The Mediating Role Of Self Branding Connections On The Influence Of Consumer Brand Engangement On Customer Decision To Donate On Kitabisa.Com

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ABSTRACT

This study takes the title "The Mediating Role Of Self Branding Connections On The Influence Of Consumer Brand Engangement On Customer Decision To Donate On Kitabisa.Com". This study aims to determine how much Consumer Brand Engagement is on Decision to Donate with Self Branding Connection as mediation. The population in this study were 200 respondents who had donated online at Kitabisa.com. Based on the results of research and data analysis using SEM (Structural Equation Modeling) - SPSS (Statistical Program for Social Science) shows that (1) Consumer Brand Engagement has a positive effect on the Decision to Donate, (2) Self Branding Connection has a positive effect on the Decision to Donate, (3) Consumer Brand Engagement has a positive effect on Self Branding Connection, (4) Self Branding Connection is able to mediate between Consumer Brand Engagement and Decision to Donate. The implication of the results of this study is that Kitabisa.com must actively approach potential donors and build a positive image by responding quickly to questions from potential donors on the digital platform to improve one's decision to donate.

Keywords: Consumer Brand Engagement;Self Branding Connection;Decision to Donate.

1. Introduction

The high use of the internet reflects a climate of information disclosure and public acceptance of technological developments and changes towards an information society. The high number of internet users in Indonesia is inseparable from the rapid development of cellular telephones. BPS Indonesia explained that internet use in Indonesia has increased, although in 2022 the increase will still be very slight at 1.03% compared to the previous year (www.bps.go.id, 07 September 2022). The rapid development of the internet provides convenience in various activities

such as social activities. The rise of invitations to donate encourages people to donate through cashless digital applications such as crowdfunding platforms (Fitriana, 2021).

Kitabisa.com is the largest online donation platform in Indonesia based on the number of donations distributed. This fundraising platform noted that more than 3 million people donated online through the Kitabisa.com application to help more than 36 thousand social fundraising (Kitabisa, December 24, 2021). Kitabisa.com has various features, such as donation, zakat, mutual care, and fundraising features. In addition, Kitabisa.com has a feature that allows donors to interact with fundraisers through the "Doadoa #OrangBaik" feature. There is even a feature that works like an alarm that functions to remind users to donate.

The concept of consumer brand engagement has been postulated to reflect the interactive nature of brand relationships with consumers, relative to traditional concepts, including consumer engagement (Holebeek et al., 2014). Brodie et al., (2013) said that customer engagement has three main dimensions, namely cognitive, emotional, and behavioral. Whereas Holebeek et al., (2014), proposed three main dimensions of consumer brand engagement, namely cognitive, affective, and activation.The formation of consumer brand engagement with cognitive, affective, and activation dimensions on social media is expected to generate a self-brand connection, which is the formation of a meaningful and strong bond between a brand and a consumer's self-identity. Donation-based crowdfunding will be closely related to self-brand connection. In building a brand, it is necessary to pay attention to the attachment between consumers and those who are built. This is referred to as a self-brand connection. Previous research by Junia (2021), showed that cognitive processing, affection, and activation have a positive effect on self-brand connections. In other research, it was shown from research conducted by Nafidzah (2020), in his research showing that there is a relationship between emotional attachment in influencing the decision to donate which can be explained as this emotional attachment is part of the consumer engagement itself, so it can also be said that consumer engagement have an influence on the decision to donate.Based on previous research, it can be seen that the mediating role of self-branding connection on the influence of customer brand engagement on the decision to donate at Kitabisa.com cannot be found or research has not been conducted.

According to Rahmawati (2018), although the benefits and understanding of the concept of customer brand engagement are increasingly clear, empirical research on the emergence of this concept is still very little, most of the previous research was limited to conceptual relationships without empirical testing, so it needs to be explained and examined more deeply regarding the concept of the role of mediation self branding connection on the influence of customer brand engagement on donation decisions. The involvement of consumer brands can occur based on a belief or as an image built from a brand of a product or service, so that consumers are able to make decisions to make purchases or use services or even make donations, this is evidenced by previous research conducted by Salsabila (2021), which in his research showed the results that the brand image owned by Kitabisa.com has a significant influence on users' decisions to donate. This research has the aims to analyze the factors affecting decision to donate at Kitabisa.com which are customer brand engangement and self brand connection.

