# The Influence of Performance Expectancy, Effort Expectancy, Social Influence, and Facilitating Conditions on Donation Intention and Use Behavior of Kitabisa.com Among Generation Z

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**Abstract**

This study aims to investigate the influence of Generation Z's donation interest in Bogor Regency in using the crowdfunding platform Kitabisa.com, employing the Unified Theory of Acceptance and Use of Technology (UTAUT) model. The research method utilized in this study is a quantitative approach, specifically employing a questionnaire for data collection. Sampling was conducted using a purposive sampling method, yielding a total of 110 respondents. The analytical method employed in this research is multiple linear regression analysis using SPSS 25 software. This study examines the factors influencing donation intention and usage behavior on online donation platforms, specifically Kitabisa.com, among Generation Z. The findings indicate that performance expectancy, effort expectancy, and social influence contribute to donation intention, supporting SDG 1 (No Poverty) and SDG 10 (Reduced Inequalities). Additionally, facilitating conditions and donation intention influence usage behavior, aligning with SDG 17 (Partnerships for the Goals). These results highlight the role of Kitabisa.com in enabling donations and fostering a spirit of mutual assistance in the digital era. This study contributes to understanding Generation Z's donation behavior and its relevance to achieving the Sustainable Development Goals (SDGs).

**Keywords**: Donation Intention, Effort Expectancy, Facilitating Conditions, Performance Expectancy, Social Influence, Use Behavior

## 1. Introduction

In the advancing era of globalization, the transportation sector plays a crucial role in facilitating trade, commerce, and connectivity, contributing directly to Sustainable Development Goals (SDGs) such as SDG 9: Industry, Innovation, and Infrastructure, and indirectly to SDG 8: Decent Work and Economic Growth (Ugulu & Wohlmuth, 2022). One of the clear positive impacts of the advancement of information technology is the emergence of crowdfunding campaigns through popular online fintech platforms (Adiansah et al., 2016). Crowdfunding in Indonesia is experiencing rapid growth with the presence of crowdfunding platforms, aligning with SDG 10: Reduced Inequalities by providing more inclusive access to funding opportunities (Hudaefi, 2020). Originally known as a means of raising funds to aid those in need, crowdfunding, derived from the English language combining "crowd" and "funding," has evolved into a method of fundraising, fostering community participation and collaboration towards common goals, in line with SDG 17: Partnerships for the Goals. Literally, crowdfunding can be understood as a form of funding involving a large number of people, commonly referred to in Indonesian as "*patungan*" or collective funding (Hasibuan, 2020). However, the crowdfunding referred to in this study is a form of funding that utilizes internet-based social media platforms. The term crowdfunding originates from the more commonly known term crowdsourcing, which describes the process of outsourcing tasks to a large number of 'crowd' (in this case, the Internet community) and relies on their assets, resources, knowledge, or expertise" (Hemer, 2011). There are four main types of crowdfunding: donation-based, reward-based, debt-based, and equity-based

(Kemenkeu.go.id, 2016). However, some websites such as Gandengantangan.co.id and Kitabisa.com operate on a donation-based crowdfunding system for fundraising purposes, promoting philanthropy and social responsibility, in alignment with SDG 1: No Poverty and SDG 3: Good Health and Well-being. Depending on its objective, crowdfunding can serve as an alternative source of funding for those seeking external financing. In summary, crowdfunding can be categorized into two main types: profit-oriented platforms (offering rewards, loans, and equity) and nonprofit platforms (for donations or charity) (Hossain & Oparaocha, 2017), further supporting the objectives of various SDGs (Scataglini & Ventresca, 2019).

The Covid-19 pandemic has significantly influenced donation behavior, particularly among Generation Z, who exhibited the highest increase in digital donations (Ryandono et al., 2022). According to a survey by Kopernik in collaboration with Gopay, the percentage of digital donors rose from 32% before the pandemic to 43%, with Generation Z's rate increasing from 35% to 51%. This shift aligns with Corbisiero et al. (2022), who describes Generation Z as the "net generation," naturally inclined toward digital platforms. The heightened awareness of the importance of donating has led to numerous fundraising initiatives, with factors such as credibility, security, and convenience playing a crucial role. As Slameto (2015:180) explains, interest arises from an individual's preference without external influence, suggesting that Generation Z's perception of platforms like Kitabisa.com significantly impacts their inclination to donate digitally. These findings reinforce the growing role of online fundraising in fostering social solidarity.

The researchers' interest in this study arises from the increasing relevance of digital crowdfunding platforms, particularly in shaping Generation Z's donation behavior (Konstantinou & Jones, 2022). As digital transformation continues to revolutionize financial transactions, understanding the key factors influencing online donation decisions has become crucial. This study aims to examine the determinants of donation intention and usage behavior on digital platforms, emphasizing their alignment with Sustainable Development Goals (SDGs).

This research extends to previous studies rather than simply replicating them. While The 2nd Global Alternative Finance Market Benchmarking Report (Cambridge Centre for Alternative Finance, 2021) provides a comprehensive analysis of the global alternative finance landscape, it does not specifically focus on the behavioral aspects of digital donors, particularly within the context of Generation Z. Similarly, The Digital Donation Outlook 2020 (Kopernik & GoPay, 2020) highlights the increasing trend of digital donations, especially during the Covid-19 pandemic, with millennials and Generation Z emerging as the most active donor groups. However, it lacks an in-depth exploration of the psychological and technological factors driving this behavioral shift.

