

The Influence of Digital Marketing Strategies Through Social Media in Increasing Donor Trust in LAZISMU Denpasar City

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Article history:

Received July 24, 2026

Revised August 27, 2026

Accepted August 30, 2026

Abstract

This study is aimed at examining the influence of digital marketing strategies through social media on donor trust in LAZISMU Denpasar City. The study used an explanatory quantitative approach through a survey of 178 donors. The data was analyzed using multiple linear regression to test the influence of digital marketing and social media strategies on donor trust. The findings indicate that digital marketing strategies have a significant positive effect on donor trust ($B = 0.384$; $t = 5.027$; $p < 0.001$), as well as social media ($B = 0.619$; $t = 7.930$; $p < 0.001$) with a more dominant influence. Simultaneously, the two variables had a significant effect ($F = 227.108$; $p < 0.001$) with the ability to explain 64.8% variation in donor confidence ($R^2 = 0.648$). The level of donor confidence is generally in the high category (mean = 46.70). The implication is that Instagram optimization as the main communication channel and the integration of various digital platforms to strengthen transparency and institutional accountability.

Keywords:

Digital marketing; Social media; Donor trust; LAZISMU; Zakat.

1. INTRODUCTION

Advances in digital technology are now significantly transforming people's communication patterns and access to information. These changes also affect the way organizations communicate and deliver services to the public. This condition applies not only to profit-oriented organizations, but also to non-profit organizations, including Islamic philanthropic institutions. The use of digital technology provides opportunities for these institutions to expand information delivery, increase the affordability of communication, and build more sustainable relationships with the community and stakeholders. In this context, the implementation of digital strategies is becoming increasingly relevant because organizations are required to be able to adapt to the dynamics of people's behavior that increasingly depends on digital media.

Data APJII (2025) showing, the total number of internet users in Indonesia has touched 235 million people or 81.72% of the total population. The massive penetration indicates that people are increasingly connected to the digital environment. Indonesia's Digital 2026 Report recorded around 180 million social media user identities in Indonesia or touched 62.9% of the population (We Are Social, 2025). Social media platforms such as Instagram, Facebook, TikTok, and YouTube are not only used as a means of communication, but also as a medium to obtain information, build interactions, and support digital marketing activities. This condition provides an opportunity for organizations, including philanthropic institutions, to utilize social media as a channel for communication and information dissemination to the public.

Among the various digital strategies that are developing today, digital marketing is now an approach that organizations often use to build relationships with the community through the use of digital technology. (Kotler et al., 2022) Explaining that digital marketing is a mechanism for creating, communicating, and delivering messages to customers through the use of digital technology so that organizations are able to build more effective relationships with the target audience. Relevant to such exposure, (Chaffey & Ellis-Chadwick, 2022) He explained, digital marketing is not limited to promotional activities, but also includes integrated digital communication management to improve experience, engagement, and long-term relationships with stakeholders. Thus, the application of digital marketing in philanthropic institutions is not only aimed at

expanding the dissemination of information, but also becomes a strategy to strengthen public trust in organizations.

Digital marketing strategies basically place various digital channels as interconnected parts in building communication with the public. Pandey et al. (2020) explains that such strategies can be used to create value, increase interaction, and strengthen organizational relationships with stakeholders. In the context of non-profit organizations, the implementation of marketing strategies is also related to efforts to build reputation, gain public support, and maintain relationships with donors and volunteers (Ada et al., 2022). Therefore, digital marketing strategies for philanthropic institutions are not only related to increasing visibility, but can also support the formation of sustainable relationships with the community and donors.

The implementation of digital marketing strategies can be done through the use of social media as a communication channel that allows organizations to interact directly with the community. Social media provides a space for organizations to convey information, build two-way communication, and maintain relationships with audiences on an ongoing basis. Li et al. (2021) Explains that social media marketing is a strategy that utilizes social media platforms to establish interactions, engagements, and long-term relationships through the presentation of relevant and valuable content. It is interpreted that social media is not limited to being a vehicle for promotion, but can also be used as a space for interaction between organizations and audiences. Hafez (2021) It also indicates that social media marketing activities can spur interactive communication and increase awareness, engagement, and audience loyalty to the organization.

In the context of Islamic philanthropy, social media can be a channel that supports the dissemination of information and interaction between institutions and donors. Kailani & Slama (2020) shows that the use of social media has helped accelerate the dissemination of information about philanthropic activities in Indonesia, including information related to donations. For zakat institutions, the use of social media can be directed to convey program information, document activities, and provide information about the distribution of funds more openly. In this study, social media is understood as a digital communication medium used by LAZISMU Denpasar City to convey program information, interact with the community, and maintain communication with donors. Consistency in the use of social media is important because the information and interaction received by the public can affect the assessment of the credibility and integrity of the institution.

