

The Influence of Service Quality, Customer Review, and Convenience on The Decision to Donate on Lazismu DIY

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ABSTRACT

This study aims to measure the relationship between service quality, customer reviews and ease of making donation decisions at Lazismu, Special Region of Yogyakarta. This study uses a quantitative approach with a data collection technique using a questionnaire with a total of 250 respondents. The results of the questionnaire were collected and analyzed using the SmartPLS application version 3.29. The results obtained indicate that the variables of service quality, customer reviews and convenience have a positive and significant influence on the decision to donate to the Yogyakarta community at Lazismu DIY. Service quality is categorized as good in relation to welcoming donors, donation services, intense communication, smiles and greetings, which are in accordance with the expectations of donors who donate to Lazismu DIY. Good service that meets the quality and expectations of donors will increase the satisfaction and loyalty of donors in general and can encourage sustainable donation decisions.

ABSTRAK

Penelitian ini bertujuan untuk mengukur hubungan kualitas layanan, customer review dan kemudahan terhadap keputusan berdonasi pada Lazismu Daerah Istimewa Yogyakarta. Penelitian ini menyatakan pendekatan kuantitatif dengan teknik pengumpulan data menggunakan kuesioner dengan jumlah sebanyak 250 responden. Hasil kuesioner dikumpulkan dan dianalisis menggunakan aplikasi SmartPLS versi 3.29. Hasil yang diperoleh menunjukkan bahwa variabel kualitas layanan, customer review dan kemudahan, memiliki pengaruh positif dan signifikan terhadap keputusan Berdonasi masyarakat Yogyakarta pada Lazismu DIY. Kualitas Layanan dikategorikan baik terkait dengan penyambutan donatur, layanan donasi, komunikasi yang inten, senyum dan sapaan, yang sesuai dengan harapan para donatur yang melakukan donasi pada Lazismu DIY. Layanan yang baik dan memenuhi kualitas dan ekspektasi para donatur akan meningkatkan kepuasan dan loyalitas para

donatur secara umum dan dapat mendorong keputusan berdonasi secara berkelanjutan.

INTRODUCTION

The growth of philanthropic activities has been significantly influenced by the increasing role of technology and digital platforms in facilitating donations. Nonprofit organizations and zakat institutions, such as Lazismu in the Special Region of Yogyakarta, rely on various factors to attract and retain donors (Sutrisno, 2024). One of the critical elements influencing donor behavior is service quality, which encompasses responsiveness, communication, and overall donor experience (Sargeant & Shang, 2020). Research indicates that organizations providing high-quality services are more likely to enhance donor satisfaction and loyalty, leading to sustainable donation decisions (Bekkers & Wiepking, 2011).

Apart from service quality, customer reviews also play a crucial role in shaping donor trust and decision-making. In the digital era, online reviews function as electronic word-of-mouth (eWOM), influencing potential donors' perceptions of an organization's credibility and effectiveness (Goes et al., 2016). Studies show that positive reviews significantly impact donor confidence, as individuals tend to rely on the experiences and recommendations of others when making donation decisions (Vermeer et al., 2020). Therefore, nonprofit organizations need to actively manage and leverage customer reviews to maintain donor trust and encourage participation.

Another key factor affecting donation decisions is the ease of donation processes. With the advancement of online payment systems and digital donation platforms, convenience has become a major determinant in donor engagement. Research suggests that simplifying donation procedures, such as offering multiple payment options, user-friendly interfaces, and quick transaction processing, can significantly enhance donor willingness to contribute (Ein-Gar & Levontin, 2021). A seamless donation experience reduces barriers and increases the likelihood of repeat contributions, thereby supporting the sustainability of nonprofit organizations.

