# EFFECT OF INSTAGRAM, INFLUENCERS CREDIBILITY AND MOTIVATION TOWARDS DONATING BEHAVIOR

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# EFFECT OF INSTAGRAM, INFLUENCERS CREDIBILITY AND MOTIVATION TOWARDS DONATING BEHAVIOR

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## ABSTRACT

The purposes of this study are to find empirical evidence by knowing: (1) The effect of Social Media Instagram towards Donating Behavior at Kitabisa platform, (2) The effect of Social Media Instagram towards Donating Behavior at Kitabisa platform with Influencer's Credibility as a moderating variable, and (3) The effect of Individual Motivation towards Donating Behavior at Kitabisa platform. It's causal research with 225 respondents using purposive sampling technique. The regression analysis program (Statistical Product and Service Solutions) is used to measure the relationship between variables. The results showed that there was a significant effect between Social Media Instagram and Individual Motivation towards Donating Behavior, and the addition of Influencer's Credibility as moderating variable between Social Media Instagram and Donating Behavior showed an increased value, up to 3.8%.

**How to Cite:**
Permatasari, I. (2019). *Effect Of Instagram, Influencers Credibility And Motivation Towards Donating Behavior. Econosains*, 17(2), P 45-58

## INTRODUCTION

Globalization insists marketers to adapt to a new communication channel that is increasingly diverse and complex, such as Instagram. According to WeAreSocial.com and Hootsuite, there were 1 billion active social media users accessing Instagram in October 2018. Over the past 8 years since its appearance, more than 40 billion photos have been uploaded to Instagram with a total of more than 500 million daily active users. This means that on average 95 million photos are uploaded every day (Stout, 2018). Instagram focuses on its visual appearance, so it can grow quickly. This is suitable for the current situation where the Instagram users in Indonesia ranked fourth on the potential countries for advertising through Instagram (Kemp, 2018).

The existence of social media in presenting information causes social change in society (Andriani, 2017). The phenomenon that occurs is there are many influencers on Instagram that have a strong impact on their audience. The audience here is mostly followers of influencers' social media. Of course, the influencers are liked and trusted by their followers, so the products that they use, the words they convey or the actions they do can inspire their followers, including in deciding something (Khan, 2018). Thus, the role of influencers is very helpful for marketers' work, considering that Instagram is very influential in people's lives today. The company that is aware of the influencers' power is Kitabisa, so Kitabisa always tries to maximize its marketing strategy with the help of influencers.

Kitabisa platform is a crowdfunding platform in Indonesia, which was established in 2013. The crowdfunding is likened to a container used to describe funding requests from many individuals online (Belleflamme & Lambert, 2014). Crowdfunding is not a new phenomenon, wherein 1885, crowdfunding was first introduced by Joseph Pulitzer to fund the completion of the Statue of Liberty by asking for funding from New York World readers (National Park Service, 2016 in Short, Ketchen, McKenny, Allison, & Ireland, 2017). Kitabisa is included in the form of donations crowdfunding type, where donors give funds to certain projects and the project makers do not promise any compensation to donors.

The higher growth of donations through the Kitabisa platform is influenced by the ease of the general public to make donations. This is inseparable from the support of mobile devices that are getting easier for people to get. The information in the 2018 Online Giving Report distributed by Kitabisa.com, 63% of donors make donations through their mobile devices.

In attracting influencers as its partners, the Kitabisa platform cannot randomly choose individuals. According to Firmansyah (2018) on starngage.com, marketers must be able to take advantage of the role of social media influencers for several important things such as brand awareness or other things that are pursued to the final goal, namely to improve the outcome of a project. Also added by Harris & Ruth (2015), non-profit organizations that work together with celebrities (influencers) will be more efficient in raising funds because they spend less money to get public support. This statement strengthens the fact that more than 13,000 donations made by Kitabisa came from social media Instagram (Online Giving Report, 2018), so the biggest challenges in marketing today is to identify which influencers are suitable to represent a brand (De Veirm-

Man), Cauberghe & Hudders, 2017).