In this study, social media is understood as a digital communication medium used by LAZISMU Denpasar City to convey program information, build interaction with the community, and strengthen communication relationships with donors as part of the implementation of digital marketing strategies.

The consistent use of social media not only expands the dissemination of information, but also contributes to building closer relationships between organizations and society. The relationships built through social media ultimately not only increase the intensity of communication between the organization and the community, but also affect how the community assesses the credibility and integrity of the organization. In the context of philanthropic institutions, this perception is one of the important factors because a person's decision to donate is not limited to the influence of the program offered, but also from how high the trust in the fund management organization is.

Sönmezay & Özdemir (2020) states that trust arises when an organization is perceived to have high integrity, honesty, and competence in carrying out its activities so that it is considered reliable by the public.

In line with this, Aziz & Anim (2020) Explains that trust in zakat institutions is influenced by transparency, accountability, and the quality of organizational management. The better the information management and transparency of the institution, the higher the public's trust in the zakat institution.

The findings are reinforced by research Ilmi & Maesaroh (2024) which explains that a transparent fund management strategy, documentation of activities, and consistent program publications are able to increase donors' trust in zakat institutions. This shows that digital communication and information disclosure have a close relationship with the level of public trust.

Donor trust is an important aspect in the sustainability of the relationship between philanthropic institutions and the community. Trust is not only related to the credibility of the institution, but is also formed through information disclosure, accountability in fund management, and consistency of communication in conveying program developments to donors. In the digital environment, these aspects can be communicated through various digital marketing activities and the use of social media. Therefore, informative, open, and consistent digital communication management is relevant in supporting the formation of donor trust in philanthropic institutions.

A number of previous studies have discussed the use of digital marketing, social media, transparency, and accountability in relation to public trust in organizations. However, research that specifically examines the influence of digital marketing and social media strategies on donor trust in the LAZISMU zakat institution in Denpasar city is still limited. Previous studies generally examined the factors that were partially described, which made the relationship between the implementation of digital marketing strategies, the use of social media, and donor trust in the context of LAZISMU Denpasar City not comprehensively described. This condition shows that there is a research space to examine the relationship between these variables empirically.

Based on these gaps, this study is aimed at examining the influence of digital marketing and social media strategies on donor trust in LAZISMU Denpasar City. This research is expected to contribute empirically to add to the study of digital marketing in philanthropic organizations, especially in understanding the role of

digital media in donor trust. From a practical perspective, it is hoped that the findings produced can be used as a reference for consideration for LAZISMU Denpasar City in designing the development of digital communication management that is more informative, consistent, and responsive in building relationships with donors.

2. RESEARCH METHOD

This study uses a quantitative approach through explanatory research to test the influence of digital marketing and social media strategies on donor trust in LAZISMU Denpasar City. The quantitative approach was chosen because the relationship between variables was analyzed based on numerical data through statistical testing (Creswell & Creswell, 2023). The research data was obtained through a survey using a questionnaire as a central instrument to measure donors' perceptions of digital marketing strategies, social media, and donor trust in LAZISMU Denpasar City.

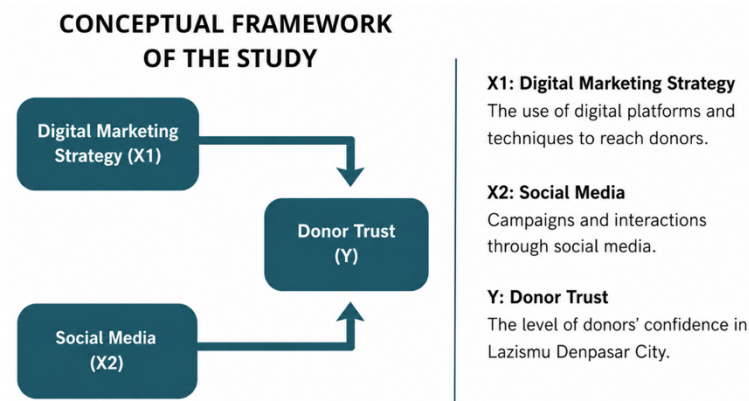


Figure 1. Research Conceptual Framework

Figure 1 shows a conceptual model of the research that explains the relationship between digital marketing strategy (X1) and social media (X2) as an independent variable to donor trust (Y) as a dependent variable. This model is used as a basis for hypothesis formulation as well as testing relationships between variables through multiple linear regression analysis.

The research population includes donors of LAZISMU Denpasar City who have made donations and know the institution's social media activities. The sample was determined using the purposive sampling technique referring to the characteristics of respondents following the study target (Palinkas et al., 2015). The respondent criteria in question include:

- a. Have donated to LAZISMU Denpasar City.
- b. Know or follow social media LAZISMU Denpasar City.
- c. Expressed his willingness to be made a respondent to be researched.