This research will be focus on service quality, customer reviews, and convenience in donation decisions to Lazismu Yogyakarta. Service quality at Lazismu DIY is one terms of donor that can be research including donation service efficiency, communication intensity, and the warmth of interactions and proses in servicing quallity. These aspects align with donors' expectations, reinforcing trust and encouraging continued contributions. When service quality meets or exceeds donor expectations, it enhances satisfaction and loyalty, which are essential for long-term donor retention and sustainable philanthropy (Andreoni & Payne, 2021).

By understanding the determinants of donation behavior, this study provides valuable insights for nonprofit organizations and zakat institutions to refine their service strategies and improve donor experiences (Sutrisno et al., 2022). Implementing high-quality service, leveraging positive customer reviews, and ensuring seamless donation processes will contribute to greater donor engagement and long-term sustainability. This research serves as a foundation for further exploration into donor

psychology and behavior, particularly in the evolving landscape of digital philanthropy.

This study aims to examine the relationship between service quality, customer reviews, and ease of donation in the context of Lazismu DIY. Using a quantitative approach, data were collected through a questionnaire involving 250 respondents and analyzed using SmartPLS version 3.29. This methodological approach allows for the assessment of both direct and indirect relationships between the key variables, providing a comprehensive understanding of donor decision-making. Previous studies have shown that structural equation modeling (SEM) techniques, such as SmartPLS, are effective in analyzing complex relationships in consumer and donor behavior research (Hair et al., 2021).

LITERATUR REVIEW

Service quality and donation decisions, service quality significantly influences donor decisions in the context of online donations. A study by Rahayu et al. (2023) analyzing factors determining online donation decisions through crowdfunding platforms found that organizational reputation and accountability positively impact users' willingness to donate online. This indicates that donors are more likely to contribute when they perceive the organization as reputable and responsible in managing resources. Furthermore, service quality aspects such as reliability, responsiveness, and trustworthiness have been identified as key determinants of donor engagement (Sargeant & Shang, 2020).

Customer Reviews and Donor Trust, customer reviews, functioning as electronic word-of-mouth (eWOM), play a crucial role in shaping donor trust and decision-making. Positive online reviews enhance the perceived credibility of nonprofit organizations, thereby increasing the likelihood of donations (Vermeer et al., 2020). Although specific studies on customer reviews in the context of online donations are limited, the general impact of eWOM on consumer behavior suggests that favorable reviews can significantly influence donor confidence and encourage contributions (Goes et al., 2016).

Ease of donation process, the convenience of the donation process is a pivotal factor affecting donor engagement. Simplified procedures, user-friendly interfaces, and multiple payment options can enhance the donor experience, leading to increased willingness to donate (Ein-Gar & Levontin, 2021). While direct studies on the ease of donation processes are scarce, the broader understanding of consumer behavior in online transactions supports the notion that a seamless experience reduces barriers and fosters repeat contributions (Hair et al., 2021).

Integration of service quality and promotion, the combined effect of service quality and promotional strategies has been shown to influence donor decisions positively. Research examining the impact of service quality and promotion on donors' decisions to pay zakat, infaq, and alms funds at zakat institutions in Surabaya revealed that both factors positively affect donor decisions (Saputra et al., 2022). This underscores the importance of not only providing high-quality services but also effectively promoting these services to attract and retain donors.

Service quality and customer loyalty, high service quality contributes to customer satisfaction and loyalty, which are crucial for the sustainability of nonprofit organizations. A study by Pratama & Nugraha (2023) investigating the influence of service quality and customer value on customer loyalty found that high service quality, encompassing dimensions such as tangibility, reliability, responsiveness, assurance, and empathy, significantly contributes to customer satisfaction and loyalty. Although this study focuses on a commercial context, the findings are applicable to nonprofit organizations seeking to build long-term relationships with donors (Sargeant & Shang, 2020).