2. Literature Review

2.1 Decision to Donate

Sari et al., (2019) stated that the decision to donate as a decision taken by someone which is an action. Consumers consider quality, price and product reputation when purchasing a product or

service. The opinion of Iswandi and Esther (2020) says that the decision to donate is the selection of more than one option by considering several things. While according to Kotler (2000),decision to donate is an act of one's self whether or not to donate to someone.

So from the explanation above, it can be concluded that the decision to donate which in the context of this research is the activity of donating is defined as a person's last step in carrying out an act of donating, with the indicators used including confidence in products/services, get used to the product, desire to recommend, and use products/services in an intense way (Sari et al, 2019).

2.2 Customer Brand Engagement

Hollebeek et al (2014) argued that customer engagement is a process that involves the physical, cognitive and emotional presence of customers in a relationship with a brand, where this relationship can be initiated by either the customer or the brand. So et al, (2014) says that customer engagement is a person's personal connection with a brand as a manifestation of cognitive, effective, and behavioral responses outside of purchasing activities. According to Adzimaturrahmah et al, (2019) said that customer engagement is the process of establishing emotional connection and rationality between customers and brands. According to the opinion of Hollebeek et al (2014), indicators of Customer Brand Engagement include: consumer Interest in Products/Services., feelings of pleasure and belonging to a company/institution, high loyalty from consumers and interaction and reciprocal relationship between consumers and corporate/institutional staff.

2.3 Self Branding Connection

According to Westhuizen and Liezl-Marié (2018), self-brand connection is building a brand or brands by paying attention to the brand attachment that will be made or built with consumers. Kemp et al (2012) says that self-brand connection is a way to build yourself personally to be able to communicate with other people to form a link between the brand and self-identity. According to the opinion of Westhuizen and Liezl-Marié (2018), indicators of self-branding connection include : reflecting the person,identify with this brand.,feel a personal connection with this brand. using this brand to communicate who I am to others.,considering this brand to reflect who I am.

2.4 Hypotheses Development

2.4.1 The Effect of Customer Brand Engagement on Donation Decisions

Purchasing decisions are decision-making processes and physical activities carried out by individuals when evaluating, obtaining, using or not using products and services (Khuong and Duyen, 2016). Meanwhile, customer engagement represents the customer's relationship with the brand outside of purchasing activities (So, King and Sparks, 2014). Study conducted by Taufiqurohman (2022) describes the relationship between etrust and individual decisions to donate. To make a decision in making a donation, it also has a relationship when it is associated with customer brand engagement which is defined as a consumer who feels involved in a brand, the involvement of course is based on emotional bonds such as trust. Added by research conducted by Azizah (2021) explaining that trust has an influence on the decision to donate at Kitabisa.com, in his research it explains that consumer trust in a brand will have an influence so that an individual is moved to donate, it This can happen because of the basis of trust in kitabisa.com which is examined in the research. The existence of trust makes sure from a consumer to choose to decide to donate, and it has a similar meaning as customer engagement in the decision to donate. This assumption can be created because a consumer who feels involved initially knows a product or

service or other things that attract their attention and trust, so that they ultimately decide on a decision both in purchasing and donating. To that end, researchers formulate the hypothesis as follows:

H1: Customer brand engagement has a positive and significant effect on the decision to donate.

2.4.2 The Effect of Self Brand Connection on Donation Decisions

Consumers often use brands to identify themselves from what they have. Self-brand connection is able to show how deeply consumers identify a brand in themselves (Dwivedi, Johnson and McDonald, 2016). Westhuizen and Liezl-Marié (2018) in their research said that consumers will maintain their relationship with brands that have been incorporated into their self-concept which will ultimately result in brand loyalty. His research also proves that self-brand connection has an effect on the self-verification process to create customer loyalty. The creation of a loyalty does not just happen, a consumer who is loyal to the research is explained that there is a decision made by the consumer in trying to buy or use a product from that brand and that of course occurs due to the influence of the consumer himself in feeling a their self-connection to the brand they use so that a desire arises to decide to use the brand of the product or service and in the end the consumer feels loyal to the brand. Therefore, researchers put forward the hypothesis:

H2: Self brand connection has a positive and significant effect on the decision to donate

