



Analysis Of Viral Marketing, Social Media Engagement and Religiosity On Online Crowdfunding Platforms

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Abstract. Crowdfunding has emerged as an innovative fundraising solution, leveraging digital technology and social media to connect donors with beneficiaries. This study investigates the influence of religiosity, social media engagement, and viral marketing on millennials' online donation decisions in Jakarta. Religiosity, reflecting spiritual values that motivate donations, emerged as the dominant factor, encouraging contributions as acts of worship and moral responsibility. Social media engagement enhances participation through active interactions like sharing and commenting, while viral marketing supports trust-building with engaging and informative content. Using a quantitative approach, data were collected via an online Likert-scale questionnaire from 196 purposively sampled respondents and analyzed using SPSS version 25. Results show all three factors significantly influence donation decisions. This study highlights the importance of integrating spiritual values into online campaigns and utilizing creative communication strategies to foster donor trust and engagement, emphasizing the synergy between technology and social values for sustainable online donation platforms.

Keywords: Donation Decision, Crowdfunding, Viral Marketing, Social Media Engagement, Religiosity

Abstrak. Crowdfunding muncul sebagai solusi penggalangan dana yang inovatif, memanfaatkan teknologi digital dan media sosial untuk menghubungkan donor dengan penerima manfaat. Penelitian ini menyelidiki pengaruh religiusitas, keterlibatan media sosial, dan pemasaran viral terhadap keputusan donasi online generasi milenial di Jakarta. Religiusitas, yang mencerminkan nilai-nilai spiritual yang memotivasi donasi, muncul sebagai faktor dominan yang mendorong kontribusi sebagai tindakan ibadah dan tanggung jawab moral. Keterlibatan media sosial meningkatkan partisipasi melalui interaksi aktif seperti berbagi dan berkomentar, sementara pemasaran viral mendukung pembangunan kepercayaan dengan konten yang menarik dan informatif. Dengan menggunakan pendekatan kuantitatif, data dikumpulkan melalui kuesioner online skala Likert dari 196 responden yang diambil secara purposif dan dianalisis menggunakan SPSS versi 25. Hasil menunjukkan ketiga faktor tersebut berpengaruh signifikan terhadap keputusan berdonasi. Studi ini menyoroti pentingnya mengintegrasikan nilai-nilai spiritual ke dalam kampanye online dan memanfaatkan strategi komunikasi kreatif untuk menumbuhkan kepercayaan dan keterlibatan donor, menekankan sinergi antara teknologi dan nilai-nilai sosial untuk platform donasi online yang berkelanjutan.

Kata Kunci: Keputusan Donasi, Crowdfunding, Viral Marketing, Social Media Engagement, Religiusitas

1. INTRODUCTION

The evolution of digital technology and the internet has profoundly impacted how societies communicate and interact. This shift has been particularly evident in the domain of fundraising, where digital platforms have transformed traditional methods into more innovative and accessible approaches. Crowdfunding, as a modern fundraising solution, has gained widespread adoption globally, including in Indonesia. By leveraging digital networks, crowdfunding connects donors and beneficiaries, enabling the collection of small contributions

from large audiences through online platforms. This model is particularly relevant in Indonesia, where over 215 million internet users in 2023 reflect the growing reliance on digital technologies for daily activities, including philanthropy (Ihsan, 203 C.E.). Social media plays a crucial role in this transformation, serving as a platform for information dissemination and social interaction. With its ability to reach diverse audiences quickly, social media has become an effective tool for promoting crowdfunding campaigns (Eslami et al., 2022). Millennials, who are highly active on social media and digitally literate, represent a significant demographic for online donation campaigns. Their tendency to engage with digital content and participate in social activities positions them as key contributors to the success of crowdfunding initiatives (Casalderrey, 2020). Despite these opportunities, the success of crowdfunding campaigns in Indonesia remains inconsistent, with significant gaps between conventional and digital fundraising outcomes. For instance, while digital campaigns have gained traction, they still lag behind traditional methods in terms of total funds collected. Research has identified several factors influencing online donation decisions, including viral marketing, social media engagement, and religiosity. Viral marketing leverages the rapid dissemination of compelling content to attract and engage potential donors, while social media engagement emphasizes active participation through likes, shares, and comments. Religiosity, representing an individual's spiritual and moral values, often motivates donations as acts of worship and moral responsibility.