In determining the number of samples, the Slovin formula is used through margin of error worth 5% and produced 178 respondents (Tejada & Punzalan, 2012). The characteristics of the respondents studied included age, education level, occupation, donation intensity, and social media used.

The questionnaire was applied as the main instrument to collect data related to respondents' perceptions of Digital Marketing Strategies (X1), Social media (X2), and Donor Trust (Y). The statement items are arranged by referring to the indicators of each variable. Digital Marketing strategies include ease of access to digital information, speed of information delivery, transparency of program information, effectiveness of digital communication, digital marketing reach, and consistency of digital publications. Social Media includes interaction with the audience, content quality, publication intensity, user engagement, communication responsiveness, and ease of sharing information. Meanwhile, Donor Trust includes institutional credibility, transparency in fund management, honesty of information, program consistency, institutional accountability, and confidence in fund management.

Each indicator is developed into two statement items so that the entire instrument consists of 36 items, with each variable having 12 items. All items were measured using a five-point Likert scale, namely 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, and 5 = Strongly Agree (Likert, 1932).

Table 1. Constructs and Indicators of Research Instruments

Variable	Indicator	Number of Items
Digital Marketing Strategy (X1)	Easily accessible digital information	2
	Speed of information delivery	2
	Transparency of program information	2
	The effectiveness of digital communication	2
	Digital marketing reach	2
	Consistency of digital publications	2
Social Media (X2)	Audience Engagement	2
	Quality of social media content	2
	Content publication intensity	2
	User engagement	2
	Communication responsiveness	2
	Ease of information sharing	2
Donor Trust (Y)	Credibility of the institution	2
	Transparency of fund management	2
	The Honesty of Information	2
	Program consistency	2
	Institutional accountability	2
	Confidence in fund management	2

The validity of the instrument was tested using the Pearson Product Moment correlation through the comparison of the r calculated score and the r table at a significance level of 5%. This test is applied to ensure that each item of the statement is able to measure the intended construct. Next, the reliability of the instrument was tested using Cronbach's Alpha coefficient. The instrument is said to show adequate internal consistency when Cronbach's Alpha score meets the $\geq$ limit of 0.70.

Data that are in accordance with the criteria of validity and reliability are then analyzed using IBM SPSS. Analysis includes descriptive statistics, classical assumption testing, and multiple linear regression. Classical assumption tests include normality, multicollinearity, heteroscedasticity, and linearity. Next, hypothesis testing was applied through a t-test to investigate the influence of each independent variable partially, an F-test to test the influence of the two independent variables simultaneously, and a determination coefficient (R^2) to investigate the contribution of the independent variable in explaining the dependents (Pallant, 2020).

All respondents who participated voluntarily after receiving an explanation regarding the purpose of conducting the study. The identity of the respondents is protected and all data collected is limited to being used in order to meet academic goals so that the confidentiality of respondents' information is guaranteed.

3. RESULTS AND DISCUSSION

3.1. Characteristics of Respondents

The characteristics of the respondents observed were classified based on gender, age, education level, occupation, donation intensity, and social media used as a way to present an overview of information related to LAZISMU Denpasar City. The presentation of these characteristics was used to provide an overview of the background of respondents who participated in the study.

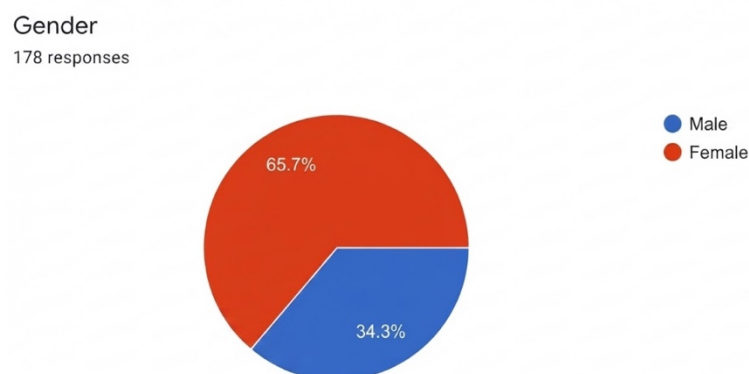


Figure 2. Distribution of Respondents by Gender

Referring to Figure 2, out of 178 respondents, 117 respondents were female (65.7%) and 61 were male (34.3%). Thus, female respondents had a larger proportion than male respondents in this study.