2.4.3 The Effect of Customer Brand Engagement on Self Brand Connection

Consumer brand engagement is a psychological state that occurs based on interactive experiences between customers and a brand. Consumer brand engagement has three main dimensions, namely cognitive, affective, and activation processes. The formation of consumer brand engagement with the dimensions of cognitive processing, affection, and activation on social media is expected to create a self-brand connection in consumers. In research conducted by Billa (2020) it is explained that the influence of brand credibility on self-brand connection, which we need to understand, brand credibility in his research is explained as the level of consumer confidence in a brand which in that case can also affect self-brand connection which is explained as the way the brand adapts to the brand. individual or consumer identity. The relationship with customer-brand engagement with brand credibility has a similarity where an individual who feels involved and feels a brand has credibility will make the consumer or individual feel trust and feel like they want to continue to be involved in the brand they already believe in so that it can also influencing brands to conform to the identity of their consumers. With this the researcher put forward the hypothesis:

H3: Customer Brand Engagement has a positive and significant effect on Self Branding Connection.

2.4.4 The Role of Self Brand Connection in Mediating the relationship between Customer Brand Engagement and Donation Decisions

The formation of consumer brand engagement with cognitive, affective, and activation dimensions on social media is expected to generate self-brand connections, which are the formation of meaningful and strong bonds between brands and consumer self-identities. (Dwivedi, Johnson and McDonald, 2016) states that achieving the benefits of a self-brand connection is relevant for strengthening consumer knowledge about a brand, explaining consumer attachment and attitudes towards a brand that will be embedded in consumer memory, so that it will have an impact on customer decision to buy. In deciding to make a purchase, of course, a consumer or

individual must feel an emotional bond and involvement with a product or service or certain things to increase engagement which can be called customer engagement. So, if a consumer feels involved in a brand, they indirectly or directly feel they have to decide to buy or use the brand, on the other hand there is also a direct or indirect connection with how a brand makes consumers feel that the brand is an identity. inherent in themselves, and of course consumers themselves have a sense that a brand is something that is created to be part of their identity which arises because of a deep involvement in the brand and with these two things happening, it certainly influences further decisions regarding from a consumer to decide on the purchase or use of a product or service or the things discussed in this research, namely things such as customer engagement being able to influence the decision to donate by being mediated by the self brand connection. With this the researcher put forward the hypothesis:

H4: Self Brand Connection Can Mediate the Influence of Customer Brand Engagement on Donation Decisions.
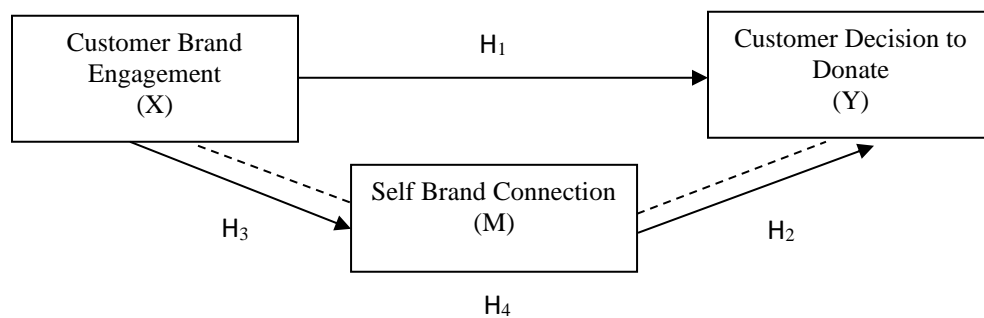

Figure 1 Research Framework

3. Research Methodology

This study uses a quantitative approach, namely an approach that emphasizes the analysis of numerical data processed using statistical methods. According to Sujarweni (2015), quantitative research is a type of research that produces discoveries that can be achieved (obtained) using statistical procedures or other methods of quantification (measurement). Population in this research are people who have donated through Kitabisa.com as many as 200 people choosen used purposive sampling method. Response of respondents measured by using Likert Scale and using regression analysis as data analysis method.

