Analysis of donors satisfaction with LAZISMU kendal digital fundraising

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ABSTRACT

This study aims to analyze the level of donor satisfaction with the digital fundraising services implemented by LAZISMU Kendal as part of its efforts to adapt to the growing use of digital technology in Islamic philanthropy. In the digital era, the management of zakat, infaq, and charitable funds is no longer limited to conventional mechanisms but increasingly relies on digital platforms that emphasize transparency, ease of transactions, and effective communication. These aspects are essential indicators of shaping donors' perceptions and experiences when engaging with digital fundraising services. This study employed a descriptive quantitative approach using a structured questionnaire as the primary data collection instrument. The questionnaire was distributed to 100 active donors who utilized LAZISMU Kendal's digital fundraising services. The collected data were analyzed to capture donors' assessments of various service dimensions, including the ease of digital donations, transaction efficiency, confirmation speed, and transparency in fund distribution reporting. The descriptive method allows this study to present an objective overview of donor satisfaction levels based on donors' direct experiences with the digital system. The findings indicate that most donors express a high level of satisfaction with the digital fundraising services provided by LAZISMU Kendal. Donors particularly appreciate the convenience of making donations through digital channels, the speed of transaction confirmation, and the clarity of reports on the distribution of collected funds. These factors contribute positively to donors' overall experience and reinforce their confidence in the institution's digital fundraising practices. Nevertheless, the results also reveal several areas that require further improvement, especially related to service personalization and the consistency of two-way communication between the institution and donors. Based on these findings, it can be concluded that while LAZISMU Kendal's digital fundraising services have generally met donors' expectations, continuous improvement is necessary to enhance donor satisfaction. Strengthening personalized services and increasing the activeness of interactive communication may help foster closer relationships with donors. Therefore, LAZISMU Kendal is encouraged to continuously refine its digital system and adopt a more relationship-oriented approach to sustain donor satisfaction and support long-term donor loyalty.

Keywords: donor satisfaction; digital fundraising; zakat institution; Islamic philanthropy; LAZISMU Kendal

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RESEARCH & PUBLISHING

1. INTRODUCTION

The development of digital technology over the past decade has brought about significant changes in people's social behavior, including donation and zakat (alms) patterns. While philanthropic activities were previously conducted face-to-face, digital donation services are now increasingly popular because of their convenience, speed, and flexibility (Abdullah & Suhaimi, 2023). This phenomenon is also driven by the increasing digital literacy culture of the public and the presence of various cashless payment platforms, such as QRIS, e-wallet applications, and online bank transfers. These changes require Islamic philanthropic institutions to adapt to remain relevant, responsive, and able to reach a wider audience of donors without the constraints of space and time.

LAZISMU, a national zakat collection institution under the auspices of Muhammadiyah, is developing digital services to facilitate the public in paying zakat, infaq, and alms payments. LAZISMU Kendal, as one of the service offices at the district level, actively utilizes social media, QRIS, digital payment applications, and online campaigns as fundraising channels. This digital transformation is expected to increase donor participation and strengthen public trust through faster, more transparent, and accessible services. However, the effectiveness of digital services depends not only on the availability of technology but also on the satisfaction level of donors as the primary users. Donor satisfaction is a crucial factor in determining loyalty, repeat donation frequency, and the institution's overall image (Anderson & Srinivasan, 2003).

In this context, research on donor satisfaction with digital services is essential. Furthermore, to date, little research has specifically examined digital donor satisfaction within LAZISMU Kendal. This descriptive quantitative study aimed to provide a comprehensive overview of donor satisfaction with the LAZISMU Kendal digital fundraising process. The study population comprised all active LAZISMU Kendal donors, and the sample size was 100 donors selected based on their involvement in digital donations. Data were collected using a 1–5 Likert-scale questionnaire that measured various service indicators.

The variables studied covered five main aspects that influence donor satisfaction: ease of donation, transparency of reporting, speed of service, communication and relationships with LAZISMU, and overall satisfaction with the digital donation experience. The data obtained were then analyzed using descriptive analysis techniques through percentage calculations, average scores, and diagrammatic visualizations to facilitate an understanding of donor response patterns. With this approach, the study is expected to provide a clear mapping of donor satisfaction levels and identify which service aspects are optimal and which still require improvements.