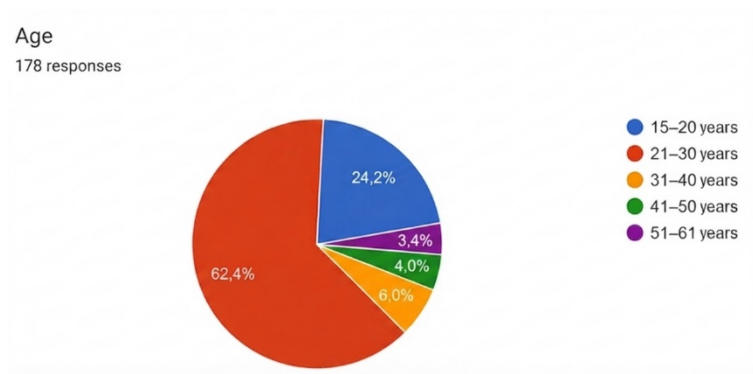


Figure 3. Distribution of Respondents by Age Level

Referring to Figure 3, the age group of 21–30 years was the largest group with 111 respondents (62.4%). Furthermore, there were 43 respondents (24.2%) aged 15–20 years, while the other respondents were classified as age groups over 30 years old. The distribution indicated that the observed sample was predominantly filled with respondents aged 21–30 years.

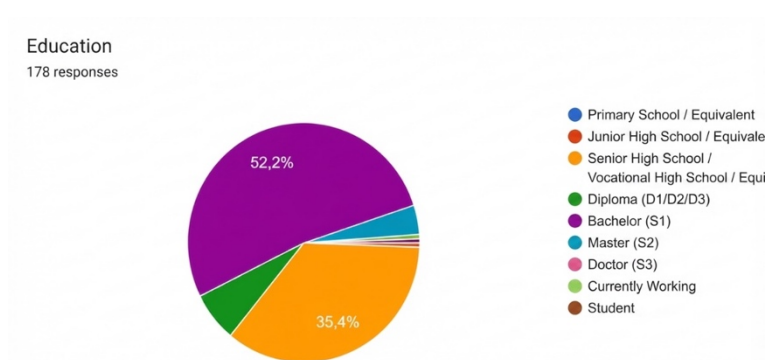


Figure 4. Distribution of respondents by Education level

Based on Figure 4, respondents with a bachelor's degree (S1) are the most numerous groups, followed by graduates of high school/vocational school and other levels of education. The composition shows that the respondents who are observed come from diverse educational backgrounds.

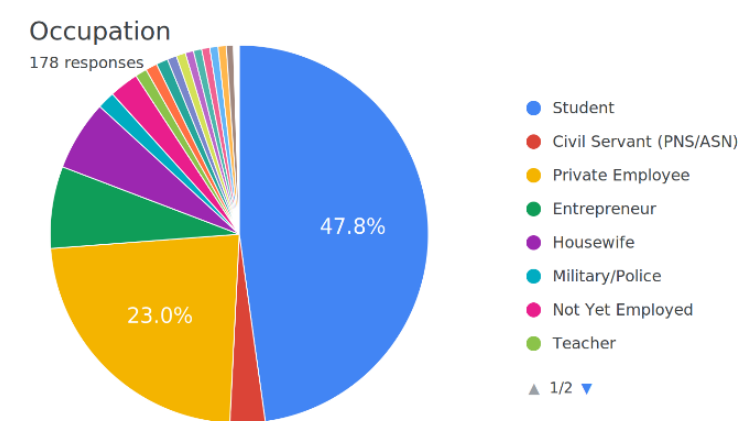


Figure 5. Distribution of respondents by Job Type

Based on Figure 5, the most respondents came from the private employee group. In addition, there are respondents who work as state civil servants, students, entrepreneurs, and other jobs. The composition showed a variation in the work background in the study sample.

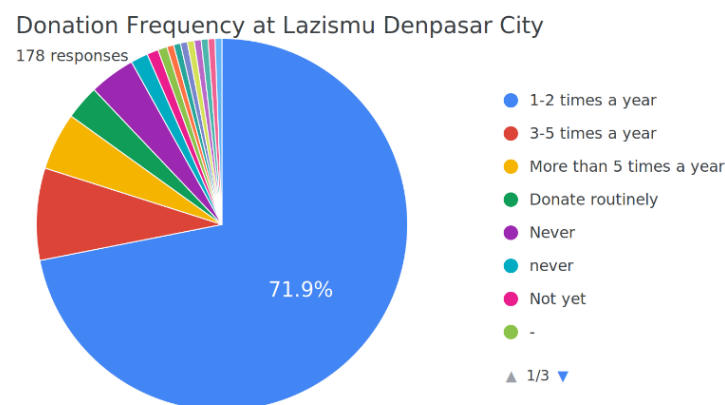


Figure 6. Distribution of respondents by Donation Intensity

Based on Figure 6, most of the respondents have donated more than once to LAZISMU Denpasar City. This condition indicates that the majority of respondents have experience donating to institutions that are the object of the research. This experience is part of the characteristics of respondents that are relevant in assessing trust in LAZISMU Denpasar City.