However, existing studies on these factors are fragmented, often examining them in isolation or within limited contexts. For instance, while some research highlights the significance of viral marketing in influencing donor behavior, others focus on the role of religiosity or social media engagement. Few studies have comprehensively examined the combined effects of these factors on donation decisions, particularly among millennials in Jakarta, a demographic characterized by high digital literacy and social media usage. This gap in the literature underscores the need for a more integrated approach to understanding the dynamics of online charitable giving. This study seeks to address this gap by analyzing the influence of viral marketing, social media engagement, and religiosity on the donation decisions of millennials in Jakarta. By examining these variables together, the research aims to provide a holistic understanding of the factors driving online donations in a digitally connected society. Utilizing a quantitative approach, the study collected data from 196 purposively sampled respondents who had made at least one online donation. The findings reveal significant insights into how these variables interact to shape donation behaviors, with implications for enhancing the effectiveness of crowdfunding campaigns. The contributions of

this research are both theoretical and practical. Theoretically, it enriches the existing literature on digital fundraising by integrating key variables that influence online donations.

Practically, it offers actionable recommendations for campaign organizers and platform developers to optimize their strategies. For instance, the study highlights the importance of creating engaging and trustworthy viral content, fostering active social media engagement, and incorporating religious values into campaign messaging to resonate with donors' motivations. This research underscores the potential of combining technological innovations with social and cultural values to drive the sustainability of online donation platforms. By addressing the interplay between viral marketing, social media engagement, and religiosity, it provides a comprehensive framework for understanding and enhancing online charitable giving, contributing to the broader goal of promoting social welfare through digital means.

2. LITERATURE REVIEW

Crowdfunding

Crowdfunding is an activity to raise money with a small value, but by targeting a very large number of contributors. Mollick explains that the concept of crowdfunding refers to the efforts of individuals, groups and organizations to fund businesses by taking small contributions from internet users without financial regulations (Chen et al., 2021). Zheo dan shneor describe online fundraising as a process where supporters provide funds driven by philanthropic motivations without expecting any rewards in return According to Choy and Schlagwein, donation-based crowdfunding operates through a similar mechanism, which integrates charitable contributions from individuals with digital crowdfunding platforms.³⁰ Crowdfunding is a platform used to raise funds from individuals and then channeled to fundraisers or recipients using digital technology. The purpose of crowdfunding can be divided into two main categories: reward-based, lending, and equity crowdfunding to generate profits, and donation-based crowdfunding for philanthropic purposes (Thoriq Faza & Indriani, 2021).

Viral Marketing

Clow and Baack (2014) explain that integrated marketing communication (IMC) uses a variety of media tools, including digital marketing and alternative marketing.³⁵ Viral marketing is the digital version of word of mouth strategy, but it is more effective than traditional word of mouth communication (Rabbani et al., 2022). As part of digital marketing, viral marketing includes advertising, promotion through hyperlinks, online media such as digital newspapers, streaming videos, and games. This technique is known as a marketing strategy that utilizes electronic media to achieve certain goals through a chain communication

process. This is due to the existence of the internet which has made many changes, especially in the field of marketing. Marketing messages can be delivered to audiences more easily and efficiently (Rabidas & Bowen, 2019). The presence of online communities, social networks and chats gives the ability to distribute information faster than ever before. A viral content about a donation or other event will reach hundreds of thousands or millions in a matter of hours or days all over the world to spread information effectively. In this viral marketing theory, there are several dimensions, information quality, attractiveness, relevance, credibility (Haque-fawzi et al., 2022).

Social Media Engagement

Social Media Engagement can act as a tool for crowdfunding platforms to disseminate information on how to donate online. Social media is a highly influential communication channel, where user engagement can indicate differences in their psychological and behavioral states. Social media engagement has also been investigated as brand user interaction on social media platforms (Azkarillah, 2022). However, while conceptual discussions appear to dominate the existing customer engagement literature, research results fragmented when moving to the online context. Scholars agree that social media engagement is a context specific occurrence of customer engagement, that reflect customer individual positive dispositions towards the community (Wasike, 2023). Dimensions social media engagement is Platform Features, Type of Platform, number of interactions, and a content quality (Putri et al., 2024).

Religiosity

Glock and Stark suggest that a person's religiosity refers to a person's obedience and commitment to his religion, meaning that a person's diversity basically shows more about the process of internalizing religious teachings which are then integrated in the individual to form daily behavior patterns (Romadi, 2020). Religious individuals are not only limited to carrying out all religious commands and leaving all prohibitions. Dimensions of religiosity put forward by Glock and Stark namely, belief, worship or ritualistic, observance, religious knowledge, practice (Said, 2016).