Organizational reputation and accountability, the reputation and accountability of nonprofit organizations are critical in influencing online donation decisions. Donors are more inclined to contribute to organizations with a strong reputation and transparent practices (Bekkers & Wiepking, 2011). The study by Rahayu et al. (2023) on factors determining online donation decisions through crowdfunding platforms highlighted that a good organizational reputation and the ability to accountably manage resources encourage internet and social media users to donate online. This emphasizes the need for nonprofit organizations to maintain high standards of accountability and actively manage their reputation to foster trust and encourage donations. Thus, the literature indicates that service quality, customer reviews, ease of the donation process, effective promotion, organizational reputation, and accountability are significant factors influencing online donation decisions. Nonprofit organizations aiming to enhance donor engagement and retention should focus on these areas to build trust, satisfaction, and loyalty among donors.

METHODOLOGY

The research method in this study is quantitative by testing the hypothesis regarding the influence of service quality, customer reviews, and services on the decision to donate to Lazismu Daerah Istimewa Yogyakarta. The assessment of this instrument uses a Likert scale with the following criteria: 1: Strongly Disagree (STS), 2: Disagree (TS), 3: Agree (S), 4: Strongly Agree (ST). The sample in this study were donors who had donated to Lazismu DIY as many as 200 people. The criteria for respondents in this study were donors who had donated online, especially to Lazismu Yogyakarta, while data collection in this study used a questionnaire with the analysis tool used was SmartPLS Version 3.29.

The hypothesis can be formulated as follows:

H1: Service quality has a significant positive effect on the decision to donate to Lazismu DIY.

H2: Customer Reviews have a significant positive effect on the decision to donate to Lazismu DIY.

H3: Convenience has a positive influence on the decision to donate to Lazismu DIY.

RESULTS AND DISCUSSION

The analysis in this study uses SmartPLS 3.29, by going through two main stages, namely testing the measurement model (outer model) and testing the structural model (inner model), which will be explained as follows:

Model testing (Outer Model), in this model is used to test the validity and reliability in research. Validity testing can be done through two methods, namely Convergent Validity and Discriminant Validity. Meanwhile, reliability is tested using two approaches, namely through the Cronbach's Alpha value and Composite Reliability.

Furthermore, will be testing research validity; a. Convergent validity The validity of the measurement model can be obtained from the relationship between the score or value of the indicator item and the score of its variables. In this study, there are 4 (four) variables using 15 indicator items, namely service quality, price indicators, customer review indicators, ndicators, and 4 purchasing decision indicators.

Table 1 Convergent Validity

Construct	<i>Average variance extracted (AVE)</i>
Service Quality (X1)	0.76
<i>Customer Review (X2)</i>	1.00
Convenience (X3)	0.74
Donation Decision (Y)	0.75

Source: processed primary data, 2024

Based on table 1 above, we can see that the overall Average Variance Extracted (AVE) value is above 0.5 so it can be categorized as convergently valid.

Discriminant Validity, The cross loading value of this factor can be used to compare the loading value on the target construct which must be greater than the other values, in order to determine whether the construct has sufficient discriminant. Based on table 2, the value of each construct must be more than 0.7. Each construct has a cross loading value greater than 0.7. This shows that the manifest variables in this study have established the validity of each item and explained the latent variables accurately.

Table 2 Cross Loading Value

Kode	X1	X2	X3	Y
X1	0.864			
X1	0.870			
X1	0.846			
X2		0.875		
X2		0.868		
X2		0.852		
X3			0.865	
X3			0.877	
X3			0.861	
Y				0.872

Source: processed primary data, 2024

Based on the cross loading analysis in table 2 above, it can be seen that of all the items in the model, there are 10 items that have a cross loading value of more than 0.7, which indicates the validity of the items. In addition, there are 30 items with a cross loading value below 0.7, but 28 of them have a value above 0.5, so they are still in the acceptable category for this measurement model. Uji Reliabilitas

Reliability testing is carried out to see the capability (reliability) of the questionnaire, namely which variables can be consistent with what is measured, if several measurements are tried, the results will remain consistent (Hair et al. 2014). Furthermore, reliability testing will be seen from the value of the composite reliability test and Cronbach's alpha, both values must be greater than 0.7. If the value of both reaches above 0.7, the conclusion is declared reliable.

