

ABSTRACT

This study aims to analyze the influence of brand image, brand trust, religiosity, income, digital literacy, and demographic characteristics, including gender, education, and occupation, on Generation Z's intention to donate through the Kitabisa.com platform in Semarang City. The rapid development of digital technology has transformed charitable giving practices through crowdfunding platforms, making it important to examine the factors that influence digital donation intentions. This study employed a quantitative approach using primary data collected through questionnaires distributed to 100 Generation Z respondents in Semarang City. The sampling technique used was non-probability multistage sampling, consisting of quota sampling, proportional sample distribution across 16 districts in Semarang City, and accidental sampling. Data were analyzed using binary probit regression and marginal effects with the assistance of Stata software. The dependent variable in this study was Generation Z's intention to donate through the Kitabisa.com platform in Semarang City.

The results indicate that brand image, brand trust, religiosity, income, and digital literacy have a positive and significant effect on Generation Z's intention to donate through Kitabisa.com. Meanwhile, demographic characteristics consisting of gender, education, and occupation do not have a significant effect. Simultaneously, all independent variables significantly influence Generation Z's intention to donate. These findings suggest that Generation Z's digital donation intention is more strongly influenced by perceptions of the platform, trust, religious values, economic conditions, and digital capabilities than by demographic characteristics.

Keywords: brand image, brand trust, religiosity, digital literacy, donation intention.

