a positive brand image to increase donor trust and loyalty.

The method used is quantitative with a descriptive approach, data processing is done using SPSS version 29 through descriptive analysis, validity test, reliability, simple linear regression, and t test.

The results showed that brand image has a positive and significant effect on donor loyalty. This is evidenced by the R Square value of 0.533 or 53.3%, a significance value of 0.001 <0.05, and a calculated t value of 10.570> t table 1.984. It can be concluded that the stronger the SharingHappiness.org brand image in the minds of the public, the higher the loyalty of donors to make repeated donations on the platform.

Keywords: Brand Image, Loyalty, Crowdfunding, Online Donation.

Introduction

According to the Word Giving Index (2024), Indonesia ranks first in the World Generosity Index for the seventh consecutive year. In determining the assessment of the most generous countries, several indicators are carried out, namely based on the percentage of helping a stranger, based on the percentage of volunteered time, and based on the percentage of regular donations in the form of money (donated money). In Indonesia, 90% donated money and 65% volunteered time.

Indonesia being a country with a majority of Muslims, supporting philanthropy has the potential to grow to be large to overcome the economy of the people. This supports the practice of philanthropy getting stronger, especially in the form of zakat, infaq, and shodaqoh (Madjakusumah & Saripudin, 2020). The concern and generosity of the Indonesian people is

one of the opportunities for the development of fundraising and distribution of social funds in philanthropic organizations.

Crowdfunding is an online platform for fundraising that has the potential to help and finance social activities, a project or a business unit. Crowdfunding is also part of financial technology that can facilitate and accelerate the community in the transaction process (Linardi et al., n.d.), which aims to raise donation-based funds from the public to fund an activity without expecting rewards or money back. Fundraising is done through a campaign that contains information on what, who, where, why, and how much funds are needed.

In Indonesia, there are several other crowdfunding websites in online fundraising such as KitaBisa.Com, Rumah Zakat, WeCare, PeduliSehat, BenihBaik, SedekahOnline, DompetDhuafa and LingdungHutan.

With so many crowdfunding platform competitors, donors can easily switch and move around in using crowdfunding. So an effective strategy is needed to win the market in fundraising. One of them is to build a brand image to build a good reputation in the minds of the public.

According to (Kotler, 2019) in (Rahmayani, 2024) explains that in a tight and high competition, it is necessary for the company's ability to manage customer loyalty because it is the key to the company's success.

Retrieved from (Nugroho, et al, 2020) brand image is a perception in the minds of the public related to the perceived impression of the brand. By building a good brand image, it can build donor loyalty to continue to choose and be loyal to the brands they trust.

Loyalty can be defined as the level of customers who make repeated purchases due to feelings of satisfaction and positive assessments of the product or service (Nugroho et al., 2020).

Apart from being influenced by brand image, donor loyalty can also be influenced by trust and also the positive experiences received by donors when using the platform. The impact of

trust will be related to loyalty.

In accordance to (Ontarina, 2022) someone who becomes a loyal customer, will not only make repeated purchases, but will continue to follow the pipeline of new products or services from the brand. Likewise, when they become loyal donors, they will continue to follow the campaign pipeline raised by the platform and contribute to the donation.

In line with research conducted (Bestari & Rahadian, 2020) which reveals positive experiences can strengthen the relationship between brand image and loyalty. This can be used as a strategy to achieve success in the long term.

Also supported by the results of research (Ari Lestari, n.d.), namely simultaneously and partially showing that brand image and product quality have a positive and significant effect on brand loyalty. This is because customers pay attention to brand image and brand identity when making purchases and see product quality in accordance with customer expectations so that customers make repeated purchases.

The difference between this research and previous studies is the object of research. In this study, the object taken is SharingHappines.Org. In previous studies, variable Y refers to general customer loyalty in purchasing a product/service. However, in this study, variable Y focuses on donation loyalty in the context of helping fundraising.

The brand image that continues to be well built on the SharingHappiness.org platform will affect the trust and loyalty of donors or potential donors to donate through the SharingHappiness.org website, so that it will greatly affect donor loyalty to continue donating on the SharingHappiness.org platform.