To address this gap, the present study integrates established theoretical frameworks to analyze how performance expectancy, effort expectancy, social influence, and facilitating conditions influence Generation Z's donation behavior. Unlike previous research, this study not only examines the technological and economic aspects of digital fundraising but also incorporates SDG perspectives to understand the broader social impact of online philanthropy. Additionally, it considers how factors such as credibility, security, and convenience shape digital donation interest, building on Slameto (2015:180), which states that interest develops naturally without external influence.

By focusing on the intersection of digital philanthropy, Generation Z's behavior, and SDGs, this study contributes novel insights into the evolving role of crowdfunding in fostering financial inclusion and social solidarity. It underscores the importance of platforms like Kitabisa.com in facilitating donations and strengthening community engagement in the digital era.

This study employs a quantitative research approach, using a survey method to examine the factors influencing Generation Z's donation behavior on digital crowdfunding platforms. The respondents for this study were selected through purposive sampling, focusing on individuals from Generation Z who

have engaged in online donation activities. The survey instrument consists of a structured questionnaire designed to measure the key constructs of the study: performance expectancy, effort expectancy, social influence, and facilitating conditions, all derived from the Unified Theory of Acceptance and Use of Technology (UTAUT) framework. The constructs of performance expectancy and effort expectancy assess how perceived usefulness and ease of use influence donation intention, while social influence examines the role of peer influence in shaping behavior. Facilitating conditions focus on the availability of resources and support necessary to engage in digital donation activities. However, it is important to clarify that facilitating conditions in this study are not mediated by donation retention, which is a key distinction from the relationships hypothesized for other variables in the background. Data collected will be analyzed using Structural Equation Modeling (SEM) to test the proposed hypotheses and determine the strength of relationships between the variables. This approach allows for a comprehensive understanding of how these factors contribute to the behavior of Generation Z in the context of online philanthropy, in alignment with the Sustainable Development Goals (SDGs).

## 2. Literature Review

### *A. Unified Theory of Acceptance and Use of Technology (UTAUT)*

Model UTAUT was developed by Venkatesh & Davis (2003) as an integrated research model to study technology adoption. This model delineates the factors influencing individual acceptance of information technology. UTAUT comprises four components that play pivotal roles as direct determinants of behavior in technology acceptance and usage: performance expectations, effort expectations, social influence, and facilitating conditions. Additionally, there are four other mediators that act as intermediaries strengthening the influence of these four main variables. These mediators include gender, age, experience, and willingness to use technology.

### *B. Interest*

Interest, defined as desire or preference (Kamisa, 1997), serves as a powerful driving force, compelling individuals to actively pursue activities aligned with their inclinations. Moreover, Sudirman (2003:76) emphasizes that the significance of a person's interest in an object is augmented when the object fulfills a purpose and aligns with their desires and needs. Consequently, interest acts as a compelling stimulus, directing an individual's attention towards specific domains, such as work, classes, objects, or people, ultimately shaping their actions and choices.

### *C. Generation Z*

The understanding of Generation Z, also known as the iGeneration, is a synthesis of perspectives from experts such as Putra, Lyons, and various other studies. They describe Generation Z as a group of individuals born between the mid-1990s and the early 2010s, growing up in the era of the internet boom and having a profound understanding of technology. Generation Z tends to prefer social interaction through digital platforms and tends to be smart consumers who are easily influenced by positive environments. They are also known as a creative, multi-tasking generation, and environmentally conscious. In terms of communication, Generation Z prefers casual and friendly interactions, both in educational and work contexts, as well as in daily interactions. Overall, Generation Z has great potential to bring positive change to society and the workplace in the future (Kupperschmidt, 2000).

### *D. Crowd funding*

Crowd funding can be defined as a form of funding by a group of people or an initiative by individuals/teams/organizations/institutions to raise funds to complete a project. The process of raising funds or capital from multiple sources begins with a request for capital support from family and friends and then spreads to the wider community through the internet (Adiansyah, 2016) [9]. This method

enables individuals or groups to raise funds from a number of people, starting from their closest circles to the general public, using online platforms to reach a wider audience. In the crowdfunding process, fundraisers typically share information about their projects or initiatives through various online channels, such as social media, crowdfunding websites, or email, in hopes of attracting interest and support from individuals willing to participate in funding the project.

*E. Platform Kitabisa.com*

Kitabisa.com is an Indonesian-based crowdfunding platform. This platform enables individuals, groups, organizations, and institutions to raise funds online to support various types of projects and activities, such as humanitarian aid, fundraising for medical expenses, education, environmental causes, and other social projects. Through Kitabisa.com, users can create fundraising campaigns, disseminate information about their campaign goals, and receive donations from the public easily and transparently through the platform. Kitabisa.com plays a significant role in facilitating collaboration and social support to help address various issues and provide assistance to individuals or groups in need.