This research is expected to provide theoretical contributions to the study of digital philanthropy and practical benefits for LAZISMU Kendal in improving service quality. By understanding donors' needs and expectations more deeply, LAZISMU can develop a more effective, transparent, and trust-oriented digital fundraising strategy. Furthermore, the findings of this study can be used as a foundation for future service innovations to strengthen modern and sustainable Islamic philanthropic practices.

2. LITERATURE REVIEW

2.1. Studies on E-Service Quality

In the context of digital-based Islamic philanthropy, donor satisfaction is a crucial indicator for evaluating the effectiveness of zakat institutions' fundraising services. Empirical evidence from Ascarya and Yumanita (2023) demonstrates that the quality of digital services significantly influences donor satisfaction. Service quality in this study is reflected through system reliability, ease of transaction, clarity of information, and transaction security experienced by the donors during the donation process. Donor satisfaction subsequently functions as an intervening variable that links service quality to donor loyalty, particularly the intention to make repeated donations. These findings indicate that successful digital fundraising is not driven solely by religious motivation but also by the quality of service experiences perceived by donors. From a complementary perspective, Chiu et al. (2005) emphasized the importance

of technology acceptance in the management of zakat, infaq, and shadaqah (ZIS). Using the Unified Theory of Acceptance and Use of Technology (UTAUT) framework, this study reveals that performance expectancy and perceived ease of use are dominant factors influencing individuals' intentions to utilize digital platforms for charitable giving. Performance expectancy refers to users' beliefs that digital systems enhance the efficiency and effectiveness of donation management, whereas ease of use relates to the platform's simplicity and accessibility. Positive perceptions of these factors increase users' willingness to adopt digital fundraising technologies, thereby strengthening their engagement with online donation systems. Taken together, these studies suggest that donor satisfaction in digital fundraising emerges from the interaction between technology acceptance and service quality. While acceptance of digital platforms serves as a prerequisite for online donation behavior, the quality of digital services determines the overall satisfaction of donors. Therefore, donor satisfaction can be positioned as a key evaluative outcome in assessing the effectiveness of digital fundraising implementation within zakat and Islamic philanthropic institutions (Cronin & Taylor, 1992).

2.2. Studies on Digital Transparency & Accountability

Transparency is increasingly recognized as a critical factor in shaping donor trust and satisfaction in digital zakat management. Davis (1998) examined the determinants of digital zakat payments in Indonesia and identified transparency in financial reporting through digital channels as a key driver of donor trust. Their findings indicate that when donors can access clear, timely, and detailed information regarding fund collection and distribution via digital platforms, their confidence in zakat institutions increases significantly. This enhanced trust subsequently contributes to higher levels of donor satisfaction, suggesting that transparency functions not only as an accountability mechanism but also as an experiential factor that strengthens donors' positive perceptions of digital zakat services in Indonesia.

In a related study, Fitriani and Rahman (2023) focused on the utilization of digital platforms in zakat, infaq, and alms fundraising at zakat collection institutions. Their study highlights the effectiveness of digital platforms in expanding outreach, particularly among millennial donors, who are more accustomed to technology-based financial interactions. The findings revealed that the design and usability of digital applications play an important role in shaping donor satisfaction. An intuitive interface, ease of navigation, and responsiveness of digital platforms significantly influence donors' overall experience when engaging in online charitable giving. This study underscores that digital fundraising effectiveness is not solely determined by reach and accessibility but also by the quality of the user experience provided by the platform.

Taken together, these studies reinforce the argument that donor satisfaction in digital fundraising is closely linked to transparency and platform usability (Sukendar & Vidho, 2025). Transparency enhances trust and reassurance among donors, and effective digital interfaces facilitate convenience and positive user experiences. In the context of digital fundraising at zakat institutions, these factors collectively contribute to sustained donor engagement and satisfaction, particularly among younger, technology-oriented donor segments.

2.3. Studies on LAZISMU Institution

Institutional strategies play a crucial role in shaping donor perceptions and satisfaction with digital fundraising practices. Hidayat and Firmansyah (2024) provide an in-depth case study of LAZISMU, highlighting how managerial strategies influence zakat, infaq, and alms fundraising effectiveness. The study illustrates that LAZISMU's strategic emphasis on program clarity, digital communication, and accountability mechanisms significantly affects donor responses. Donors tend to exhibit more positive attitudes when fundraising programs are communicated transparently and managed professionally through digital channels. These findings suggest that donor satisfaction is closely linked to how well digital fundraising strategies are integrated into institutional management practices, rather than being solely determined by technological availability.