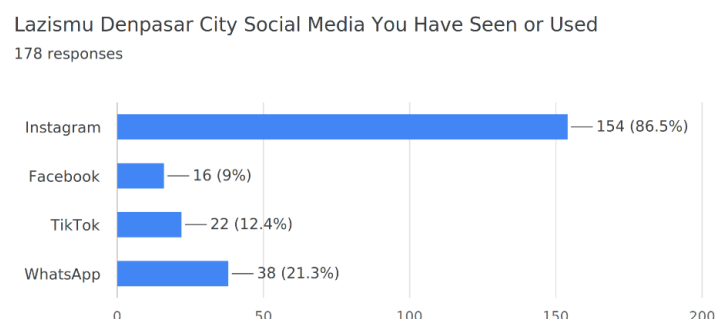


Figure 7. Distribution of respondents by Social Media Used

Referring to Figure 7, Instagram became the most widely used social media for respondents to get information related to LAZISMU Denpasar City, followed by Facebook, TikTok, YouTube, and WhatsApp. These findings show that Instagram has an important position as one of the channels used by respondents to obtain information about LAZISMU Denpasar City programs and activities.

3.2. Validity Test

The validity test is intended to ensure that each questionnaire item is indeed capable of representing the variables to be measured. The method used is the Pearson Product Moment correlation, by comparing the Corrected Item-Total Correlation (r calculated) number to the r -score of the table at a significance level of 5% for $N = 178$, which is 0.147. An item is categorized as valid if its calculated r -score exceeds 0.147. Details of the test results for each variable are presented through the following table 2.

Table 2. Results of the Validity Test of Research Instruments

Item	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X1.1	131.60	386.773	0.512	0.947
X1.2	131.94	377.832	0.655	0.946
X1.3	131.67	388.325	0.510	0.947
X1.4	132.11	377.520	0.653	0.946
X1.5	131.51	390.443	0.465	0.948
X1.6	132.02	378.254	0.708	0.946
X1.7	131.55	386.678	0.574	0.947
X1.8	131.98	375.056	0.669	0.946
X1.9	131.57	385.772	0.589	0.947
X1.10	132.52	382.104	0.457	0.948

X1.11	131.74	385.619	0.548	0.947
X1.12	132.13	377.711	0.600	0.947
X2.1	131.99	389.763	0.411	0.948
X2.2	132.25	379.057	0.591	0.947
X2.3	131.70	388.990	0.470	0.947
X2.4	132.02	378.949	0.548	0.947
X2.5	131.84	384.035	0.604	0.947
X2.6	132.17	377.813	0.635	0.946
X2.7	131.94	392.951	0.321	0.948
X2.8	132.28	376.825	0.659	0.946
X2.9	131.88	389.065	0.462	0.948
X2.10	132.13	378.050	0.647	0.946
X2.11	131.49	387.709	0.560	0.947
X2.12	131.79	377.149	0.640	0.946
Y1	131.48	389.991	0.437	0.948
Y2	131.78	377.370	0.543	0.947
Y3	131.68	387.552	0.487	0.947
Y4	131.88	373.585	0.738	0.945
Y5	131.61	387.472	0.529	0.947
Y6	131.84	374.630	0.735	0.945
Y7	131.69	385.787	0.582	0.947
Y8	131.85	376.487	0.705	0.946
Y9	131.52	389.200	0.437	0.948
Y10	131.87	376.953	0.591	0.947
Y11	131.39	385.573	0.560	0.947
Y12	131.83	376.382	0.571	0.947

The table above shows that without exception, all three items of the variable result in a calculated r above the table's r threshold of 0.147. The highest value range was recorded in the Donor Trust variable (Y), which was 0.437 to 0.738, followed by Digital Marketing Strategy (X1) in the range of 0.457–0.708, and Social Media (X2) in the range of 0.321–0.659. These findings confirm that the 36 statement items that make up the research instrument are feasible and valid to be used as a way to measure the observed variables.

3.3. Reliability Test (Instrument Test)

The reliability test is aimed at looking at the extent of the internal consistency of the instrument used. The measure used is Cronbach's Alpha coefficient, with the instrument benchmark considered reliable if the value reaches at least 0.70 (Pallant, 2020).

Table 3. Results of the Reliability Test of Research Instruments

Case Processing Summary		N	%
Cases	Valid	178	100.0
	Excluded a	0	.0
	Total	178	100.0

a. Listwise deletion based on all variables in the procedure.

As presented in the table, Cronbach's Alpha coefficient for all 36 instrument items was recorded at 0.948, far exceeding the minimum threshold of 0.70. This figure indicates that the research instrument shows very adequate internal consistency, so that the items in the questionnaire are fairly reliable to evaluate variables stably.

3.4. Classical Assumption Test

Before the data was processed using multiple linear regression, a series of classical assumption tests were carried out which included normality, multicollinearity, heteroscedasticity, and linearity. The fulfillment of these assumptions is a requirement for the regression model to be formed according to the criteria of the best linear unbiased estimator (BLUE).