The number of audiences (followers) owned by influencers and non-profit organizations is also a factor that cannot be ignored. Zheng, Li, Wu, & Xu (2014) found a significant positive relationship between the numbers of friends on Facebook and crowdfunding performance. However, the statements above contrast with Kerkhof (2016), that found no significant relationship between how "big" social media is and the success of crowdfunding projects.

Furthermore, non-profit organizations also need to consider the characteristics of influencers who will be supporters of crowdfunding efforts. This characteristic can be seen through its credibility as an influencer (Sharma, 2018). However, in reality, sometimes organizations do not pay attention to the influencer's credibility factor. According to Abidin & Ots (2016), the influencers' success lies in their credibility. Research by Rebelo (2017) found that trust and attractiveness are the main dimensions of credibility that are better at explaining decision making by Instagram users. However, Peterson, Tripoli, Langenbach, & Devasagayam (2018) found that respondents more trust in Tiger Woods as a supporter of crowdfunding nonprofit organizations, even while Tiger Woods has a lot of controversies.

Besides social media and influencer's credibility, certain characteristics can also influence one's donating behavior. Based on data published by the Charities Aid Foundation, Indonesia ranks first as the most generous country in the world in 2017, followed by Australia in second and New Zealand in third. It shows that the Indonesian has the highest generosity among other countries in terms of helping people they do not know, money donates

and becoming volunteers. Thus, donating behavior itself will not be separated from the motivation, character, and behavior of donors.

Based on the introduction that has been described, the purpose of this study is to obtain empirical evidence by knowing the effect of Social Media Instagram and Individual Motivation towards Donating Behavior at Kitabisa, also the effect of Influencer's Credibility as a moderating variable towards Donating Behavior at Kitabisa.

## LITERATURE REVIEW
### Social Media Instagram

Social media is a group of internet-based applications that are built based on ideological and Web 2.0 technology, which allows users to create and exchange content (Kaplan & Haenlein, 2009). According to Buinac & Lundberg (2016), social media refers to all activities and people's online behavior, where they share information, knowledge, and opinions using two-way conversation media. A company can use social media to touch the audience emotionally and motivate them to share their experiences with others (Baird & Parasnis, 2011).

According to Kerkhof (2016), three multidimensional concepts are applied in social media, they are structural, relational and cognitive dimensions. The structural component means that social network ties are the basis for development. The relational dimension shows that the obligations, expectations, and trust of social networks can work positively, then the cognitive dimension refers to the things that are shared.

### Influencer's Credibility

Social media influencers are those who have the power to encourage or even prevent the audience from making the decision (Yo-

rk, 2018). For a nonprofit organization, influencers are trusted individuals who embody the values for the nonprofit brand and have social media to persuade others to support the nonprofit program (Kanter, 2017).

In the State of the Creator Economy report published by IZEA, Inc. In 2017, the credibility and characteristics of influencers remain the main driving factor for effective marketing with the help of influencers at 38%. Influencers' expertise or knowledge of a brand shows a big increase from year to year to 35%. Another important factor is the detail that the influencer gives to the brand he carries.

Based on the statement of Ohanian (1990), credibility is a term that is usually used to imply a person's positive characteristics that affect the recipients of his message. For this study, the authors use the dimension used by Ohanian (1990), where a person's credibility can be measured based on expertise, the level of trust (trustworthiness) and attractiveness. These three dimensions were chosen because they are the best to represent the current state of influencers, where all of these dimensions are expected to exist within the influencers as supporters of a brand.

## Individual Motivation

In general, factors that influence the behavior of donating individuals can be classified into extrinsic and intrinsic factors (Kasri, 2013). Motivation is one of the intrinsic factors of a person in making donations, where it is believed to be the main determinant of donating behavior that encourages individuals to support nonprofit organizations (Sargeant, 1999). 8 factors motivate a person to make a donation, namely trust, rewards, the influence of leadership, characteristics of the organization, environ-

mental influences, personal benefits, characteristics of donation recipients, and future interest. (Degasperi & Mainardes, 2017).