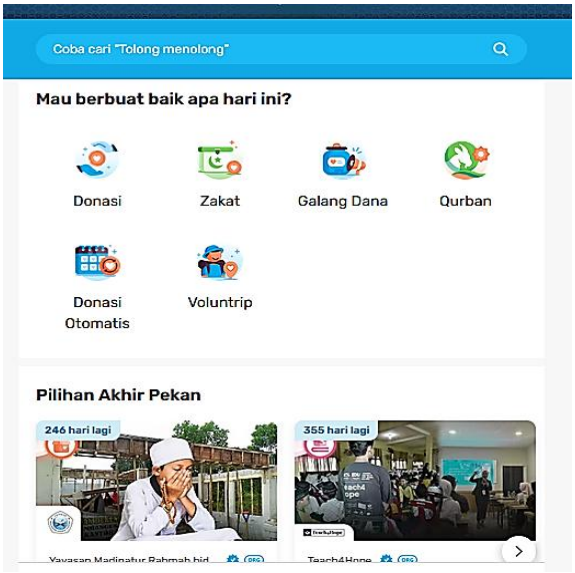


Figure 1. Platform Kitabisa.com

*F. The Influence of Performance Expectancy on Donation Intention*

Performance Expectancy refers to the degree to which individuals believe that using a system will enhance their performance outcomes (Venkatesh et al., 2003). Within the context of crowdfunding, performance expectancy reflects the belief that donating through a platform enables supporters to achieve personal satisfaction, social interaction, social approval, and a sense of achievement (Wisesa et al., 2019). When potential donors perceive that the platform provides meaningful benefits beyond the act of donation itself, their intention to donate is likely to increase.

**H1**: Performance expectancy has a positive effect on donation intention

*G. The Influence of Effort Expectancy on Donation Intention*

Effort Expectancy is defined as the perceived ease of use associated with a system (Venkatesh et al., 2003). In crowdfunding, donors are more inclined to contribute when the platform is user-friendly, intuitive, and requires minimal effort to complete transactions. Prior studies confirm that ease of use enhances donor willingness to engage with crowdfunding platforms (Wisesa et al., 2019). Thus, the simpler the donation process, the stronger the intention to donate.

**H2**: Effort expectancy has a positive effect on donation intention

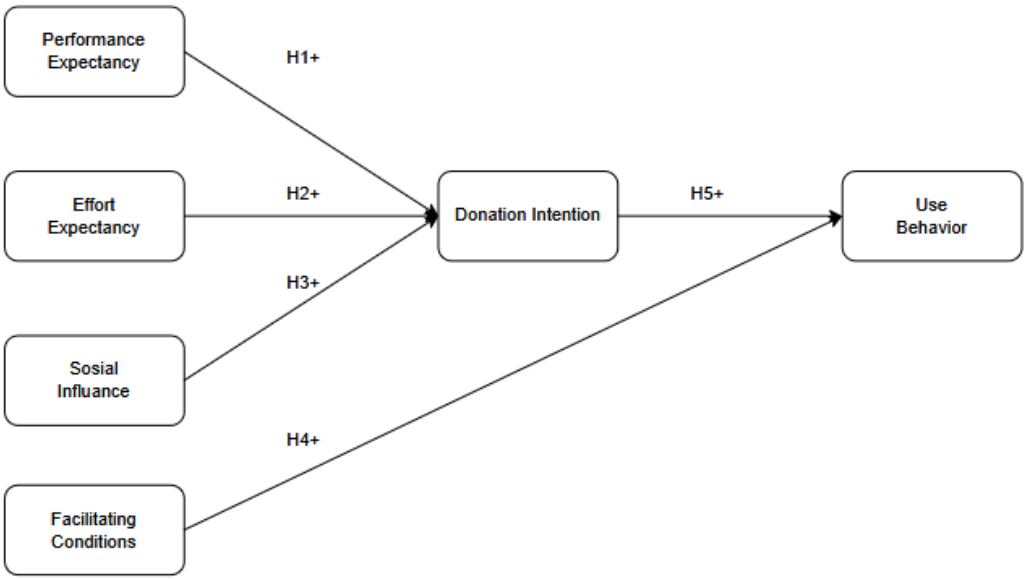


Figure 1. Research Framework

*H. The Influence of Social Influence on Donation Intention*

Social Influence refers to the extent to which individuals perceive that important others believe they should use a particular system (Venkatesh et al., 2003). In crowdfunding, social influence manifests when peers, family, or social networks encourage or endorse donation activities. Such external pressures and normative beliefs have been shown to strengthen donation intention (Wisesa et al., 2019). Therefore, social endorsement plays a critical role in shaping donor behavior.

**H3**: Social influence has a positive effect on donation intention

*I. The Influence of Facilitating Condition on Use Behaviour*

Facilitating Conditions represent the degree to which individuals believe that organizational and technical infrastructures support system use (Venkatesh et al., 2003). In crowdfunding, adequate infrastructure—such as secure payment systems, reliable internet access, and platform support—enables donors to translate their intentions into actual usage. Empirical evidence suggests that facilitating conditions significantly affect user behavior (Nuryahya et al., 2019).