3.4.1. Normality Test

Table 4. Results of the normality test using the Kolmogorov-Smirnov test

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		178
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	4.98890722
Most Extreme Differences	Absolute	.097
	Positive	.097
	Negative	-.078
Test Statistic		.097
Asymp. Sig. (2-tailed) ^c		<.001
Monte Carlo Sig. (2-tailed) ^d	Sig.	<.001
	99% Confidence Interval – Lower Bound	.000
	99% Confidence Interval – Upper Bound	.001

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 299883525.

This test is intended to check whether the residual from the regression model spreads normally. Initial results from the Kolmogorov-Smirnov test indicate that the residue is not normally distributed. However, it should be noted that the Kolmogorov-Smirnov test is known to be too sensitive to large sample sizes ($N > 100$), so it often rejects the normality hypothesis even though the distribution of data is visually close to normal (Pallant, 2020). Therefore, additional testing was carried out visually through the Normal P-P Plot of Unstandardized Residuals.

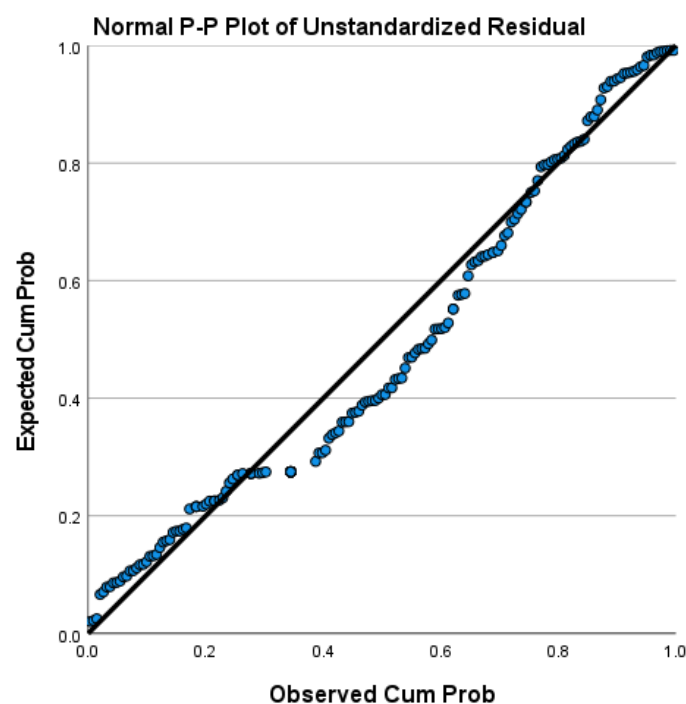


Figure 8. Normality Test Results Using Normal P-P Plot of Unstandardized Residual

In the graph, the data points appear to accumulate in the area of the diagonal line and move in their direction, which indicates that the residual regression model is normally distributed. Based on these results, the assumption of normality can be declared visually fulfilled so that the regression analysis can be continued.

3.4.2. Multicollinearity Test

This test is aimed at investigating whether there is a strong correlation between the independent variables in the regression model, given that the ideal model should be free of very close or perfect relationships between independent variables. The benchmark used is Tolerance exceeds 0.10 and VIF less than 10.00 (Pallant, 2020).

Table 6. Multicollinearity Test Results Coefficients ^a

Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.	Collinearity Statistics	
	B	Std. Error				Tolerance	VIF
(Constant)	3.618	1.216		2.976	.003		
1 TOTALX2	-.064	.045	-.185	-	.157	.337	2.967
TOTALX1	.055	.044	.163	1.422	.210	.337	2.967

a. Dependent Variable: ABS RES

The test results as tabled, indicate a Tolerance score of 0.337 (exceeding 0.10) and VIF of 2.967 (less than 10.00) for both independent variables. Because these two values meet the required criteria, the regression model can be declared free from the problem of multicollinearity, meaning that Digital Marketing and Social Media Strategies do not overlap or are highly correlated with each other.

3.4.3. Heteroscedasticity Test

This test is applied to check whether the residual variance is constant (homoskedastic) or varies between observation points. Ideally, the regression model has a stable residual variance. Criteria used: if the significance score exceeds 0.05, no signs of heteroscedasticity are found (Pallant, 2020).

Table 7. Heteroscedasticity Test Results Coefficients ^a

Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.	Collinearity Statistics	
	B	Std. Error				Tolerance	VIF
(Constant)	3.618	1.216		2.976	.003		
1 TOTALX2	-.064	.045	-.185	-	.157	.337	2.967
TOTALX1	.055	.044	.163	1.422	.210	.337	2.967

a. Dependent Variable: ABS RES

The table presented shows a significance score of 0.210 for the X1 variable and 0.157 for the X2 variable, both above the 0.05 threshold. This suggests that none of the independent variables have a significant impact on the residual absolute slpr, so the regression model is said to be free of heteroscedasticity and has conformed to the assumption of homoscedasticity.