4. Results
4.1 Characteristics of Respondents
The research conducted in Banyumas regency with 200 respindents that came with various background. The complete profile of respondentes can be seen in following table :

Table 1. Characteristics of Respondents

Characteristics of Respondents	Category	Total	Percentage (%)
Gender	Man	81	40.5
	Woman	119	59.5
Age	17-20 Years	14	7
	21-30 Years	58	29
	31-40 Years	82	41

Characteristics of Respondents	Category	Total	Percentage (%)
	40-50 Years	34	17
	> 50 Tahun	12	6
Last education	High School	9	4.5
	Diploma	21	10.5
	Bachelor	170	85
Donation Frequency	One time	89	44.5
	Two to Three Times	88	44
	More Than Twice	23	11.5
Income	< Rp. 500.000 - Rp. 1.000.000	12	6
	> Rp. 1.000.000 - Rp. 2.000.000	34	17
	> Rp. 2.000.000 - Rp. 3.000.000	110	55
	> Rp. Rp. 3.000.000 - Rp. 4.000.000	32	16
	> Rp. 4.000.000	12	6
Occupation	Student	34	17
	Private employees	67	33.5
	PNS/BUMN Employees	53	26.5
	Other	46	23
Donation Amount	< Rp. 50.000	123	61.5
	> Rp. 50.000 - Rp. 100.000	52	26
	> Rp. 100.000	25	12.5

Based on the research results, it is known that the characteristics of the respondents it can be seen that as many as 120 people (59.5%) of respondents were female. This is because female respondents find it easier to sympathize and empathize with what they see, including when they see posts or hear about online donation campaigns through Kitabisa.com. The average age of the respondents who donated was 31-40 years as many as 82 people (41%). The ages of 31-40 years are the millennial generation. Millennials feel financially secure, so there's nothing wrong with setting aside money to donate.

The last education of the average respondent was undergraduate, namely 170 people (85%). An educated person is more open to others, including in terms of donations. As many as 89 people (44.5%) have donated at Kitabisa.com. Most of the respondents only made one donation at Kitabisa.com because they were not regular donors, they donated because of empathy for Kitabisa.com's social media posts.

Respondents' average income > Rp. 2,000,000 - Rp. 3,000,000 as many as 110 people (55%). At this income level, respondents feel financially secure and start to think about giving to charity. The average respondent's job is private employees, namely as many as 67 people (33.5%). Private employees have a stable fixed salary and receive a bonus or allowance. A stable financial situation will make it easier for someone to share or do charity. A total of 123 people (61.5%) of

respondents donated an average of less than Rp. 50,000. This is because the average income of respondents is > Rp. 2,000,000 - Rp. 3,000,000.

4.2 Hypothesis Testing Results

4.2.1 Cofficient determination (R^2)

The value of coefficient determination for the two substructures is 0,270 for the first model and 0,460 for the second model. The results of the test for the coefficient of determination (R^2) for consumer brand engagement (X) and self-brand connection (M) with the decision to donate (Y) show a figure of 0,270, which means that the variables consumer brand engagement and self-brand connection can influence 27.0% of the decision to donate and the rest 73.0% is influenced by other factors/variables. While the results of the test for the coefficient of determination (R^2) for consumer brand engagement with self-brand connections show a figure of 0,460, which means that the consumer brand engagement variable can affect 46,0 % of self-brand connections and the remaining 54,0 % is influenced by other factors/variables.

4.2.2 Hypotheses Testing Results

Hypotheses in this research tested using regression analysis. After passed the classical assumption test then the result of hypotheses testing can be seen as follow :

Table 2. Hypotheses Testing Result

Hypotheses	T count	Sig	Result
Customer brand engangement →decision to donate	4,450	0,000	Accepted
Self brand connection →decision to donate	6,033	0,000	Accepted
Customer brand engangement →self brand connection	3,819	0,000	Accepted
Customer brand engangement →self brand connection→decision to donate	3,2252	0,000	Accepted

Based on the table above, it is known that the t-test significance value of the variable brand engagement and self-brand connection is 4,450 and 6,033 with significance value 0.000, which is less than 0.05, so it can be concluded that the first and second hypotheses are accepted, which means that there is a consumer brand engagement and self-brand connection that has a positive and significant effect on decision making donate at Kitabisa.com. While for the third hypotheses testing result known that the t-test significance value of the consumer brand engagement variable is 3,819 with significance value 0.000, which is less than 0.05, so it can be concluded that the third hypothesis is accepted, which means that consumer brand engagement has a positive and significant effect on Kitabisa.com's self-brand connection.