Donation Decisions

Decision-making that occurs in every field or activity as well as human thought itself,

therefore there are many disciplines that explain and systematize the entire decision-making process (Niken, 2022). The decision taken is defined as an action that has been considered by someone and can then determine what attitude should be taken next (Fajery, 2020). In the context of this research, it discusses decision making in donating which is defined as a person's step in carrying out an act of donation. Indicators in the decision to donate include, independence, habitual donation, giving recommendation to other, and making repeat donation (Aini, 2021).

3. RESEARCH METHODS

The subject of this research is online charitable crowdfunding platforms. The data collected in this study consists of primary data, which are the results of questionnaires distributed to 196 respondents. Secondary data sources include books, reports, and websites. The sampling technique used is non-probability sampling with a purposive sampling approach (Abdullah et al., 2021). The data collection was carried out using a questionnaire distribution technique through Google Forms. The questionnaire was evaluated using a Likert scale with the following scoring criteria: strongly agree (SS) scored 5, agree (S) scored 4, neutral (N) scored 3, disagree (TS) scored 2, and strongly disagree (STS) scored 1.s

To analyze the data in this study, validity test, reliability test, classical assumption tests (including normality test, multicollinearity test, and heteroscedasticity test) were conducted, followed by regression tests and partial t-tests. The tool used for this research is multiple linear regression using SPSS version 25 to examine the independent variables viral marketing, social media engagement, and religiosity which are predicted to influence the dependent variable, namely donation decision-making. The regression model is as follows:

$$Y = \alpha + bx_1 + bx_2 + bx_3 + e$$

Description:

Y = Dependent variable (donation decision)

X1 = Independent variable (Viral marketing)

X2 = Independent variable (Social media engagement)

X3 = Independent variable (Religiosity)

α = Constant

e = Disruptor variable

4. RESULTS AND DISCUSSION

Validity Test

The validity test is used to evaluate how accurate the research method conducted by the researcher is. The calculated value of the validity test will be compared with the product moment (Pearson) correlation method. In the validity test will is said to be valid if the calculated r is greater than r table. To determine the r table is df (degrees freedom) = $n - 3$, is this (n) is the number of samples. In this case, the large df can be calculated as $196 - 3$ or $df = 194$. With alpha 0.05, the r table is 0.1395

Tabel 1. Results Of Validity Test

Variable	Question	r Count	r Tabel	Ket
Viral Marketing	1	0,670	0,1395	Valid
	2	0,694	0,1395	Valid
	3	0,524	0,1395	Valid
	4	0,533	0,1395	Valid
	5	0,412	0,1395	Valid
	6	0,513	0,1395	Valid
	7	0,563	0,1395	Valid
	8	0,424	0,1395	Valid
	9	0,432	0,1395	Valid
	10	0,694	0,1395	Valid
	11	0,339	0,1395	Valid
	12	0,491	0,1395	Valid
Social Media Engagement	1	0,545	0,1395	Valid
	2	0,471	0,1395	Valid
	3	0,536	0,1395	Valid
	4	0,683	0,1395	Valid
	5	0,636	0,1395	Valid
	6	0,331	0,1395	Valid
	7	0,534	0,1395	Valid
	8	0,447	0,1395	Valid
	9	0,683	0,1395	Valid
	10	0,289	0,1395	Valid
	11	0,513	0,1395	Valid
	12	0,437	0,1395	Valid
Religiosity	1	0,628	0,1395	Valid
	2	0,62	0,1395	Valid
	3	0,647	0,1395	Valid

	4	0,428	0,1395	Valid
	5	0,652	0,1395	Valid
	6	0,567	0,1395	Valid
	7	0,462	0,1395	Valid
	8	0,471	0,1395	Valid
	9	0,573	0,1395	Valid
	10	0,47	0,1395	Valid
	11	0,525	0,1395	Valid
	12	0,62	0,1395	Valid
	13	0,392	0,1395	Valid
	14	0,386	0,1395	Valid
	15	0,525	0,1395	Valid
Donation Decisions	1	0,667	0,1395	Valid
	2	0,695	0,1395	Valid
	3	0,694	0,1395	Valid
	4	0,293	0,1395	Valid
	5	0,563	0,1395	Valid
	6	0,578	0,1395	Valid
	7	0,568	0,1395	Valid
	8	0,376	0,1395	Valid
	9	0,695	0,1395	Valid
	10	0,27	0,1395	Valid
	11	0,588	0,1395	Valid

Referring to table 6, it can be observed that all question items in this instrument exceed the r table value of 0.1395, therefore all questions are considered valid.