**H4**: Facilitating condition has a positive and significant effect on use behaviour

*J. The Influence of Donation Intention on Use Behaviour*

Donation Intention reflects the willingness of Generation Z to continue using crowdfunding platforms such as Kitabisa.com, particularly when they have access to relevant information. Use Behaviour, in turn, refers to the actual engagement and awareness in utilizing the platform for daily activities. Prior studies indicate that stronger donation intention leads to higher levels of actual usage (Nuryahya et al., 2019). Thus, intention serves as a direct predictor of behavior.

**H5**: Donation intention has a positive and significant effect on use behaviour

## 3. Method

The research object serves as the focal point or primary aim of the study. In the context of this thesis, the research object entails investigating the Influence of Generation Z's Donation Interest within Bogor Regency concerning their utilization of the Kitabisa.com Crowdfunding Platform, employing the UTAUT (Unified Theory of Acceptance and Use of Technology) Model as the methodological

framework. This entails a comprehensive examination of how the attitudes, perceptions, and intentions of Generation Z individuals in Bogor Regency shape their acceptance and utilization of the Kitabisa.com platform for crowdfunding purposes. Through the lens of the UTAUT model, the study aims to elucidate the factors influencing Generation Z's willingness to engage with the crowdfunding platform, providing insights into their behaviors and motivations regarding online donation activities within the specified geographical context. This study uses a Likert scale with a score of 1, which symbolizes “Strongly Disagree," and 5, “Strongly Agree”. The measurement of the variables in this study is based on previously validated questionnaires. The constructs of performance expectancy, effort expectancy, social influence, and facilitating conditions were adapted from Venkatesh et al. (2003) for UTAUT, with slight modifications to fit the context of online donation behaviors. In the event that any variables required new items or scales, a pilot test will be conducted to assess the validity and reliability of the instrument. This will include testing for response bias and ensuring that the questions are properly understood by the target respondents. The results of this pilot test will be used to refine the questionnaire before its distribution to the final sample.

The data collection method employed in this research includes the use of questionnaires and literature review. Data collection was conducted in December 2023. The population targeted in this study comprises Generation Z individuals in Bogor Regency who utilize the Kitabisa.com crowdfunding platform. The sample size for this research is 110 respondents. The sampling technique utilized is Non-Probability Sampling. The sampling method employed in this study is a type of non-probability sampling known as purposive sampling. Based on survey data conducted by the Central Statistics Agency (Badan Pusat Statistik) of Bogor Regency, the researcher utilized the Slovin's formula to determine the sample size from the population. The total number of males aged 15-24 is 499,074, and females aged 15-24 is 467,333. By adding these numbers, the total population count is 966,407. From this figure, the sample size can be calculated using the Slovin's formula. The Slovin's formula is used to determine the sample size from a known population size of 966,407 individuals.

$$n = N / (1+(N \text{ x } e^2)) \quad (1)$$

Where:

n = Sample size
N = Population size
E = Allowable margin of error due to sampling error, which is 10% or 0.1 in this case. Given the constraints of time and cost, this error rate is chosen. In the Slovin's formula, a 10% error rate is still acceptable.

Based on the Slovin's formula, the minimum required sample size is calculated as follows:

$$n = N / (1+(N \text{ x } e^2))$$
$$= 966.407/(1+966.407(0.1)^2)$$
$$= 99.9$$

Therefore, the minimum required sample size is 100 respondents. However, to enhance the robustness of the study, 110 questionnaires were distributed. Out of the 110 questionnaires distributed, 110 were returned, 110 were deemed invalid due to incomplete or inconsistent responses, and 110 were considered valid for analysis.

## 4. Results and Discussion

### *A. Descriptive Statistical Analysis*

Descriptive statistical analysis was conducted to provide an initial overview of respondents’ evaluations of each construct used in this study. Mean values were interpreted using predetermined rating intervals—Very Bad (1.00–1.79), Poor (1.80–2.59), Fairly Good (2.60–3.39), Good (3.40–4.18),

and Very Good (4.19–5.00)—to ensure consistency in assessing overall responses prior to hypothesis testing.

Table 1 presents the descriptive results for Performance Expectancy, which measures the extent to which users believe that Kitabisa.com enhances their donation-related performance. The variable recorded a mean score of 4.43, categorized as Very Good. This indicates that respondents perceive the platform as highly useful and effective in facilitating their donation activities.

Table 1. Performance Expectancy

| No. | VG | G | FG | P | VG | Sum | AVG | Description |
|---|---|---|---|---|---|---|---|---|
| 1 | 39 | 67 | 4 | 0 | 0 | 475 | 4.32 | Very Good |
| 2 | 57 | 50 | 3 | 0 | 0 | 494 | 4.49 | Very Good |
| 3 | 57 | 49 | 4 | 0 | 0 | 493 | 4.48 | Very Good |
| Sum | 153 | 166 | 11 | 0 | 0 | 1462 | 13.29 | |
| Sum | 765 | 664 | 33 | 0 | 0 | 1462 | 4,43 | Very Good |
| % | 46,4 | 50,3 | 3,3 | 0 | 0 | 100 | | |