The mediating effect of self branding connection in hypotheses fourth tested using Sobel test. The criterion for using the Sobel test is to compare the calculated t value with the t table value. If the t count > t table, it can be concluded that there is a mediating effect. Calculation of the mediating effect can be done using the Sobel test by using the coefficients of the regression equation contained below:

$$Z = \frac{0.328 \times 0.284}{\sqrt{(0.284^2 0.086^2) + (0.328^2 0.047^2)}}$$

$$= \frac{0.093152}{\sqrt{(0.080656 \times 0.007396) + (0.107584 \times 0.002209)}}$$

$$= \frac{0.093152}{\sqrt{(0.000596532) + (0.000237653)}}$$

$$= \frac{0.093152}{\sqrt{(0.000834185)}}$$

$$= \frac{0.093152}{0.028882258}$$

$$= 3.225232588$$

Based on the results of the Sobel test calculation above, this value is greater than the t value at 5% significance. So it can be concluded that the fourth hypothesis is accepted, which means that self-brand connection can mediate the effect of consumer brand engagement on the decision to donate at Kitabisa.com. Mediation carried out by self-brand connection is a partial mediation.

5. Discussion

5.1 The Influence of Customer Brand Engagement on Donation Decisions at Kitabisa.com.

The results of the study show that consumer brand engagement has a positive and significant effect on the decision to donate at Kitabisa.com. Consumer Brand engagement that emphasizes consumer interest in products/services so that they are interested in sharing using the Kitabisa.com platform because it provides convenience. Then feel happy and have a part in a company/agency because they feel happy when doing social activities through the Kitabisa.com platform. Then high loyalty from consumers for carrying out sharing activities using the Kitabisa.com platform. Lastly is interaction and reciprocity between consumers and companies/institutions so that the interaction between the Kitabisa.com platform and donors is quite good, through social media it can attract people to donate at Kitabisa.com.

According to Brodie (2013) consumer engagement is an emotional relationship between consumers and producers through various channels in terms of behavior, aspirations and interactions. Customer engagement is a business that involves customers through physical and emotional interactions between organizations and users. Customer engagement can be regarded as a tool for building long-term relationships with users. So users through social media can realize customer engagement by paying attention to the relationship between the organization and the customer. Technological developments have directed companies to involve customers in creating value. Relationship marketing is associated with the use of technology that is mostly carried out by companies through customer engagement which is a way for companies to encourage customers to interact and share experiences about products or brands. Customer engagement is defined as a consumer who feels involved in a brand, involvement is of course based on emotional ties such as trust. A strong customer engagement strategy can drive brand growth and consumer purchase loyalty (Kotler and Armstrong, 2016).

5.2 The Effect of Self Branding Connection on Donation Decisions at Kitabisa.com.

The results of the study show that the self-branding connection has a positive and significant effect on the decision to donate at Kitabisa.com. The self-branding relationship can influence of the decision to donate and the remaining is influenced by other factors/variables.Self branding connection is a strong link between the individual and the brand. Links that occur between donors and Kitabisa.com because This brand is self-reflective so Donating with Kitabisa.com is able to reflect ourselves, because it is able to give kindness easily. Then being able to identify with this brand means being able to identify potential beneficiaries easily by using Kitabisa.com. Furthermore, feel a personal relationship with this brand so that with Kitabisa.com which is a sharing platform with others, it provides a personal (emotional) connection. Then use this brand to communicate yourself to other people so that by using the Kitabisa.com platform as a sharing medium to be able to communicate socially with other people. The last is to consider this brand to reflect itself so that Kitabisa.com is a sharing platform that is able to reflect itself. Kitabisa.com can represent individuals who see themselves so that it will influence the decision to donate.

Consumers use brands to identify themselves from what they own. Self-brand connection is able to show how deeply consumers identify a brand with themselves (Dwivedi, Johnson and McDonald, 2016). Self-brand connection is important because of the formation of a self-connection with a brand or what is known as a personal brand connection, which occurs when consumers and user personalities have a close relationship with a specific brand and then they incorporate it into their self-identity. Some consumers may form meaningful and personal relationships between themselves and certain brands so that the brands themselves are intimately tied to individual self-concepts. This statement is reinforced by Schmitt (in Kurniawan, 2017) which states that consumers not only buy, use and manage products and services to meet their needs, but also buy brands to gain experience and relationships or connections with them. Self-connection with the brand can make consumers make purchases on a regular basis.

