The Influence of Brand Equity Dimensions on Donor's Decisions in Paying Alms

Syafiratud Daniyas
Universitas Islam Negeri Sunan Ampel Surabaya, Indonesia
Email: daniyassyafira@gmail.com

Andriani Samsuri
Universitas Islam Negeri Sunan Ampel, Surabaya, Indonesia
Email: andriani@uinsby.ac.id

Lilik Rahmawati
Universitas Islam Negeri Sunan Ampel, Surabaya, Indonesia
Email: lilikrahmawati@uinsby.ac.id

Abstract: The purpose of this research is to analyze the influence of brand equity dimensions simultaneously and also partially on donors' decisions in giving alms at UPZIS NU CARE-LAZISNU MWCNU Wonocolo. The method of analysis of this research is quantitative with the technical analysis tool used is multiple linear regression, to determine the direction and how much influence the independent variables have on the dependent variable. This research is using primary data obtained from the results of filling out the questionnaire. Based on the findings of data analysis using SPSS version 26, it shows that brand awareness and brand loyalty factors have a significant influence on the choice of donors partially. In addition, the brand equity aspect also has a simultaneous impact on donors' decisions to make donations at UPZIS NU CARE-LAZISNU MWCNU Wonocolo. This research, is expected that UPZIS NU CARE-LAZISNU MWCNU Wonocolo will continue to improve and maintain the brand that has been built.
Keywords: Brand Equity, Donor, Paying Alms.

Introduction

The Unitary State of the Republic of Indonesia is a country where the majority of the population embraces Islam. With the majority of the population being Muslims, Indonesia has a formal institution that specifically manages zakat, infaq and alms funds. There are three types of zakat management institutions, namely government-formed institutions at the central, provincial and district and city levels, then institutions

established by the community or the private sector, the third is an institution formed by an official government body that assists at the Kelurahan or Village level. The institution established by the government to manage zakat funds is BAZ, while one of the non-governmental organizations is LAZ. Meanwhile, the institution formed to assist the government at the family or village level is in the form of UPZ.[1]

BAZNAS RI published that potential scale of zakat in 2023 IDR 4,37 trillion to reach at Indonesia from 17 province.[2] In 2022 zakat potential is equal to IDR 233.8 trillion includes five zakat objects, namely income from livestock and agriculture companies.[3] With this potential, zakat management institutions need to have a method to build the trust of muzakki and donors, so that they are willing and willing to fulfill their zakat obligations and set aside part of their assets to be donated or donated.

There is a need for the performance of zakat management institutions, in an accountable, transparent and professional manner. Among the many existing institutional brands, customers must have the most preferred brand among several choices that are considered by customers, so it is necessary for institutions to have a focus on marketing strategies, by making effective strategies in improving the performance of an institution.[4] In building a brand or institutional brand, it is necessary to pay attention to the dimensions of brand equity, these dimensions are in the form of brand awareness, brand association, perceived quality, brand loyalty, and other assets.[5]

To increase muzakki's trust in zakat management institutions, each zakat management institution should apply brand equity. However, in this modern era, zakat management institutions do not only consist of one institution, in fact there are various types of zakat management institutions in Indonesia, apart from zakat management institutions that

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[1] Moch. Irfansyah et al., "Distribusi Zakat Untuk Kesejahteraan: Studi Pada LAZ Yatim Mandiri Surabaya," *Jurnal Kajian Ekonomi Dan Perbankan* 4 (2020): 66–82, /ejournal.unuja.ac.id/index.php/profit/article/view/1218/1065#.

[2] Puskas BAZNAS, *OUTLOOK ZAKAT INDONESIA 2023*, ed. Pimpinan BAZNAS (Jakarta: Pusat Kajian Strategis - Badan Amil Zakat Nasional, 2023), 41.

[3] Faizal Yulianto and Lilik Rahmawati, "Pengembangan Unit Pengumpul Zakat (UPZ) UIN Sunan Ampel Surabaya: Telaah Strategi Dan Implementasinya," *Management of Zakat and Waqf Journal (MAZAWA)* 3 (2021): 1–12, http://jurnalfebi.uinsby.ac.id/index.php/MAZAWA/article/view/413/313.

[4] Angga Febrian and Larasati Ahluwalla, "Analisis Pengaruh Ekuitas Merek Pada Kepuasan Dan Keterlibatan Pelanggan Yang Berimplikasi Pada Niat Pembelian Di E-Commerce," *Jurnal Manajemen Teori Dan Terapan* 13 (2020), http://dx.doi.org/10.20473/jmtt.v13i3.19967.