Table 2. Effort Expectancy

| No. | VG | G | FG | P | VG | Sum | AVG | Description |
|---|---|---|---|---|---|---|---|---|
| 1 | 86 | 20 | 4 | 0 | 0 | 522 | 4.75 | Very Good |
| 2 | 44 | 63 | 3 | 0 | 0 | 481 | 4.37 | Very Good |
| 3 | 35 | 74 | 1 | 0 | 0 | 474 | 4.31 | Very Good |
| 4 | 47 | 62 | 1 | 0 | 0 | 486 | 4.42 | Very Good |
| 5 | 71 | 35 | 4 | 0 | 0 | 507 | 4.61 | Very Good |
| Sum | 283 | 254 | 13 | 0 | 0 | 2470 | 22.45 | |
| Sum | 1415 | 1016 | 39 | 0 | 0 | 2470 | 4,49 | Very Good |
| % | 51,44 | 46,2 | 2,34 | 0 | 0 | 100 | | |

Table 3. Social Influence

| No. | VG | G | FG | P | VG | Sum | AVG | Description |
|---|---|---|---|---|---|---|---|---|
| 1 | 40 | 68 | 2 | 0 | 0 | 478 | 4.35 | Very Good |
| 2 | 60 | 48 | 2 | 0 | 0 | 498 | 4.53 | Very Good |
| 3 | 70 | 36 | 4 | 0 | 0 | 506 | 4.60 | Very Good |
| 4 | 70 | 36 | 4 | 0 | 0 | 506 | 4.60 | Very Good |
| 5 | 71 | 35 | 4 | 0 | 0 | 507 | 4.61 | Very Good |
| Sum | 311 | 223 | 16 | 0 | 0 | 2495 | 22.68 | |
| Sum | 1555 | 892 | 48 | 0 | 0 | 2495 | 4,53 | Very Good |
| % | 56,52 | 40,52 | 2,88 | 0 | 0 | 100 | | |

Table 4. Facilitating Conditions

| No. | VG | G | FG | P | VG | Sum | AVG | Description |
|---|---|---|---|---|---|---|---|---|
| 1 | 55 | 53 | 2 | 0 | 0 | 493 | 4.48 | Very Good |
| 2 | 74 | 34 | 2 | 0 | 0 | 512 | 4.65 | Very Good |
| 3 | 57 | 50 | 3 | 0 | 0 | 494 | 4.49 | Very Good |
| 4 | 56 | 50 | 4 | 0 | 0 | 492 | 4.47 | Very Good |
| 5 | 82 | 25 | 3 | 0 | 0 | 519 | 4.72 | Very Good |
| Sum | 324 | 212 | 14 | 0 | 0 | 2510 | 22.82 | |
| Sum | 1620 | 848 | 42 | 0 | 0 | 2510 | 4,56 | Very Good |
| % | 58,9 | 38,56 | 2,52 | 0 | 0 | 100 | | |

Table 5. Donation Intention

| No. | VG | G | FG | P | VG | Sum | AVG | Description |
|---|---|---|---|---|---|---|---|---|
| 1 | 88 | 20 | 2 | 0 | 0 | 526 | 4.78 | Very Good |
| 2 | 76 | 32 | 2 | 0 | 0 | 514 | 4.67 | Very Good |
| 3 | 37 | 70 | 3 | 0 | 0 | 474 | 4.31 | Very Good |
| 4 | 48 | 59 | 3 | 0 | 0 | 485 | 4.41 | Very Good |
| 5 | 72 | 36 | 2 | 0 | 0 | 510 | 4.64 | Very Good |
| Sum | 321 | 217 | 12 | 0 | 0 | 2509 | 22.81 | |
| Sum | 1605 | 868 | 36 | 0 | 0 | 2509 | 4,56 | Very Good |
| % | 58,36 | 39,44 | 2.16 | 0 | 0 | 100 | | |

Table 6. Use Behavior

| No | VG | G | FG | P | VG | Sum | AVG | Description |
|---|---|---|---|---|---|---|---|---|
| 1 | 58 | 50 | 2 | 0 | 0 | 496 | 4.51 | Very Good |
| 2 | 87 | 21 | 2 | 0 | 0 | 525 | 4.77 | Very Good |
| 3 | 86 | 20 | 4 | 0 | 0 | 522 | 4.75 | Very Good |
| 4 | 47 | 59 | 4 | 0 | 0 | 483 | 4.39 | Very Good |
| Sum | 278 | 150 | 12 | 0 | 0 | 2026 | 18.42 | |
| Sum | 1390 | 600 | 36 | 0 | 0 | 2026 | 4,61 | Very Good |
| % | 63,2 | 34,1 | 2,7 | 0 | 0 | 100 | | |

Table 2 summarizes the analysis of Effort Expectancy, reflecting users' perceived ease of using the platform. With a mean score of 4.49, this variable also falls within the Very Good category, suggesting that respondents find the system intuitive, easy to navigate, and requiring minimal effort to use.

The results for Social Influence are presented in Table 3, showing an average of 4.53, which is categorized as Very Good. This indicates that social encouragement—whether from family, peers, or the broader community—has a strong influence on respondents' willingness to participate in digital donation activities.