3.4.4. Linearity Test

The linearity test is intended to investigate whether the relationship pattern between free and bound variables is indeed in the form of a straight line (linear). The test is carried out through the ANOVA table, with the benchmark: if the value of Deviation from Linearity (Sig.) exceeds 0.05, the relationship between variables is categorized as linear.

Table 8. Results of the Linearity Test ANOVA Table (TOTAL Y * TOTALX1)

			Sum of Squares	df	Mean Square	F	Sig.
TOTAL Y * TOTALX1	Between Groups	(Combined)	7450.127	27	275.931	13.281	<.001
		Linearity	6569.417	1	6569.417	316.186	<.001
		Deviation from Linearity	880.710	26	33.873	1.630	.037
	Within Groups		3095.783	149	20.777		
Total			10545.910	176			

Table 9. Results of the Linearity Test ANOVA Table (TOTAL Y * TOTALX2)

			Sum of Squares	df	Mean Square	F	Sig.
TOTAL Y * TOTALX2	Between Groups	(Combined)	7910.316	25	316.413	18.128	<.001
		Linearity	7200.712	1	7200.712	412.547	<.001
		Deviation from Linearity	709.604	24	29.567	1.694	.031
	Within Groups		2635.594	151	17.454		
Total			10545.910	176			

Referring to the table above, the Linearity component of both pairs of variables shows significance below 0.001 ($p < 0.05$), which signifies a strong linear relationship between independent and dependent variables. Furthermore, the Deviation from Linearity score was recorded at 0.037 for X1 against Y and 0.031 for X2 against Y which is technically slightly below the limit of 0.05.

This condition is thought to be influenced by a fairly large sample size ($N = 178$), because in large samples, ANOVA tests for linearity tend to be very sensitive to small fluctuations in the data (Pallant, 2020). Because the Linearity component of the two variables still shows a very significant relationship ($p < 0.001$), the main relationship pattern between the variables in this study can still be considered to meet the linearity assumption.

As an additional step to obtain a more robust parameter estimate considering the indication of slight deviations in the parametric assumption, this study also applied a bootstrapping procedure with the resampling with replacement technique of 1,000 repetitions. This procedure results in an empirical distribution of parameters used to estimate standard errors and confidence intervals, so that the interpretation of regression results does not rely solely on theoretical normal distribution assumptions, but is also supported by empirical evidence from the resampling process (Pallant, 2020).

3.5. Hypothesis Testing

Hypothesis testing is applied to investigate the influence of independent variables on dependents, partially through t-test, simultaneously through F-test, and to evaluate the contribution of independent variables through the coefficient of determination (R^2).

3.5.1. H1: The implementation of digital marketing strategies has a positive effect on donor trust in LAZISMU Denpasar City

Table 10. H1 Test Results Coefficients ^a

Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.	Collinearity Statistics	
	B	Std. Error				Tolerance	VIF
1 (Constant)	2.334	2.111		1.106	.270		
TOTALX2	.619	.078	.545	7.930	<.001	.337	2.967
TOTALX1	.384	.076	.346	5.027	<.001	.337	2.967

a. Dependent Variable: TOTAL Y

The results in the table presented show that the regression coefficient (B) of the Digital Marketing Strategy variable (X1) has a positive value of 0.384, through t calculation of 5.027 and significance below 0.001 ($p < 0.05$). Because the significance is less than 0.05 and the direction of the coefficient is positive, the First Hypothesis (H1) is accepted, which means that the Digital Marketing Strategy is proven to have a positive and significant effect on Donor Trust in LAZISMU Denpasar City.

3.5.2. H2: Social media has a positive effect on donor trust in LAZISMU Denpasar City

Table 11. H2 Test Results Coefficients ^a

Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.	Collinearity Statistics	
	B	Std. Error				Tolerance	VIF
1 (Constant)	2.334	2.111		1.106	.270		
TOTALX2	.619	.078	.545	7.930	<.001	.337	2.967
TOTALX1	.384	.076	.346	5.027	<.001	.337	2.967

a. Dependent Variable: TOTAL Y

The table presented indicates that the Social Media variable (X2) shows a positive regression coefficient (B) of 0.619, t calculated 7.930, and its significance below 0.001 ($p < 0.05$). With a Sig. below 0.05 and a positive coefficient, the Second Hypothesis (H2) was accepted, which showed that Social Media also had a positive and significant effect on Donor Trust in LAZISMU Denpasar City.

3.5.3. H3: The level of donor trust in LAZISMU Denpasar City is in the high category

Table 12. H3 Test Results Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
TOTAL Y	178	34	60	46.70	7.720
Valid N (listwise)	178				

The table above shows the average value (mean) of the Donor Trust variable (Y) of 46.70, which is quite close to the maximum score (60) so that it is in the high category. On that basis, the Third Hypothesis (H3) was accepted, which means that the level of donor trust in LAZISMU Denpasar City is generally relatively high.

