ABSTRAK

PENGARUH DIGITAL ADS, INFLUENCER DAN *CUSTOMER RELATIONSHIP MAANGEMENT* PADA KEPUTUSAN BERDONASI

(Studi Pada Yayasan Masjid Nusantara)

Yayasan Masjid Nusantara adala suatu lembaga yang berfokus pada pembangunan Masjid – masjid di pelosok Indonesia yang memiliki berbagai pendekatan masyarakat berupa progam implementasi dan promosi yang ditawarkan dapat meningkatkan kontribusi manfaat serta jumlah donatur. Pada tahun 2023 didapatkan data terjadi penurunan donatur yang berdonasi. Sehingga diperlukan bagaimana tanggapan responden terhadap apa saja yang mempengaruhi keputusan mereka dalam berdonasi, serta melihat berapa nilai pengaruh dari variabel *digital ads, influencer* dan *CRM* pada keputusan mereka berdonasi. Metode penelitian melalui penyeberan kusioner menggunakan pengambilan sampel *purpose sampling* sebanyak 135 responden yang pernah berdonasi di Yayasan Masjid Nusantara. Model analisis yang digunakan yaitu analisis deskriptif regresi linier berganda untuk mengetahui pengaruh masing-masing variabel independen terhadap keputusan berdonasi. Hasil penelitian menunjukkan bahwa dua variabel, yaitu digital ads, dan CRM, berpengaruh positif dan signifikan terhadap keputusan berdonasi secara parsial. Namun variable *Influencer* tidak berpengaruh positif terhadap keputusan berdonasi. Penelitian ini memberikan implikasi bagi organisasi sosial untuk merancang strategi komunikasi yang lebih efektif dalam meningkatkan partisipasi donatur secara berkelanjutan.

Pada Uji t menunjukan variabel digital ads (X1) berpengaruh positif terhadap variabel keputusan berdonasi (Y), variabel digital ads memiliki nilai t hitung 6,275 > t table 1,675, jadi 6,275 >1,675 dengan nilai signifikansi sebesar 0,011 < 0,05 sehingga dapat disimpulkan bahwa H1 diterima (H0 ditolak), variabel Influencer marketing(X2) tidak berpengaruh positif terhadap keputusan berdonasi (Y), dimana variabel influencer memiliki nilai t hitung sebesar 1,006 sementara t tabel 1,657, jadi 1,006 < 1,657 dengan nilai signifikansi sebesar 0,011 <0,005 sehingga dapat disimpulkan bahwa H2 ditolak (H0 diterima), dan variabel CRM (X3)berpengaruh positif terhadap variabel keputusan berdonasi (Y), variabel t hitung sebesar 5,081 sementara t tabel sebesar 1,657, jadi 5,081 > 1,657 dengan nilai signifikansi sebesar 0,011<0,05 sehingga dapat disimpulkan bahwa H3 diterima (H0 ditolak),

Kata kunci: digital advertising, influencer, customer relationship management, keputusan berdonasi, strategi

ABSTRACT

THE INFLUENCE OF DIGITAL ADS, INFLUENCERS AND CUSTOMER RELATIONSHIP MANAGEMENT ON THE DECISION TO DONATE

(Study at the Masjid Nusantara Foundation)

The Masjid Nusantara Foundation is an institution that focuses on the construction of mosques in remote areas of Indonesia that has various community approaches in the form of implementation programs and promotions offered to increase the contribution of benefits and the number of donors. In 2023, data was obtained showing a decrease in donors who donated. So it is necessary to know how respondents respond to what influences their decision to donate, and to see how much influence the variables of digital ads, influencers and CRM have on their decision to donate. *The research method through questionnaire distribution using purpose sampling of 135 respondents who had donated to the Nusantara Mosque Foundation. The data were analyzed using multiple linear regression to determine the impact of each independent variable on donation decisions. The results indicate that all three variables—digital ads, influencers, and CRM—have a positive and significant effect on donation decisions, both partially and simultaneously. Digital advertising increases donor awareness and interest, influencers help build trust, while CRM enhances donor loyalty and the sustainability of giving. These findings provide important implications for social organizations in designing more effective communication strategies to encourage ongoing donor participation.*

The t-test shows that the digital ads variable (X1) has a positive effect on the donation decision variable (Y), the digital ads variable has a t-count value of 6.275> t table 1.675, so 6.275> 1.675 with a significance value of 0.011 <0.05 so it can be concluded that H1 is accepted (H0 is rejected), the Influencer marketing variable (X2) does not have a positive effect on the donation decision (Y), where the influencer variable has a t-count value of 1.006 while the t table is 1.657, so 1.006 <1.657 with a significance value of 0.011 <0.005 so it can be concluded that H2 is rejected (H0 is accepted), and the CRM variable (X3) has a positive effect on the donation decision variable (Y), the t-count variable is 5.081 while the t table is 1.657, so 5.081> 1.657 with a significance value of of 0.011<0.05 so it can be concluded that H3 is accepted (H0 is rejected).

Keywords: *digital advertising, influencer, customer relationship management, donation decision, digital communication strategy*