Table 4 reports the descriptive statistics for Facilitating Conditions, which measure users' perceptions of the availability of technical and organizational support required to use the platform. The variable obtained a mean score of 4.56, placing it in the Very Good category. This suggests that users feel adequately supported by the platform's infrastructure, features, and resources, ensuring smooth and reliable usage.

The descriptive results for Donation Intention are shown in Table 5, with a mean value of 4.56, also categorized as Very Good. This indicates a strong willingness among respondents to contribute financially through Kitabisa.com, reflecting high motivation to engage in online philanthropic activities.

Finally, Table 6 presents the analysis of Use Behavior, capturing the extent of respondents' actual engagement with the platform. This variable recorded the highest mean score at 4.61, falling within the Very Good category. The result demonstrates strong and consistent usage of the platform among participants.

Overall, the descriptive statistics across all six tables reveal uniformly positive perceptions toward Kitabisa.com. Respondents view the platform as useful, easy to use, socially endorsed, and well supported by technical infrastructure. These favorable assessments provide a strong foundation for understanding subsequent hypothesis testing results and further highlight the platform's potential to foster high levels of donation intention and actual use behavior.

*B. Validity and Reliability Test Results*

Table 7 and Table 8 show the results of the validity test and reliability test for all variables. Based on the calculation results in Table 7 for the validity test on the variables of performance expectancy, effort expectancy, social influence, facilitating conditions, donation intention, and use behavior, each question item has an r-value greater than the critical r-value (5%, df=108), which is 0.1874. Therefore, it can be concluded that all question items in these variables are valid. Based on the results of the reliability test in Table 8, it is found that all question items from the six variables, namely performance expectancy, effort expectancy, social influence, facilitating conditions, donation intention, and use behavior, are reliable as they have Cronbach's Alpha values greater than 0.6.

Table 7. The Result of Validity Test

| Variable | Item Pertanyaan | R calculate | R table (α=%,df=108) | Description |
|---|---|---|---|---|
| *Performance Expectancy* | 1 | 0.843 | 0.1874 | Valid |
| | 2 | 0.829 | 0.1874 | Valid |
| | 3 | 0.576 | 0.1874 | Valid |
| *Effort Expectancy* | 1 | 0.741 | 0.1874 | Valid |
| | 2 | 0.609 | 0.1874 | Valid |
| | 3 | 0.426 | 0.1874 | Valid |
| | 4 | 0.692 | 0.1874 | Valid |
| | 5 | 0.639 | 0.1874 | Valid |
| *Social Influence* | 1 | 0.328 | 0.1874 | Valid |
| | 2 | 0.582 | 0.1874 | Valid |
| | 3 | 0.711 | 0.1874 | Valid |
| | 4 | 0.711 | 0.1874 | Valid |
| | 5 | 0.829 | 0.1874 | Valid |
| *Facilitating Conditions* | 1 | 0.338 | 0.1874 | Valid |
| | 2 | 0.589 | 0.1874 | Valid |
| | 3 | 0.680 | 0.1874 | Valid |
| | 4 | 0.734 | 0.1874 | Valid |
| | 5 | 0.821 | 0.1874 | Valid |
| *Donation Intention* | 1 | 0.726 | 0.1874 | Valid |
| | 2 | 0.637 | 0.1874 | Valid |
| | 3 | 0.772 | 0.1874 | Valid |
| | 4 | 0.471 | 0.1874 | Valid |
| | 5 | 0.526 | 0.1874 | Valid |
| *Use Behavior* | 1 | 0.600 | 0.1874 | Valid |
| | 2 | 0.738 | 0.1874 | Valid |
| | 3 | 0.780 | 0.1874 | Valid |
| | 4 | 0.616 | 0.1874 | Valid |

Table 8. Result of Reliability Test

| Variable | Cronbach's Alpha Value | Description |
|---|---|---|
| *Performance Expectancy* | 0.604 | Reliable |
| *Effort Expectancy* | 0.606 | Reliable |
| *Social Influence* | 0.606 | Reliable |
| *FacilitatingConditions* | 0,624 | Reliable |
| *Donation Intention* | 0,602 | Reliable |
| *Use Behavior* | 0.608 | Reliable |

*C. Multiple Regression Test Result*

The multiple regression test result refers to the outcome obtained from conducting a multiple regression analysis. Multiple regression is a statistical technique used to analyze the relationship between a dependent variable and two or more independent variables.

The R-squared test is conducted to determine the percentage of contribution of the combined influence of independent variables to the dependent variable. Table 9 shows that the influence of performance expectancy, effort expectancy, and social influence on donation intention can be analyzed using the coefficient of determination, which is 0.704 or 70.4%. This indicates that 70.4% of the variability in donation intention can be attributed to these factors. The remaining 29.6% is influenced by other factors not measured in this study.

The influence of facilitating conditions and donation intention on use behavior can be analyzed using the coefficient of determination, which is 0.535 or 53.5% as shown in Table 10. This indicates that 53.5% of the variability in use behavior can be attributed to these factors. The remaining 46.5% is influenced by other factors not measured in this study.