[5] Adhi Murti Citra Amalia, "Apa Itu Brand Equity?," BINUS Public Relations, 2020, https://binus.ac.id/malang/public-relations/2020/12/04/apa-itu-brand-equity/.

specifically manage ZIS funds (zakat, infaq and alms), there are also social institutions and crowdfunding which are also a competitive challenge for ZIS fund managers (zakat, infaq and alms) in building brand equity.

This research was conducted at UPZIS NU CARE-LAZISNU MWCNU Wonocolo. As we know, NU CARE-LAZISNU is closely related to the Indonesian Islamic religious organization, namely Nahdlatul Ulama (NU), which is a large organization. With the relationship between NU CARE-LAZISNU and NU religious organizations, it should be able to make it easier for UPZIS to build an institutional brand in society. In accordance with the results of observations that have been obtained from the Zakat Infaq and Alms Management Unit (UPZIS) NU CARE-LAZISNU MWCNU Wonocolo, which states that in the first period of the establishment of the institution, namely 2020-2021 NU CARE-LAZISNU Wonocolo MWCNU can raise ZIS funds (zakat, infaq and alms) of IDR 425,272,840 million. With details of the collection of each program as follows:

Table 1.1
Fundraising for UPZIS NU CARE-LAZISNU MWCNU Wonocolo
in 2021

No	Program Type	Collected Funds	Percentage
1.	3S movement (Alms, A Day, A Thousand)	Rp. 182,085,640	43%
2.	Shodaqoh	Rp. 68,295,000	16%
3.	Zakat	Rp. 122,236,000	29%
4.	Nature	Rp. 6,872,500	2%
5.	JPZIS	Rp. 1,653,000	0%
6.	Al-Quran donation	Rp. 6,540,000	2%
7.	Natural Disaster Donations	Rp. 37,590,700	9%

Source: NU CARE-LAZISNU MWCNU Wonocolo Financial Report, 2021

The results of raising ZIS funds in the first period of establishing the institution, 43% of the funds managed by the institution were obtained from the 3S Movement (Alms, A Day, A Thousand) collection program using canned media, with a total collection of 182 million. This shows that there is a public view of zakat management organizations, especially UPZIS NU CARE-LAZISNU MWCNU Wonocolo which has only been established for one year and has developed into a separate brand for the

Wonocolo community. This fact is corroborated by the achievements of the institution in the second year of its operation, which we can see that the collection of ZIS funds at the institution in the second year was double the collection in the first year, namely IDR 970,141,650 million. With details of the collection of each program in table 1.2:

Table 1.2
Fundraising for UPZIS NU CARE-LAZISNU MWCNU Wonocolo
in 2022

No	Program Type	Collected Funds	Percentage
1.	3S movement (Alms, A Day, A Thousand)	Rp. 276,353,800	28.5%
2.	Shodaqoh	Rp. 197,185,850	20.3%
3.	Zakat	Rp. 444,350,000	45.8%%
4.	Nature	Rp. -	0%
5.	JPZIS	Rp. 52,252,000	5.4%
6.	Al-Quran donation	Rp. -	0%
7.	Natural Disaster Donations	Rp. -	0%

Source: NU CARE-LAZISNU MWCNU Wonocolo Financial Report, 2022

With an increase in the amount of collection that doubled from the first year of collection, in which in the second year the largest amount of collection was in zakat collection, namely 45.8%, this shows the strengthening of the UPZIS brand in the minds of the Wonocolo people, because people have started to believe in institution. This research focuses on the 3S movement program (Alms, A Day, A Thousand) which uses canned media in its collection, because ZIS fundraising using the 3S method is relatively stable and increasing from year to year. With the aim that the results of this research can be used as a reference for strategies to build donor/muzakki trust in other ZIS fundraising programs at the institution.

The purpose of this study is to continue previous research using a new dependent variable, namely the donor's decision to give alms, with the independent variable brand equity. In addition, the results of this research are expected to change the paradigm of the people who think that UPZIS NU CARE-LAZISNU MWCNU Wonocolo is just the name of an institution formed by the religious organization Nahdlatul Ulama (NU). However, it is hoped that this research can prove to the public that UPZIS

NU CARE-LAZISNU MWCNU Wonocolo is an UPZIS that is competent in managing ZIS funds.

Research ever conducted by Khairunnisa et al. Regarding the decision to distribute zakat and donations through Tokopedia, tests were carried out on the people of the Jabodetabek area, which showed that brand awareness and trust had a significant influence.[6] With the results of the research above, we can see that in building an institution's brand it is necessary to have brand awareness, if brand awareness has been formed, it will be easier for institutions to promote their products to the public.