## Donating Behavior

Guy and Patton (1989) in Hibbert & Horne, (1996) suggested that charity activities tend to consume a lot of marketing costs, so the marketing concept that has been adopted by many non-profit organizations must face many obstacles. Therefore, over the past decade, e-commerce has become a communication channel that can support the activities of non-profit organizations (Treiblmaier & Pollach, 2008). In addition to being able to spread information and communicate with audiences more quickly, e-commerce also allows non-profit organizations to collect donations online, thereby reducing costs (Treiblmaier et al., 2004).

The easier process of donations now makes the number of non-profit organizations increase, so that non-profit organization will compete with each other to attract community donations (Pollach, Treiblmaier, & Floh, 2005). This convenience is also supported by internet access which is getting easier nowadays so that many non-profit organizations utilize the power of social media.

Behavior is defined as a logical process in which elements such as attitudes, norms and behavioral control affect individual decision making (Kashif, Sarifuddin, & Hassan, 2015), so that donation behavior can be interpreted as individual behavior in influencing decision making in donating. The donation itself is a humanitarian activity aimed at the needs of social activities (Amalia, Ferdira, & Anggraini, 2017). Several behaviors fall into the category of donating behavior, including the desire to donate, recommended to others to donate

through the relevant charity or make a donation (Feng, Du, & Ling, 2017).

## METHODOLOGY

This is causal research and the results will be used to find out whether there is a cause-effect relationship between the variables studied. In this case, the author will analyze the effect of Instagram social media, influencer's credibility as a moderating variable and the effect of individual motivation towards donating behavior at the Kitabisa platform.

The population in this study were all users of the Kitabisa platform who had made online donations through Kitabisa, so the exact number of population in this study could not be known. Purposive sampling technique is used in this study and the sample is a user of Kitabisa platform who has donated online through Kitabisa at least twice in the past year. The researcher needs a sample at least five times the number of indicators used. Therefore, with a total of 45 indicators used in this study, the researcher used a total sample of 225 respondents, which this number met the requirements of the sample size.

### Analysis Method

The analysis technique used in this research consists of descriptive analysis by looking at the frequency table of respondent characteristics and quantitative analysis by using Statistical Product and Service Solutions program. In this study, there are two regression analyses, simple and multiple, that used to prove the hypotheses. Besides, this study uses the Influencer's Credibility as moderating variables. This variable has a strong effect on the relationship between endogenous and exogenous variables, so they can change the existing relationship between that two variables (Sekaran & Bougie, 2017). Moderating variable testing is done by the MRA (Moderated Regression Analysis) test which will show an increase or decrease of the variable relationship value.

Previous research used as a reference in preparing the variables in this study. Zheng, Li, Wu, & Xu (2014) found a significant positive relationship between the number of friends on social media Facebook and crowdfunding performance. This statement is also justified by Hekman & Brussee (2013), Saxton & Wang (2014), Feng, Du, & Ling (2017), Carboni & Maxwell (2015) and Mollick (2013). Also, Kasri (2013) suggests that motivation influences a person's donating behavior, as well as in research Wiepking & Maas (2009), Gorczyca & Hartman (2017), Lee & Chang (2008), Degasperi & Mainardes, (2017), Awan & Hameed (2014) and Dvorak & Toubman (2013). The credibility has been widely discussed in previous studies, but most of it is not referred to as the influencer's credibility in donating behavior. Even, for now, there is no study which used influencer's credibility as moderating variable, but, looking at the current phenomenon, Instagram cannot be separated from the influencers who are 'shadowing' the organization. From the description, a research framework shows in Figure 1.
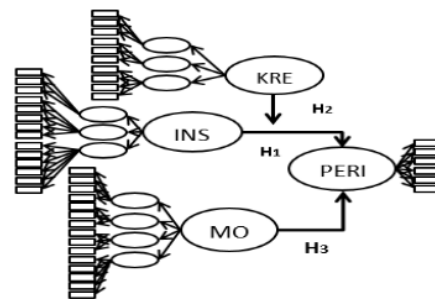
**Figure 1.** Research Framework

## FINDINGS AND DISCUSSIONS

The study respondents were users of the Kitabisa platform who had made online donations through Kitabisa at least twice in the past year, which is 225 respondents. 90.7% of respondents who make online donations through Kitabisa are under 31 years old and the majority is a woman. It is known that 85.8% of respondents are single. Based on the educational level, 61.8% of respondents are undergraduate. The frequency of respondents who have made donations through Kitabisa with an income of less than Rp. 1,000,000 per month is 43.1% or 97 respondents. Then, most of the respondents live in Sumatra and Java Island, which is 47.1% and 44% from total respondents.