The formulation of the problem in this study is how the description of brand image on online donation loyalty and how much influence brand image has on donation loyalty on the SharingHappiness.org platform.

Methods

The object of this research is the SharingHappiness.org philanthropic organization which is located at Jl. Salendro Tim. I No.19, Gumuruh, Kec. Batununggal, Bandung City, West Java 40275. In this study, the dependent variable is brand image, while the independent variable is loyalty. In data collection techniques obtained from primary data and secondary data. Primary data is obtained from questionnaires distributed to respondents and conducting interviews directly with SharingHappiness.org to collect initial information on the problems that occur. Meanwhile, secondary data comes from journals, books, articles and other references relevant to this research.

This research uses a quantitative method with a descriptive approach. In this study, the population is all donors who have donated to the SharingHappiness.org platform, while the research sample is 100 respondents determined using purposive sampling method with the characteristics of people who have donated to the SharingHappiness.org platform. The questionnaire is carried out in order to collect data to be processed and tested based on a predetermined hypothesis.

In answering the problem under study regarding donor loyalty on the SharingHappiness.org platform, the research measurement refers to the variable indicators used in this study.

According to (Kotler and Keller, 2016) explained (Wahyu Laksono Nanang Suryadi, 2020) explains that in brand image there are 5 indicators, namely brand identity, brand personality, brand association, brand attitude and behavior as well as brand benefits and advantages.

According to (Kotler & Keller 2016) explains that there are indicators that can be used as a measurement of loyalty, namely loyalty to products, resistance to negative influences on the company and referring products to others.

Results and Discussion

Respondents on the questionnaire who met the criteria as many as 100 respondents were then used as samples in this study, and were grouped based on certain criteria as follows:

Tabel 1. Character for gender

Gender	Respondence	Percentation
Famale	51	51%
Male	49	49%
	100	100%

Source: Data processed (2025)

Based on the characteristics of respondents based on gender, the most respondents were women as much as 51%.

Tabel 2. Character for age

Age	Respondence	Percentation
< 20 Tahun	3	3%
20 - 30 Tahun	54	54%
31 - 40 Tahun	25	25%
> 40 Tahun	18	18%
	100	100%

Source: Data processed (2025)

Table 2 explains that respondents with the most age are in the age range of 20-30 years with a percentage of 54%.

Tabel 3. Character for income

Income (Rp)	Respondence	Percentation
< 1.000.000	18	18%
1.000.000 – 3.000.000	37	37%
3.000.001 – 5.000.000	28	28%
> 5.000.001	17	17%
	100	100%

Source: Data processed (2025)

Meanwhile, respondents who donate to the platform mostly have an income of 1,000,000 - 3,000,000 with a percentage of 37%.

- **Overview of Variable X (Brand Image) On Variable Y (Loyalty) Donating Online on the SharingHappiness.org Platform.**

The results of the descriptive analysis using the Liker scale measuring instrument, it was found that the description of the brand image on the SharingHappiness.org platform has an average score of 4.21 which is included in the very high category. The statement with the highest score is "SharingHappiness.org program with social activities and humanitarian

programs that have a positive impact" So that the brand image that is most attached based on respondents' answers to the sharinghappiness.org platform is in the brand association indicator, where the impression that sticks when hearing the SharingHappiness brand is a social platform that has a positive impact in humanitarian programs.

Other descriptive analysis results with an average score in the very high category show that the platform's visual identity is easily recognizable by respondents, the personal approach taken is able to attract attention and create emotional attachment with users using the greeting "TemanBerbagi", and in terms of communication, this platform is considered very good with an inspirational, non-formal and call to action communication style.

Another result that is categorized as very high is that the platform's service quality is also rated very well, which means that the services provided are professional and satisfying. Some other aspects such as response to feedback from donors, engagement through social media, and the platform being able to provide meaningful emotional impact to users. In this case, there are opportunities for improvement in these aspects, especially in the aspect of digital interaction and creating a stronger unique point compared to competitors.