5.3 The Influence of Customer Brand Engagement on Self Branding Connection Kitabisa.com.

Based on the results of the study, it is known that consumer brand engagement has a positive and significant effect on the Kitabisa.com self-brand connection. The involvement of consumer brands can affect of self-brand connection and the remaining is influenced by other factors/variables.

Consumer brand engagement is a psychological state that occurs based on an interactive experience between a customer and a brand. Consumer brand engagement has four indicators namely Consumer Interest in Products/Services. The feeling of pleasure and belonging to a company/institution. High loyalty from consumers. Interaction and reciprocity between consumers and corporate/institutional staff. The formation of consumer brand engagement with social media is expected to generate self-brand connections within consumers.

The results of this study are in line with the results of research conducted by Junia and Simamora (2020) which stated that consumer brand engagement has three main dimensions, namely cognitive, affective, and activation processing which have a positive and significant effect on self-branding connections. Consumer engagement in social media has meaning that consumers or stakeholders are not only media viewers, but also volunteers who are willing to spend their time and energy communicating with companies about brands. Customer engagement in a social context means that consumers have personal attention to a brand. This attachment will later form a self-brand connection. Westhuizen and Liezl-Marié (2018) state that self-brand connection is the degree to which consumers combine a brand with their self-concept which will then result in the

intensity of the consumer's relationship with the brand. Customer brand engagement makes consumers or individuals feel trust and feel like they want to continue to be involved in a brand they already believe in, so it can also influence a brand to adapt to the identity of their consumers.

5.4 The Mediation Role of Self Branding Connection on Customer Brand Engagement on Donation Decisions at Kitabisa.com.

The results of the study show that self-brand connection plays a role in mediating the influence of consumer brand involvement on the decision to donate in Kitabisa.com. The personal relationship between self-brand connection and consumer brand engagement that has been created triggers consumers to donate. The self-brand connection felt by consumers in consumer brand engagement will encourage consumers to make donations at Kitabisa.com. The personal relationship between self-brand connection and consumer brand engagement that has been created triggers consumers to donate. Consumers often use brands as a tool for creating their own identity, so that self-brand connections have the potential to provide identification between an individual and a brand (Widyajanti and Kusuma, 2017).

6. Conclusion

Based on the research results that have been described, the conclusions are that he involvement of consumer brands has a positive and significant effect on the decision to donate at Kitabisa.com. The involvement of consumer brands can influence of donation decisions and the remaining is influenced by other factors/variables.The self-branding connection has a positive and significant effect on the decision to donate at Kitabisa.com. The self-branding relationship can influence of the decision to donate and the remaining is influenced by other factors/variables. Consumer brand engagement has a positive and significant effect on the Kitabisa.com self-brand connection. The involvement of consumer brands can affect of self-brand connection and the remaining is influenced by other factors/variables and self-brand connection plays a role in mediating the influence of consumer brand involvement on the decision to donate at Kitabisa.com.

From the description of the conclusions above, the author proposes several implications for Kitabisa.com. First, to increase consumer brand engagement, Kitabisa.com must approach potential donors by actively responding to questions from potential donors on their digital platforms, such as Instagram, Twitter, Facebook or the official website of Kitabisa.com. In addition, Kitabisa.com must also collect feedback from someone who has donated money using the Kitabisa.com platform, to build public confidence that Kitabisa.com is a credible sharing platform. Second, to increase self-branding connections, Kitabisa.com must be able to build a positive image by providing fast and informative responses related to questions posed by potential donors, this can build a good and trusted brand image. And third to increase the decision to donate through Kitabisa.com, Kitabisa.com must be able to increase consumer brand engagement and self-branding connections by considering other factors such as the ease of donating, brand quality, brand knowledge, brand trust, and brand involvement.

This research has some limitations, one of it is the value of coefficient of determination (R^2) that still small. These results indicate that the consumer brand engagement variable can affect self-brand connection and the remaining is influenced by other factors/variables, for example independent variables such as: followership, brand image, motivational factors, hygiene factors, brand awareness, customer involvement, information disclosure, emotional bond, religious knowledge and project quality as well as mediating variables that can mediate consumer brand

involvement in donating decisions such as: perceived counterfeit detection, emotional attachment, and conspicuous consumption used by previous researchers.

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