3.5.4. H4; Digital marketing and Social Media strategies simultaneously have a positive effect on donor trust in Lazismu Denpasar City

Table 13. H4 Test Results ANOVA a

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7624.959	2	3812.480	227.108	<.001 ^b
	Residual	2920.950	174	16.787		
	Total	10545.910	176			

a. Dependent Variable: TOTAL Y

b. Predictors: (Constant), TOTALX1, TOTALX2

The simultaneous test results as presented in the table indicated that F was calculated to be worth 227.108 through a significance below 0.001 ($p < 0.05$). Because the Sig. score is classified as less than 0.05, the Fourth Hypothesis (H4) is accepted — meaning that the Digital Marketing Strategy (X1) and Social Media (X2) simultaneously have a significant impact on Donor Trust (Y) at LAZISMU Denpasar City.

These findings indicate that the role of digital marketing and social media strategies does not stop at increasing donor trust when information is conveyed, but also has an impact on the sustainability of the relationship between LAZISMU Denpasar City and its donors. The trust that grows from consistent, transparent, and responsive communication has the potential to be the foundation for the establishment of long-term relationships between institutions and donors.

In the future, LAZISMU Denpasar City is advised to maintain the consistency of its digital communication, both through program publications, activity documentation, reporting on fund distribution, and the speed of responding to questions and inputs from the public. This is important because donor trust is not only formed by how often communication is carried out, but also by the perception of openness, accountability, and consistency of the institution in carrying out its programs.

In addition, it was found that the influence of social media is greater than digital marketing strategies. Therefore, efforts to optimize Instagram as the main communication channel should not only increase the frequency of uploads, but also be directed at improving the quality of content, interaction with the audience, and delivering information that can strengthen the impression of transparency from the institution. Instagram's integration with other digital channels also needs to be done in a planned manner so that the messages received by donors remain consistent across various platforms.

Overall, the long-term implications of these findings are the importance of sustainable management of digital communications, including periodic evaluations of the quality of content, speed of response, disclosure of information, and effectiveness of each digital channel. This kind of consistency is expected to be able to help LAZISMU Denpasar City maintain the trust of donors while fostering a more lasting relationship with the community.

4. CONCLUSION

This study is intended to examine the influence of digital marketing strategies through social media on donor trust in LAZISMU Denpasar City. Based on the results of hypothesis testing on 178 donor respondents, four main findings were obtained as follows.

First, digital marketing strategies have a positive and significant effect on donor trust ($B = 0.384$; $t = 5.027$; $p < 0.001$). These findings indicate that the more optimal the implementation of digital marketing strategies by LAZISMU Denpasar City, the higher the level of trust felt by donors. These findings reinforce the role of digital marketing in building transparency and accountability of philanthropic organizations, in line with Kotler et al. (2022) and Pandey et al. (2020). Second, social media has a positive and significant effect on donor trust ($B = 0.619$; $t = 7.930$; $p < 0.001$) with a more dominant contribution than the digital marketing strategy ($Beta = 0.545$ compared to 0.346). Instagram is the platform most used by respondents to obtain information about LAZISMU Denpasar City. These findings show that the quality of content, interaction, and communication through social media has an important role in building relationships with audiences and strengthening donor trust, in line with the concept of social media marketing put forward (Li et al., 2021).

Third, the level of donor trust in LAZISMU Denpasar City is generally classified as high (mean = 46.70 from a maximum score of 60). This condition reflects the institution's success in maintaining a reputation and ongoing relationship with donors through transparent digital communication.

Fourth, digital marketing and social media strategies simultaneously had a significant effect on donor trust ($F = 227.108$; $p < 0.001$) with the ability to explain 64.8% variation in donor confidence ($R^2 = 0.648$). The remaining 35.2% came from the influence of variables that were not the observed model.

Theoretically, this study expands the understanding of the application of digital marketing in Islamic philanthropic organizations in Indonesia, especially in the context of regional-level zakat institutions. In practical terms, these results recommend that LAZISMU Denpasar City continue to optimize the use of Instagram as the main communication channel, increase the frequency of publication of educational content and fund distribution reports, and integrate various digital platforms in a structured manner to strengthen donor trust. In long-term implementation, the strategy needs to be carried out consistently through periodic evaluations of content quality, information transparency, communication responsiveness, and effectiveness of each digital channel. Thus, the use of social media can be part of an ongoing communication strategy in maintaining trust and relationships with donors.

This study has limitations in respondents who are predominantly filled with female gender and young age groups that cause bias. Thus, the results in this study cannot be generalized in a broader context. Future research is expected to choose more diverse sampling techniques. This step is taken to minimize the potential for bias and increase the generalization of the findings of this study in a more heterogeneous scope

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