First, the measurement of the research instrument was carried out by testing the validity of each indicator and the level of reliability of the research variables. The results of the validity and reliability test by using the whole sample (225 respondents) can be seen in the tables below:

**Table 1.** The Result of Validity Construct

| Var. | Ind. | CITC | Exp. | Var. | Ind. | CITC | Exp. |
|---|---|---|---|---|---|---|---|
| X₁ | ST1 | .646 | Valid | X₃ | TR1 | .675 | Valid |
| | ST2 | .647 | Valid | | TR2 | .690 | Valid |
| | ST3 | .702 | Valid | | TR3 | .629 | Valid |
| | RE1 | .629 | Valid | | TR4 | .675 | Valid |
| | RE2 | .696 | Valid | | REW1 | .652 | Valid |
| | RE3 | .677 | Valid | | REW2 | .695 | Valid |
| | RE4 | .671 | Valid | | REW3 | .726 | Valid |
| | RE5 | .661 | Valid | | KA1 | .683 | Valid |
| | KO1 | .704 | Valid | | KA2 | .685 | Valid |
| | KO2 | .699 | Valid | | KA3 | .686 | Valid |
| | KO3 | .676 | Valid | | PE1 | .683 | Valid |
| | KO4 | .696 | Valid | | PE2 | .682 | Valid |
| | KO5 | .718 | Valid | | PE3 | .714 | Valid |
| | KO6 | .709 | Valid | | PE4 | .724 | Valid |
| X₂ | EX1 | .680 | Valid | | PE5 | .702 | Valid |
| | EX2 | .677 | Valid | Y | DO1 | .618 | Valid |
| | EX3 | .674 | Valid | | DO2 | .697 | Valid |
| | TW1 | .703 | Valid | | DO3 | .672 | Valid |
| | TW2 | .629 | Valid | | DO4 | .660 | Valid |
| | TW3 | .668 | Valid | | DO5 | .672 | Valid |
| | AT1 | .706 | Valid | | DO6 | .654 | Valid |
| | AT2 | .619 | Valid | | | | |
| | AT3 | .659 | Valid | | | | |
| | AT4 | .663 | Valid | | | | |

Source: Primary Data (2019)

**Table 2.** The Result of Reliability Construct

| No. | Variables | Cronbach's Alpha | Explanation |
|---|---|---|---|
| 1 | Instagram (X₁) | .933 | Reliable |
| 2 | Kredibilitas Influencer (X₂) | .908 | Reliable |
| 3 | Motivasi Individu (X₃) | .939 | Reliable |
| 4 | Perilaku Mendonasi (Y) | .866 | Reliable |

Source: Primary Data (2019)

The significance level in this study was 0.05, so the r table value was 0.131. Based on Table 1, it is known that all statements used are valid because values are positive and greater than r table. Table 2 shows that all Cronbach's Alpha value is more than 0.6, which is 0.933; 0.908; 0.939 and 0.866. It means that each variable has a high consistency and reliability.