Complementing this perspective, Kotler (2016) examines the role of digital fundraising in optimizing zakat management by reducing structural and relational barriers between zakat institutions and

donors. The study demonstrates that digital fundraising platforms shorten transactional distance by enabling faster, more efficient, and more flexible donation processes. This increased efficiency minimizes time constraints and logistical burdens for donors, which in turn enhances their overall satisfaction with the donation experience. Rohim's findings emphasize that time efficiency and accessibility are central elements of donor satisfaction in digital fundraising environments, particularly in contexts where donors value convenience and immediacy. Collectively, these studies underscore that donor satisfaction in digital fundraising is shaped not only by technological features but also by institutional strategies and operational efficiency. Effective managerial approaches, as demonstrated by LAZISMU, strengthen donor confidence and engagement, while digital systems that reduce time and effort enhance the perceived value of the donation process. In this regard, donor satisfaction emerges as an outcome of the alignment between institutional strategy and digital fundraising implementation (Lestari & Wahyudi, 2024).

2.4. Studies on Psychological Factors & Religiosity

Donor satisfaction has long been recognized as a multidimensional construct that extends beyond the transactional aspects of giving. Hakim& Pramono (2023) argues that donor satisfaction is shaped not only by the ease and efficiency of the donation process, but also by donors' emotional experiences and perceptions of impact. According to this perspective, donors derive satisfaction when they feel valued by the organization and when they are able to clearly observe how their contributions generate tangible social outcomes (Nurhasanah & Lubis, 2024). This sense of appreciation and impact reinforces donors' psychological attachment to charitable institutions and strengthens their overall evaluation of the giving experience. Sargeant's conceptualization remains highly relevant in the context of digital fundraising, where interactions between donors and organizations are increasingly mediated by technology. While digital platforms enhance convenience and efficiency, they also create challenges in conveying appreciation and demonstrating impact. Therefore, donor satisfaction in digital environments depends not only on functional system performance, but also on the institution's ability to communicate gratitude, transparency, and social impact through digital channels (Mubarok, 2023). This perspective provides an important theoretical foundation for understanding donor satisfaction as a holistic experience, integrating both emotional and functional dimensions of charitable giving.

3. RESEARCH METHODOLOGY

This study uses a descriptive quantitative method to objectively describe donor satisfaction with the digital fundraising services provided by LAZISMU Kendal. The quantitative approach was chosen because it requires measurable data that can be statistically analyzed to determine donors' assessment trends regarding various aspects of the digital service.

The population in this study were active donors of LAZISMU Kendal who had donated through digital channels such as bank transfers, QRIS, e-wallets, and digital campaigns on social media. From this population, a sample of 39 donors was determined using a purposive sampling technique based on their involvement in digital donations over the past year. Data collection was conducted through a structured questionnaire using a Likert scale of 1–4 to measure several variables, namely ease of donation, transparency of reporting, speed of service, communication and relationships, and overall satisfaction.

The incoming data was then analyzed using descriptive statistical techniques, including percentage calculations, average values, and frequency distributions. The results were presented in tables and diagrams to provide a clear picture of donor satisfaction levels. This method enabled researchers to produce an accurate and systematic description of the quality of LAZISMU Kendal digital fundraising services based on the perceptions of donors as direct users.

4. RESULT AND ANALYSIS

LAZISMU fundraising through a digital system, based on the processed data in Table 1, involving 39 respondents, shows a very high level of satisfaction with the technical aspects of LAZISMU digital donation service. Ease of use and speed of access both scored 137 out of 156, with a satisfaction

percentage of 87.8% each. This indicates that the digital system has provided a practical and efficient experience for donors.