Reliability Test

Reliability test is a tool to assess and measure how consistent the measuring instrument used in research is. If the results obtained are consistent using similar methods under the same circumstances, then the tool is reliable. The method that researchers use in this study is the Cronbach's Alpha method on SPSS version 25, where an instrument can be said to be reliable if the coefficient has a number greater than 0.60.

Table 2 Results of Reliability Test

Variabel	Cronbach's Alpha	N of Item	Description
Viral Marketing	0,761	12	Reliable
Social Media Engagement	0,746	12	Reliable
Religiosity	0,827	15	Reliable

Donation Decisions	0,735	11	Reliable
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Based on the reliability test above, it can be concluded that each variable has a Cronbach Alpha value greater than 0.60. So, the variables Viral Marketing, Social Media Engagement, Religiosity, Donation Decision can be said to be RELIABLE

Classical Assumption Test

Normality Test

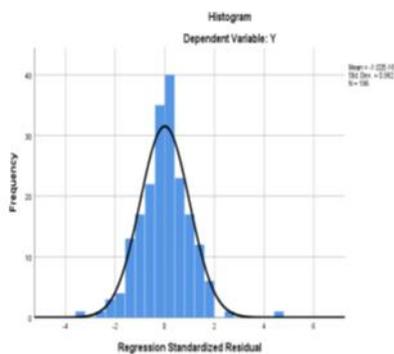


Figure 1. Histogram

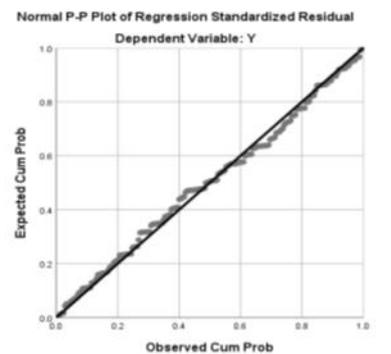


Figure 2. P-Plot

By observing Figures 1 and 2, both the histogram and p-plot graphs, we can conclude that the data distribution does not exhibit any significant deviations and is evenly spread along the curve and line. Therefore, it can also be concluded that this test is satisfied.

Multicollinearity Test

Table 3 Multicollinearity Test

Coefficients ^a			
Model		Collinearity Statistics	
		Tolerance	VIF
1	X1. TOTAL	.287	3.479
	X2. TOTAL	.454	2.204
	X3. TOTAL	.237	4.224

From the table 3, it can be concluded that the resulting score looks tolerance and the VIF value obtained from each variable <10 and > from 0.1. So, among the variables used by researchers there are no symptoms or multicollinearity problems.

Heteroscedasticity Test



Figure 3 Scatterplot

Result from the figure 3, Heteroscedasticity test show that there are no symptoms of heteroscedasticity in the regression model. This is evidenced by the scatterplot graph above which is indicated by the spread of points on the graph above and below or around the numbers on the 0 axis and the Y axis. The spread of points does not form a pattern, waves or widening then narrowing and widening again.

Hypothesis Test

Table 4 Result Hypothesis Test

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.264	1.846		.143	.886
	X1	.202	.063	.206	3.203	.002
	X2	.201	.051	.202	3.960	.000
	X3	.409	.054	.537	7.585	.000

a. Dependent Variable: Y

Viral marketing has a positive and significant influence on donation decisions through online charitable crowdfunding platforms. This is evidenced by a t-value of 3.203 > t-table 1.972 with a significance level of 0.002 < 0.05. Thus, it can be concluded that H01 is rejected, meaning there is an influence of the viral marketing variable on donation decisions, and consequently, Ha2 is automatically accepted. Additionally, the rapid spread of information or viral news about crowdfunding platforms addressing social issues can reach more donors and encourage them to become regular contributors. Viral marketing strategies, measured through indicators such as information quality, appeal, relevance, and credibility, play a crucial role in shaping attitudes and behaviors, particularly among millennials in Jakarta, toward donating through online platforms.

Social media engagement also has a positive and significant influence on donation decisions through online charitable crowdfunding platforms, as evidenced by a t-value of 3.960 > t-table 1.972 with a significance level of 0.000 < 0.05. Thus, it can be concluded that H02 is rejected, meaning there is an influence of the social media engagement variable on donation decisions, and consequently, Ha2 is automatically accepted. Effective interactions through features, platform type, content quality, and frequency of interaction on social media build positive perceptions that encourage donors, particularly millennials, to donate. By aligning with strategies such as storytelling and delivering quality, engaging, and relevant content, platforms can strengthen donor engagement and foster loyalty.