### Hypotheses Test and Discussion

The summary of hypothesis testing results of this research can be seen in Table 3 below:

**Table 3.** Hypotheses Test Results

| Model | | Standardized Coefficients Beta | Sig. | Conclusion |
|---|---|---|---|---|
| 1 | .877 | 1.322 | .037 | Accepted |
| | | .393 | .000 | |
| | | -4.261 | .089 | |
| 1 | .687 | .308 | .000 | |
| | .806 | .501 | .000 | |
| | -.573 | -.004 | .040 | Accepted |
| | | 1.273 | .039 | |
| 1 | .882 | .365 | .000 | Accepted |

Source: Primary Data (2019)

Based on Table 3, there is a significant effect between Instagram (X₁) on Donating Behavior (Y), and Individual Motivation (X₃) on Donating Behavior (Y). It's evidenced by the value of each coefficient Sig. = 0,000 <0.05. Next, for the moderating variable, it is known that Influencer's Credibility (X₂) significantly becomes a moderating variable between Instagram (X₁) towards Donating Behavior (Y), which is Sig. = 0.040 <0.05. Beta in the Standardized Coefficients column is used as a variable regression coefficient because the

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nction of this regression equation is to determine the effect given by the independent variable on the dependent but only applies at that time with that sample. For the first equation involving Instagram ($X_1$) and Donating Behavior (Y) stated as: $Y = 1.322 + 0.877 X_1$

For the second equation with Instagram ($X_1$), Influencer's Credibility ($X_2$) as a moderating variable and Donating Behavior (Y) are stated as: $Y = -4.261 + 0.308X_1 + 0.501X_2 - 0.004X_1X_2$. The negative value shown by the equation can be ignored as long as the regression model has met the classical assumptions for the multiple regression test and the value of the variables $X_1$ and $X_2$ is not zero. It's because there is a fairly wide range between the moderating variable with the Y variable in this study, which is the moderating variable has a range of up to 2,000, while the Y variable only has a range up to 30. Furthermore, the equation of Individual Motivation ($X_3$) and Donating Behavior (Y) expressed as $Y = 1.273 + 0.882 X3$.

## Coefficient of Determination Test

The coefficient of determination test is used to find out how much the ability of exogenous variables in explaining the variance of endogenous variables, by looking at the value of Adjusted R Square in the test results table.

**Table 4.** Adjusted R Square Result

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
|---|---|---|---|---|---|
| 1 | .877ᵃ | .769 | .768 | 2.55130 | 2.137 |
| 1 | .899ᵃ | .808 | .806 | 2.33442 | 2.158 |
| 1 | .882ᵃ | .779 | .778 | 2.49747 | 2.015 |

Source: Primary Data (2019)

The coefficient of determination test is used to find out how much the ability of exogenous variables in explaining the variance of endogenous variables, by looking at the value of Adjusted R Square in the test results table. Based on Table 4, the Adjusted R Square for $X_1$ is 0.768. It shows that Instagram influences as much as 76.8% on donating behavior through Kitabisa. The next Adjusted R Square value in table 4 is 0.806 or 80.6%, which means that Instagram and Influencer's Credibility as a moderating variable affects Donating Behavior at Kitabisa by 80.6%. Value increase of Adjusted R Square proves that in this study, the Influencer's Credibility was a moderator that strengthened the effect between Instagram and Donating Behavior. Last, for $X_3$, the Adjusted R Square is 0.778 or 77.8%, which means that the Individual Motivation variable influences Donating Behavior in Kitabisa by 77.8% and the remaining 22.2% is influenced by other variables.

## The effect of Instagram on Donating Behavior at Kitabisa

Statistical results showed a significant effect of Instagram towards respondents Donating Behavior at Kitabisa platform. The most dominant dimension is Structural, where most respondents are interested and sure to donate for the first time through Kitabisa after seeing the number of Kitabisa followers. This statement about the number of followers of social media accounts influencing one's donating behavior supports the statements of other researchers, including Oh & Baek (2017), Climent (2015), Saxton & Wang (2014), Zheng, Li, Wu, & Xu (2014) , Mano (2014), Hekman & Brusse (2013), and Mollick (2013) who found a positive

related relationship between the large number of friends on Facebook. Also added by Saxton & Wang (2014) that a large number of social media organizations followers is the potential to encourage fundraising.

For example, fundraising through Kitabisa titled Bantu Papuk. This campaign has been started since March 7, 2019, and until March 25, 2019, it has collected 314 donors within 18 days. However, when Kitabisa posted this campaign through Instagram, in just 24 hours, the number of donors had reached 722 donors or increased by about 130%. This proves that the number of followers greatly influences donating behavior because the audience reaching is getting wider.