Table 3 Reliability and validity constructs

Konstruk	<i>Cronbach's alpha</i>	<i>Composite reliability (rho_c)</i>
Service Quality (X1)	0.89	0.86
<i>Customer Review (X2)</i>	1.00	1.00
Convenience (X3)	0.83	0.87
Donation Decision (Y)	0.85	0.86

Source: processed primary data, 2024

Based on table 3 above, it can be seen that the Cronbach's Alpha and composite reliability values of each construct are more than 0.7 (> 0.7). Therefore, the constructs in this study can be said to be valid and reliable, so that structural model testing can be carried out.

Structural Model Evaluation (Inner Model)

This study uses Structural Model Evaluation (Inner Model). The Inner Model can also be called a structural model, this model shows the relationship between variables based on the theory of research substance. The purpose of this process is to group data according to variables and types of respondents, present data for each variable, and test the research hypothesis.

R-Square

Table 4 R-Square

Item	R-square	R-square adjusted
Donation Decision (Y)	0.62	0.61

Source: processed primary data, 2024

Based on the table 4 above, it can be seen that the r-square value is 0.61, so the model can be stated as moderate. This means that the three exogenous variables (product quality, customer reviews and prices) are able to influence the endogenous variable (purchase decision) by 62%. As for the rest, the purchase decision on Muslim fashion products is influenced by other variables not included in this study by 38%.

Hypothesis Testing

Tabel 5 Hasil uji t-statistic dan p-value

Konstruk	Original sample (O)	T-statistics (O/STDEV)	P values
Kualitas Layanan (X1) -> Keputusan Berdonasi (Y)	0.291	2.353	0.001
customer review (X2) - > Keputusan Berdonasi (Y)	0.319	3.740	0.000
Kemudahan (X3) -> Keputusan Berdonasi (Y)	0.362	4.388	0.000

Source: processed primary data, 2024

Based on the table above, all hypotheses in the model are declared valid and accepted. The results of the analysis show that all constructs in the model have adequate validity, indicated by the t-statistic value of each construct >1.96 and p-value <0.05 . In addition, all original sample values are positive, indicating a positive influence. The service quality construct has a t-statistic value of 2.353 (>1.96) and a p-value of 0.001 (<0.05), indicating that service quality has a positive and significant influence

on the decision to donate to Lazismu DIY, with an original sample value (O) of 0.291. The customer review construct shows a t-statistic value of 3.821 (>1.96) and a p-value of 0.000 (<0.05), indicating a positive and significant influence on the decision to donate to Lazismu DIY, with an original sample value (O) of 0.319. Meanwhile, the convenience construct with a t-statistic value of 3.312 (>1.96) and a p-value of 0.000 (<0.05), which indicates that convenience also has a positive and significant effect on the decision to donate to Lazismu DIY, with an original sample value (O) of 0.362, being the highest value among the three constructs. Overall, all hypotheses are accepted, and each construct has a positive and significant effect on the decision to donate to Lazismu DIY.

CONCLUSION

The results of the study concluded that service quality, customer reviews and convenience have a positive influence on the decision to donate to Lazismu DIY. This can be interpreted that the higher the donation service felt by donors, the more likely donors are to decide to donate to Lazismu DIY. Good service quality includes aspects such as donation outreach services, intense communication, smiles and friendly greetings according to donors' expectations. Furthermore, positive reviews from donors can increase the trust and confidence of other donors in the programs offered by Lazismu. Donors will consider the experiences and opinions of others before deciding to donate, so good reviews can encourage them to donate to Lazismu DIY. In addition, the ease and comfort felt can increase donors' decisions to donate to Lazismu DIY. Convenience that is considered in accordance with the expectations and desires of donors can encourage them to donate. Convenience that is felt can meet donor expectations will increase satisfaction in donating and will increase donor loyalty, thus encouraging sustainable donation decisions.

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