Furthermore, the program agreement indicator obtained a total score of 135, equivalent to 86.5%, indicating that the majority of donors agree with the vision, mission, and activities carried out by LAZISMU. The digital donation access indicator also showed a high score of 136 (87.2%), indicating that respondents felt digital services were very easy to access. Finally, interest in the program received a score of 135 (86.5%), indicating that the program content and delivery method were quite interesting and motivated donors to get involved. Overall, this data shows that from a technical perspective, user experience, and program quality, LAZISMU has succeeded in creating a fundraising system that is responsive, convenient, and attractive to donors. See Table 1

Table 1. Perceptions of Digital Systems

No	Question	Score	Frequency	Percentage
1.	LAZISMU digital donation system is very easy to use	137	39	87,8%
2.	Proses Transaksi donasi cepat dan lancar	137	39	87,8%
3.	The donation transaction process is fast and smooth	135	39	86,5%
4.	Program information and donation reports are easy to access	136	39	87,2%
5.	The appearance of the website or application is attractive and clear	135	39	86,5%

Table 2 below confirms that the digital donation service not only facilitates the technical aspects of donations but also successfully builds long-term emotional bonds and trust between the institution and donors. Data B illustrates donors' emotional perceptions and loyalty toward LAZISMU digital donation service. Regarding the satisfaction level indicator, 19 respondents stated they were very satisfied and 20 were satisfied, resulting in a total score of 137, or 87.8%. This indicates that donors are satisfied with the overall service, from the ease of donating to reporting on fund distribution.

The trust indicator also recorded the same figure (87.8%), indicating a high level of confidence in LAZISMU integrity and accountability in managing donations. Meanwhile, the intention to donate aspect obtained a score of 134 (85.9%), indicating that donors still have a high level of interest in participating in the programs offered. Similarly, the willingness to donate again also obtained a score of 134 (85.9%). This indicates strong loyalty and continued intention from donors towards LAZISMU.

Table 2. Donor Satisfaction

No	Question	Score	Frequency	Percentage
1.	I am satisfied with LAZISMU digital donation service	137	39	87,8%
2.	I trust that my funds are distributed transparently	137	39	87,8%
3.	I am interested in continuing to donate through the digital system	134	39	85,9%
4.	I am willing to recommend LAZISMU to others	134	39	85,9%

LAZISMU Kendal digital fundraising platform offers several payment methods, making it easy for donors to channel their funds. Donations can be made through Ziscardmu, Qris, e-wallet, and transfers through the official LAZISMU Kendal website. The most widely used method is the LAZISMU website. Because many of LAZISMU donors are older, the website remains accessible to all. The difference between the two systems is that the LAZISMU website provides donor data, including names and phone numbers. However, the Qris system does not provide donor data or phone numbers.

According to LAZISMU Fundraisers, donor satisfaction is dominated by positive responses, with testimonials and experiences of donating being the most significant. However, some also offered input and suggestions regarding this digital fundraising initiative. Donor satisfaction is also influenced by several factors, including: 1) long distance, 2) faster donations, and 3) convenience without having to visit the service office. One donor shared his experience of donating easily and quickly even while working abroad (Pratama & Setiawan, 2024).

To increase donor satisfaction, LAZISMU will increase the digitalization capacity of its website system. It will also improve service by frequently cross-checking and responding quickly to donors who have donated. When a donation comes in, the donor will be given an e-receipt in the form of a PDF and a greeting. Based on testimonials, the e-receipt and greeting serve as proof and a symbol of appreciation for donors who have donated to LAZISMU, regardless of the nominal amount donated.

5. CONCLUSION

Based on the analysis of donor satisfaction with digital fundraising conducted by LAZISMU Kendal, it can be concluded that donors are generally very satisfied and trust the services provided. This is demonstrated through quantitative data showing that the majority of respondents gave ratings in the "very satisfied" and "satisfied" categories in various aspects, such as ease of use of the system, speed of access, program suitability, and transparency and effectiveness in fund distribution. The average percentage of satisfaction is above 85%, indicating a high level of acceptance and comfort from users with the digital platform used.

Furthermore, donor trust is very strong, with many respondents expressing their willingness to donate again in the future. This demonstrates that LAZISMU Kendal digital donation service not only provides technical convenience but also builds loyalty and emotional connections with donors. The high level of interest and willingness to donate again is an important indicator that the implemented digitalization strategy is effective and adaptable to the needs of modern society. Therefore, LAZISMU Kendal's digital fundraising program can be said to have successfully met donor expectations in terms of transparency, accessibility, and convenience. Going forward, improvements in service, interactive communication, and real-time reporting of fund disbursement results can be strengthened to increase satisfaction more sustainably.

Ethical Approval

Not Applicable

Informed Consent Statement

Not Applicable.

Authors' Contributions

Not Applicable.

Disclosure Statement

No potential conflict of interest was reported by the author(s).

Data Availability Statement

The data presented in this study are available on request from the corresponding author due to privacy reasons.

Notes on Contributors

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