Besides, the quality of the content also arouses one's donation behavior. It's similar to the statements made by Mano (2014) and Kerkhof (2016), where the organization that uploads a video campaign can make the fundraising ratio will be even greater. Then, the interaction between the non-profit organization and its followers on social media also plays an important role, as stated by several researchers, including Feng, Du, & Ling (2017), Kerkhof (2016), Oh & Baek (2017 ), Climent (2015), and Saxton & Wang (2014). Besides being useful to increase public trust, the organization must also maintain and improve the quality of services on their social media to satisfy its audience, so that it can encourage the audience to help organizations spread information about these non-profit organizations to their relationships (Feng, Du, & Ling, 2017). Mollick (2013) found that social interactions, such as frequent updates, replying to comments, and fundraising videos can be associated with greater

crowdfunding success so that the relationship between social interactions about crowdfunding campaigns is significantly positively related to the success of crowdfunding campaigns (Kerkhof, 2016)

**The effect of Instagram towards Donating Behavior at Kitabisa with Influencer's Credibility as a moderating variable**

There is an increased value of Adjusted R Square on the Donating Behavior variable if there is an additional moderation variable, in this case, the Influencer's Credibility. Influencers arise due to social changes in society with the presence of social media today. Influencers have a strong influence on their audience. The audience here is mostly a large number of influencer's social media followers (Michele, 2018). According to Abidin & Ots (2016), one of the influencers' success lies in their credibility. This credibility is very useful, not only for the growth of the influencer's self-image but also for the effectiveness of the influencer's performance as a supporter of a brand or organization.

Hood (2017) states that influencers' relationship with their audience often does not provide an opportunity for non-profit organizations to develop because influencers are often associated with commercial matters. However, if an organization does not use influencer's power, they may lose effective ways to reach a wider audience, attract donors and increase awareness of the organization's role (Ambrose, 2018). Of course, taking advantage of strong celebrity credibility will influence the advertising of non-profit organizations, which will also indirectly affect the intention of

donations (Maria del Mar Garcia de Los Salmones et al., 2013).

Looking at the results of data processing, Attractiveness values are low. This might be because the attractiveness or physical appearance of influencers is not important in determining their donation desires, and for respondents, attracting or not the physical appearance of influencers is relative and subjective. For example, one of the influencers of Kitabisa @budesumiyati, some people might think that her physical appearance is too eccentric for a woman of her age. However, it turns out that in one campaign with @budesumiyati, the donations collected were quite a lot, so the statements above can be justified. This also justifies Harris & Ruth's (2015) statement that non-profit organizations that work with celebrities will be more efficient at fundraising because they spend less on public support.

However, the findings in the above study are still contrary to the research by Peterson et al. (2018), Park (2017) and Samman et al., (2009). Respondents trust Tiger Woods more even though he has a lot of controversies so that strong credibility does not significantly influence the donating behavior (Peterson et al., 2018). According to Park (2017), the effect of celebrity credibility is not significantly better if the celebrity does not have first-hand experience in the campaign they support. Furthermore, Samman et al., (2009) revealed that celebrity involvement in international charity activities does not affect respondents personally. Most of the samples did not feel influenced by celebrity involvement in charity activities, regardless of how well they assessed celebrity knowledge.

Even though research on Influencer's Credibility as a moderating variable of Instagram and Donating Behavior has not yet been found, influencer phenomenon will overshadow an organization that promoting through Social Media, so that non-profit organizations should appropriately choose credible influencers to support fundraising is important, because if the influencers is not appropriate, it may hamper the achievement of fundraising by the nonprofit.

## The effect of Individual Motivation towards Donating Behavior at Kitabisa

The effect of Individual Motivation testing on Donating Behavior at Kitabisa platform showed significant results. Kasri (2013) suggests that motivation influences donating behavior, as well as in Wiepking & Maas (2009), Gorczyca & Hartman (2017), Lee & Chang (2008), Degasperi & Mainardes, (2017), Awan & Hameed (2014) ) and Dvorak & Toubman (2013) research.