The F-test, also known as the F-statistic, serves as a fundamental statistical tool utilized in regression analysis to evaluate the overall significance of the regression model. It assesses whether there is at least one independent variable within the model that exerts a statistically significant impact on the dependent variable. By examining the ratio of the explained variance to the unexplained variance, the F-test helps researchers determine whether the regression model as a whole provides a better fit to the data compared to a model with no independent variables. This test enables analysts to ascertain the overall effectiveness and relevance of the independent variables in explaining the variability observed in the dependent variable.

Table 11 yielded an F-statistic value of 87.222 and a significance value (sig.) of 0.000. The computed F-statistic value (87.222) is greater than the critical F-value (2.69), and the significance value (0.000) is less than 0.05. This indicates that performance expectancy, effort expectancy, and social influence collectively influence donation intention.

Table 12 shows an F-test result with an F-statistic value of 63.583 and a significance value (sig.) of 0.000. The computed F-statistic value (63.583) exceeds the critical F-value (2.69), and the significance value (0.000) is less than 0.05. This indicates that facilitating conditions and donation intention collectively influence use behaviour. Otherwise, The t-test is a statistical method used to determine whether there is a significant difference between the means of two groups. It assesses whether the means of the two groups are statistically different from each other.

Table 9. The R-squared ($R^2$) of Model 1

**Model Summary**

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|---|---|---|---|---|
| 1 | .844 | .712 | .704 | .86483 |

a. Predictors: (Constant), X3, X2, X1

Table 10. The R-squared ($R^2$) of Model 2

**Model Summary**

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|---|---|---|---|---|
| 1 | .737 | .543 | .535 | .96213 |

a. Predictors: (Constant), Y, X4

Table 11. The F-Test Result of Model 1

**ANOVA**

| | Model | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 195.710 | 3 | 65.237 | 87.222 | .000 |
| | Residual | 79.281 | 106 | .748 | | |
| | Total | 274.991 | 109 | | | |

a. Dependent Variable: Y

Table 12. The F-Test Result of Model 2

**ANOVA**

| | Model | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 117.715 | 2 | 58.858 | 63.583 | .000 |
| | Residual | 99.048 | 107 | .926 | | |
| | Total | 216.764 | 109 | | | |

Based on the Table 13, the multiple linear regression equation can be formulated as follows:

$$DI = 0{,}223 + 0{,}269PE + 0{,}556EE + 0{,}287SI + e_1 \quad (2)$$

The multiple linear regression equation provided represents a statistical model utilized to predict Donation Intention (DI) based on the values of Performance Expectancy (PE), Effort Expectancy (EE), and Social Influence (SI). The intercept, represented by 0.223, indicates the predicted value of DI when all independent variables (PE, EE, SI) are zero. The regression coefficients are 0.269 for PE, 0.556 for EE, and 0.287 for SI, indicating the extent of the expected change in DI for each one-unit change in the respective independent variables. These independent variables, PE, EE, and SI, each represent specific aspects of users' perceptions and experiences with the system. Lastly, e1 is the error term reflecting the model's imperfection in explaining the variability of DI not accounted for by the independent variables in the equation.

Table 13. The t-test result of Model 1

**Coefficients[a]**

| | | Unstandardized | Coefficients | Standardized Coefficients | | |
|---|---|---|---|---|---|---|
| | Model | B | Std. Error | Beta | T | Sig. |
| 1 | (Constant) | .223 | 1.480 | | .150 | .881 |
| | X1 | .269 | .067 | .211 | 4.020 | .000 |
| | X2 | .556 | .065 | .571 | 8.583 | .000 |
| | X3 | .287 | .061 | .315 | 4.722 | .000 |

a. Dependent Variable: Y

Table 14. The t-test result of Model 2

**Coefficients**

| | Model | Unstandardized B | Coefficients Std. Error | Standardized Coefficients Beta | T | Sig. |
|---|---|---|---|---|---|---|
| 1 | (Constant) | 2.853 | 1.407 | | 2.028 | .045 |
| | X4 | .414 | .073 | .499 | 5.642 | .000 |
| | Y | .268 | .079 | .302 | 3.410 | .001 |

a. DependentVariable: Z

Based on the Table 14, the multiple linear regression equation can be formulated as follows:

$$UB = 2{,}853 + 0{,}414FC + 0{,}268DI + e_2 \quad (3)$$

This equation indicates that Use Behavior (UB) is predicted based on the values of Facilitating Conditions (FC) and Donation Intention (DI), with an intercept of 2.853. The regression coefficient for FC is 0.414, and for DI is 0.268, representing the expected change in UB for each one-unit change in the respective independent variables. These independent variables, FC and DI, represent factors influencing the level of system usage. Lastly, e2 is the error term, reflecting the model's imperfection in explaining the variability of UB not accounted for by the independent variables in the equation.

To strengthen the statistical conclusions, a descriptive analysis of the research variables was conducted. The Performance Expectancy variable obtained an average score of 4.43 (Very Good), indicating that respondents strongly believe that using Kitabisa.com enhances their ability to donate effectively. Effort Expectancy scored 4.49 (Very Good), signifying those users find the platform easy to use. Social Influence had an average rating of 4.53 (Very Good), suggesting that social encouragement and recommendations play a vital role in influencing donation behavior. Facilitating Conditions scored 4.56 (Very Good), reflecting those users perceive adequate resources and infrastructure to support their use of the platform. Finally, Donation Intention (4.56) and Use Behavior (4.61) also received Very Good ratings, confirming strong user motivation and actual engagement with the platform.

