

ABSTRACT

This study aims to investigate in depth the extent to which religiosity, trust, social presence, empathy, attitudes toward donating to Palestine, subjective norms, and perceived behavioral control influence Generation Z's intention to donate to Palestine online. This study focuses on Generation Z in Indonesia, involving 304 respondents who have never or have donated to Palestine online. Research data was collected through a questionnaire as the primary data source, which was then analyzed using the Partial Least Squares-based Structural Equation Modeling (SEM-PLS) method with the help of SmartPLS 3.0 software.

The results of the study reveal that almost all of the factors studied, namely religiosity, social presence, empathy, attitudes toward donating to Palestine, subjective norms, and perceived behavioral control, have a positive and significant influence on Generation Z's intention to donate to Palestine online. In addition, trust has a negative and significant influence on Generation Z's intention to donate to Palestine online. These findings emphasize the importance of the spiritual, social, and behavioral control perception dimensions of Generation Z in shaping their intentions to participate in social charity activities. In addition to contributing theoretically to the literature on donation behavior, the results of this study also have practical implications for donation institutions, particularly in developing more appropriate and effective strategies to increase donor participation. Online donation institutions are expected to use this understanding as a basis for developing more focused and strategic programs to support and assist the Palestinian people.

Keywords: Generation Z, Online Donations for Palestine, TPB.