Motivation is one of the intrinsic factors to make donations. It is the main determinant of donating behavior that encourages individuals to support nonprofit organizations (Sargeant, 1999). Indonesian have the highest charity characteristics among other countries in terms of helping people they do not know, donating some money and becoming volunteers based on Charities Aid Foundation data in 2017. Also, it's possible because the majority of Indonesia is Muslim, as written by Al Qardawi (2000) in Kasri (2013), helping one another is the basic thing in Islam, so as the Qur'an and hadith explain the glory and importance of sharing. Thus, donating behavior itself will not be separated from the motivation, character, and behavior of donors.

The most dominant dimension of the Individual Motivation variable is Trust. Kitabisa is considered to be a credible non-profit organization, has a good reputation and has succeeded in facilitating many humanitarian campaigns. Degasperi & Mainardes (2017) states that trust is one of the basics of external motivations supporting individual monetary donations. Awan & Hameed (2014) even found that trust has a significant effect on the final results of donations received by charitable organizations.

The trust factor is very decisive whether someone will be encouraged to donate. Kitabisa itself has a good track record for running this charity organization. Kitabisa even won the Padma Award organized by The Minister of Social Affairs of Republic Indonesia for the Orderly Reporting category in Organizing Money or Goods Collecting in 2018. Furthermore, Kitabisa was also routinely audited by the Public Accountant Office with the results of the Fair without Exception.

Next, most respondents feel relieved after donating as a reward, but not a few of them choose the reasons for reciprocity to encourage them to donate. The reason for reciprocity here means that respondents feel grateful to an institution in the past or hope that it will be easier for others to help when they need it. Dvorak & Toubman (2013) states that female makes donations because of reciprocity to their institutions. It's happening because women more easily form long-term bonds with something, while men make donations as a form of self-recognition.

According to Kasri (2013), self-satisfaction obtained by someone becomes a factor that influences donating behavior, as well as expressed by Rajan, Pink, & Dow (2015), that people who feel satisfied after donating will more often donate more great for charity. In this study, some respondents made donations as a form of self-recognition, even though the frequency was low. Gerber & Hui (2013) also found that the motivation of donations included the desire to get rewards, help others and becoming a part of the community.

Also, religious factors, the encouragement of acquaintances who actively donate, disasters in an area, a sense of responsibility to the needs of fellow human beings and requests to donate into some environmental cannot be ignored. Kasri (2013) suggests that charitable giving behavior is significantly influenced by perceptions of financial security, religion, feelings of obligation and responsibility to help those in need, the desire to make changes, religious concerns and self-satisfaction from making charitable donations. Also added by Mainardes et al. (2016), three new variables are driving the behavior of donating from the external environment; the lack of government support, service for the donor and donation tuition with low value.

## CONCLUSIONS

Based on the results described earlier, it can be concluded that: (1) Statistically, Social Media Instagram has a significant effect on Donating Behavior at Kitabisa platform, (2) Influencer's credibility as a moderating variable statistically will strengthen the relationship between Social Media Instagram and Donating Behavior at Kitabisa platform, which is showed an increased value, up to 3.8% and (3) Individual motivation has a significant effect on Donating Behavior at Kitabisa platform.

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Some suggestions might be used, including: (1) Even though having a significant effect on Donating Behavior, several indicators need to be considered by Kitabisa, including the use of commentary columns so that it can 'provoke' followers to exchange opinions and also share more information about opportunities to join a donation activity at Kitabisa. Besides, financial transparency by Kitabisa will be increased to strengthen Kitabisa user decision making, (2) For the next researchers, it is recommended to add some new screening questions. For example, for the characteristics of respondents based on their level of education, questions could be added about the specific location of the school or university. Furthermore, the level of education is not always directly proportional to the level of income, so the reasons for donating can be different. Next, to determine the donating behavior, it can be indicated by indicators of new questions, such as the number of donations given or the period respondent make donations.

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# EFFECT OF INSTAGRAM, INFLUENCERS CREDIBILITY AND MOTIVATION TOWARDS DONATING BEHAVIOR