*D. Discussion*

The results of this study demonstrate that Performance Expectancy has a significant positive effect on Donation Intention, as indicated by the sig. value of 0.000. This suggests that individuals are more willing to donate when they perceive that the platform meaningfully supports the achievement of their personal goals. This finding is consistent with the UTAUT model (Venkatesh et al., 2003), which posits that perceived performance enhancement motivates technology adoption, and aligns with the findings of Wisesa, Arya, and Kholid (2019), who similarly reported that perceived usefulness increases donor willingness.

Effort Expectancy also shows a significant influence on Donation Intention (sig. = 0.000). Respondents' perceptions of Kitabisa.com as easy to use reduce cognitive and technical barriers to participation. This supports UTAUT's assertion that ease of use facilitates adoption and confirms previous research by Wisesa, Arya, and Kholid (2019), which found that user-friendly digital donation platforms increase donors' likelihood to contribute.

Furthermore, Social Influence significantly affects Donation Intention (sig. = 0.000). The high descriptive rating (mean = 4.53) indicates that recommendations from peers, family members, and social networks play a substantial role in shaping donation behavior. This reinforces the UTAUT framework, which emphasizes the importance of normative pressures in technology adoption, and aligns with empirical evidence from previous studies showing that social persuasion is a key driver in online philanthropic engagement.

The results also reveal that Facilitating Conditions significantly influence Use Behavior (sig. = 0.000). The descriptive data (mean = 4.56) suggest that respondents feel adequately supported by the platform's technological infrastructure, features, and accessibility, thereby enabling consistent usage. This finding is congruent with Nuryahya, Mahri, and Nurasyiah (2019), who highlight that reliable technical and organizational support enhances user engagement. Within the UTAUT model, Facilitating Conditions are recognized as a direct determinant of actual system use, and the results of this study further validate this theoretical proposition.

Additionally, Donation Intention is found to significantly predict Use Behavior (sig. = 0.001). With an average score of 4.56, respondents demonstrate strong motivation to engage in digital donations, which translates into actual usage of the platform. This supports UTAUT's assertion that behavioral

intention directly predicts technology usage and aligns with previous studies emphasizing intention as a primary driver of continued engagement with online services.

Collectively, these findings reinforce the applicability of the UTAUT model (Venkatesh et al., 2003) in the context of digital philanthropy, particularly among Generation Z users. The study provides empirical evidence that technological perceptions (Performance Expectancy, Effort Expectancy), social dynamics (Social Influence), and resource support (Facilitating Conditions) shape both donation intention and actual donation behavior. By integrating descriptive statistics with inferential results, the study also offers a comprehensive explanation of the behavioral patterns underlying digital donation engagement.

Overall, the findings highlight the role of platforms such as Kitabisa.com in promoting inclusive, accessible, and impactful digital philanthropy. The strong intention and active use demonstrated by respondents indicate that such platforms contribute meaningfully to broader social objectives, particularly those aligned with SDG 1 (No Poverty), SDG 10 (Reduced Inequalities), and SDG 17 (Partnerships for the Goals).

## 5. Conclusion

This study concludes that key determinants within the UTAUT framework significantly shape Generation Z's donation behavior on the Kitabisa.com platform. Performance Expectancy is found to have a positive and significant effect on Donation Intention, indicating that users perceive the platform as effective in facilitating and enhancing their donation activities. Effort Expectancy also exerts a significant positive influence, reflecting that users experience ease and convenience when navigating the platform, thereby strengthening their willingness to donate. Social Influence similarly demonstrates a positive and significant effect on Donation Intention, highlighting the role of peers, social networks, and community norms in motivating users to engage with digital philanthropic activities.

Furthermore, Facilitating Conditions significantly predict Use Behavior, suggesting that users perceive the technological infrastructure, platform features, and available support as sufficient to enable smooth and consistent use. Donation Intention is also confirmed as a significant antecedent of Use Behavior, emphasizing that strong motivational readiness translates into actual donation activity on the platform.

Collectively, these findings affirm that Kitabisa.com plays a substantial role in shaping digital donation practices among Generation Z in Bogor Regency. The platform not only supports philanthropic engagement but also aligns with broader sustainable development efforts. By enhancing accessibility and encouraging participatory giving, Kitabisa.com contributes to the realization of SDG 1 (No Poverty) and SDG 3 (Good Health and Well-being) through financial assistance and health-related initiatives. Its inclusive and user-friendly design advances SDG 10 (Reduced Inequalities) by enabling equitable participation in charitable actions, while its technological infrastructure supports SDG 9 (Industry, Innovation, and Infrastructure) through digital innovation in financial accessibility.

Overall, the study underscores the transformative potential of digital donation platforms in advancing social welfare and sustainable development. The significant relationships observed across UTAUT constructs highlight the importance of designing platforms that are useful, easy to use, socially endorsed, and technically well-supported, thereby strengthening users' intention and actual engagement in digital philanthropy.

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