Religiosity further contributes positively and significantly to donation decisions through online charitable crowdfunding platforms, as indicated by a t-value of 7.585 > t-table 1.972 with a significance level of 0.000 < 0.05. Thus, H03 is rejected, meaning there is an influence of the religiosity variable on donation decisions, and consequently, Ha3 is automatically accepted. Indicators such as belief, worship practices, spirituality, religious knowledge, and religious practices help shape attitudes and motivate individuals to participate in donation campaigns aligned with their religious principles. The higher an individual's religiosity, the greater their engagement in donation activities, particularly when online platforms provide transparent and accessible avenues for giving.

In conclusion, viral marketing, social media engagement, and religiosity are key factors that significantly influence donation decisions through online charitable crowdfunding platforms. Viral marketing attracts donors through engaging and credible content, social media engagement builds strong connections and loyalty through interactive platforms, and religiosity provides the moral and spiritual foundation for donors to participate. By leveraging these factors effectively, crowdfunding platforms can enhance donor participation, especially among millennials in Jakarta. This requires transparent, ethical, and targeted strategies to build trust, inspire emotional connections, and align with donors' values.

Finding

The influence of viral marketing on donation decisions through online charity crowdfunding platforms.

Based on data analysis and calculations carried out by researchers, it shows that the provision of viral marketing has a positive and significant influence on the decision to donate. This is evidenced by the t count of 3.203 > t table 1.972 with a smaller significance level of 0.002 < 0.05. Then it can be It is concluded that H1 is accepted which means there is influence

from viral marketing variables on the decision to donate, and thus H01 is automatically rejected. The results indicate that the virality of content influences donation decisions, making it one of the factors donors consider when deciding to donate online.

The influence of social media engagement on donation decisions through online charity crowdfunding platforms

Based on data analysis and calculations conducted by researchers, it shows that the provision of Social Media Engagement has no effect on the decision to donate. This is evidenced by the t count of 3,960 > t table 1.972 with a smaller significance level of 0.000 < 0.05. Then it can be taken conclusion that H2 is accepted which means there is influence from variable Social Media Engagement on the decision to donate, and thus H02 is automatically rejected.

According to the findings of this study, social media engagement has a significant positive effect on donation decisions. This indicates that social media engagement is an important factor frequently utilized to enhance user involvement. In this study, the strategy significantly contributed to influencing the decision to donate. Donor engagement through social media not only impacts user attitudes but also creates a significant emotional drive to take action, namely the decision to donate. The better the quality of interaction built through social media, the more users feel inspired to participate in donation campaigns.

The influence of religiosity on donation decisions through online charity crowdfunding platforms

Based on data analysis and calculations carried out by researchers, it shows that religiosity procurement has a positive and significant effect on donation decisions. This is evidenced by t count 7.585 > t table 1.972 with a smaller significance level of 0.000 < 0.05. Significantly higher than the t-value for viral marketing (3.203) and social media engagement (3.960). This indicates that religiosity has the most dominant influence on donation decisions using online charity crowdfunding platforms compared to the other two variables. This strong influence suggests that the spiritual and moral aspects embedded in religious values serve as the main motivation for Jakarta's millennial generation in deciding to donate through online crowdfunding platforms. So it can be concluded that H3 is accepted, which means that there is an influence of the religiosity variable on the decision to donate, and thus H03 is automatically rejected. By highlighting religious values, such as religious beliefs and practices, crowdfunding platforms can be more effective in attracting the attention of donors who have a high level of

religiosity. This approach not only strengthens the emotional and moral motivation of potential donors, but also helps create trust in the transparency and purpose of the donation campaign.

5. CONCLUSION

Based on results study theoretical and research conducted for the thesis entitled “Analysis of Viral Marketing, Social Media Engagement, and Religiosity On Donation Decisions on Online Charity Crowdfunding Platforms”, the following conclusions can be drawn:

There is a positive and significant relationship from the viral marketing variable (X1) to the donation decision (Y). This means that using viral marketing strategies on online charity crowdfunding platforms to increase donor awareness and engagement through social media and attractive emotional content can influence the decision to donate through online charity crowdfunding platforms for Jakarta millennials.

These results show that there is a positive and significant relationship between the variable social media engagement (X1) to the decision to donate (Y). meaning that social media engagement is one of the factors to increase user engagement and can influence the decision to donate through online charity crowdfunding platforms in the Jakarta millennial generation.

These results show that there is a positive and significant relationship from the religiosity variable (X1) to the donation decision (Y). meaning, that religiosity has an effect and is significant on the decision to donate to the millennial generation through online charity crowdfunding in Jakarta. This means that the religiosity factor is effective in encouraging donor motivation to participate and can influence donation decisions through online charity crowdfunding platforms among Jakarta millennials.

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