Overall, the results of the descriptive analysis show that SharingHappiness.org has succeeded in forming a very good brand image in the eyes of donors both in visual aspects, communication, in terms of experience, and perceived social benefits.

As for the statement with the lowest average score, it is in "SharingHappiness.org has advantages compared to other philanthropic organizations" with a score of 3.92.

Donor loyalty on the SharingHappiness.org platform is categorized as high with an average score of 3.94. This shows that donor loyalty is good, although there are several aspects that can be improved to achieve a very high category. The statement that donors are willing to recommend and positively rate the platform from their experience is the highest average score which is a very valuable form of loyalty.

Another result with a high average score, states that in the repeated use of the platform, most respondents have a tendency to reuse the platform and a small percentage have not fully demonstrated consistent repeated use of the platform, respondents are satisfied with the service and experience of donating through the platform, one of which is because SharingHappiness.org has built trust through transparency of funds and clear reporting.

Loyalty to SharingHappiness.org is categorized as high and has successfully built satisfaction, trust, and encouraged positive participation. However, it is necessary to increase it to be higher with a strategy of strengthening emotional attachment and increasing competitive advantage to retain donors despite other obstacles or alternatives.

Tabel 4. Determination Test Results

Model	R	R Square	Adjusted R Square
1	0,730	0,533	0,528

Source: Primary data processed using SPSS (2025)

Based on table 4, it shows that Referring to the results of the study, it was found that the result of the determination test (R Square) was 0.533 which shows 53.3% explaining that variable X (Brand image) is influenced by variable Y (Loyalty). and 46.7% is influenced by other factors not included in this study.

- **The Influence of Variable X (Brand Image) on Variable Y (Loyalty) Online Donation on the SharingHappiness.org Platform**

Tabel 5. Simple Linear Regression Test Results

Coefficients^a					
Variable	thitung	ttabel	Sig.	α	explanation
Constant	0,838				
Brand Image (X)	10,570	1,984	0,001	0,05	Significance

Source: Primary data processed using SPSS (2025)

Based on table 5 of the simple linear regression test results, based on the regression coefficient value of 0.030 which is positive, it can be concluded that variable X (Brand image) has a significant effect on variable Y (Loyalty).

Tabel 6. The result of t test (Partial)

Coefficients^a					
Variable	**thitung**	**ttabel**	**Sig.**	**α**	**explanation**
Constant	0,838				
Brand Image (X)	10,570	1,984	0,001	0,05	Significance

Source: Primary data processed using SPSS (2025)

This is also evidenced by the results of the t test (partial) t value of 10.570> t table 1.984, while for a significance value of 0.001 <0.05. So that variable X (Brand image) partially affects variable Y (Loyalty).

Theoretically, this is in accordance with the theory according to (S. Kamuk, 2008) in (Rahmayani, M. 2024) defines that a positive brand image will have an impact on customer loyalty, customer trust in a brand and willingness to seek information related to the brand.

This research shows that brand image has a strong and significant influence on loyalty, this can be the basis for continuing to strengthen the brand in improving a better impression in the eyes of donors. The right communication strategy, transparency of fund management, and social impression that is continuously maintained, will make an attachment that is able to maintain donors in a sustainable long term.

These results are in line with the opinion described by (Kotler and Keller, 2009) that building close and solid relationships with customers is the ideal of every marketer and is the key to long-term success indirectly, loyal customers will act as promotional ambassadors.

Conclusion

1. Although respondents overall have a positive assessment of this platform, there are external factors of 46.7% that can influence loyalty to keep donating to the SharingHappiness.org platform. However, in general, variable X (brand image) or variable Y (loyalty) is in the very high and high categories based on the average score of the descriptive analysis results.

2. Based on the results of simple linear regression analysis and the results of the t test (partial), it shows that variable X (brand image) has a positive and significant effect on variable Y (loyalty). Thus, the higher the respondents' perception of the SharingHappiness.org platform brand image, the higher the donor loyalty to the platform.

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