When the existence of a brand is known by the public and brand awareness has been formed in the minds of the public, it will bring out the consumer's Perceived Quality of the product, Perceived Quality or perceived quality is the main key in the dimension of brand equity, because the perception of consumers can influence consumers in making decisions. The muzakki's decision to pay zakat through the Amil Zakat Fund Care for the Ummat Institute of East Kalimantan is influenced by brand awareness and perceived quality which in research shows results that have a significant effect.[7] This can be a reinforcement that brand building, especially in terms of brand awareness and perceived quality in zakat management institutions is very necessary, in order to increase muzakki's trust in channeling ZIS funds (zakat, infaq and alms) through zakat management institutions.

The formulation of the problem in this study is to prove and analyze whether there is influence from the dimensions of brand equity simultaneously and partially on donors' decisions in paying alms at UPZIS NU CARE-LAZISNU MWCNU Wonocolo.

Methods

This research is a quantitative type of research, using multiple linear regression methods, sampling in this study using probability sampling, with simple random sampling technique. The research analysis test was assisted by statistical software SPSS 26 for Windows. where to test multiple multiple regression analysis tests. Such as the classic assumption test, namely the normality test, multicollinearity test, and

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[6] Aziza Hanifa Khairunnisa et al., "Pengaruh Brand Awareness Dan Kepercayaan Terhadap Keputusan Menyalurkan Zakat Dan Donasi Melalui Tokopedia," *Jurnal Ilmiah Ekonomi Islam* 6 (2020): 284–93, https://www.jurnal.stie-aas.ac.id/index.php/jei/article/view/761.
[7] Muhammad Fachry et al., "Pengaruh Brand Awareness Dan Perceived Quality Terhadap Keputusan Muzakki Membayar Zakat Di Lembaga Amil Zakat Dana Peduli Ummat Kalimantan Timur," *Borneo Islamic Finance And Economics Journal* 1 (2021).

heteroscedasticity test. As well as partial hypothesis testing (T) and simultaneous testing (F). The population in this study were all donors of the 3S (Sedekah One Thousand Days) program at UPZIS NU CARE-LAZISNU MWCNU Wonocolo, totaling 671 populations. The samples to be taken in this study were 150 donors from a total of 671 populations, with calculations using formulas with the overall calculation of the indicator as much as 30 multiplied by five (30 × 5 = 150).[8]

Literature Review
Brands, Brand Equity, Buying Decision

American Marketing Associationdefines a brand as a name, term, sign, symbol, design, or a combination of the four, used to recognize the goods or services of one seller or community of sellers, with the aim of distinguishing the brand from competitors.[9] Than a brand can be interpreted as a product or service that has certain characteristics and can differentiate the brand from other brands of products or services, with the aim of meeting the needs of consumers or customers.

In the Managing Brand Equity book, a brand is defined as a name and/or symbol that is used as a differentiator, which is located in a logo, trademark or packaging design, with the aim of differentiating goods or services from a single seller or a group of sellers, as well as functioning as a source of goods or services from goods or services sold by competitors. This aims to avoid duplication from competitors by providing products that look identical.[10]

Brandsnot just a symbol, but the brand attributes also indirectly explain the benefits of the product. The functions of the brand are as follows: 1) establish competitive relations between producers of a particular product or service and other producers; 2) provide specific guidelines to identify the origin of a particular product (goods/services); 3) interpret the philosophical relationship between the owner and customers or other consumers; 4) become the best quality producer of the goods/services provided; 5) being a means of sales promotion; 6) become a

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[8] Joseph F.Hair Jr et al., *Multivariate Data Analysis*, 7th ed. (Boston: Pearson Education Limited, 2013).

[9] Philip Kotler and Kevin Lane Keller, *Marketing Management 14e*, ed. Eric Svendsen, 14th ed. (Upper Saddle River, N.J.: Upper Saddle River, N.J. : Prentice Hall, 2012).

[10] David A. Aaker, *Managing Brand Equity: Capitalizing on the Value of a Brand Name* (New York: The Free Press, 1991).

market controller; 7) the brand becomes a marker of the product character.[11]

The existence of added value that is generated in products and services can be interpreted as brand equity. This can be the result of how consumers think, feel and behave by appreciating the brand, comparable to price, market value, and brand profitability.[12] Brand equity is the desire of consumers to continue using a brand or not. To increase brand equity, it is necessary to consider the mindset and resources of new users who become experienced users or vice versa.[13]

Brand equityis a set of brand assets and brand liabilities related to a brand, name and symbol, which add or subtract from the value of a product or service to a company or client company. The assets or liabilities that form the basis of brand equity must be related to the brand name and symbol. Assets and liabilities that form the basis of brand equity are grouped into five categories, namely Brand loyalty, Name awareness, Perceived quality, Brand associations, Other proprietary.[14]

Brand Awarenessis a tool that potential buyers can use to understand or realize that a particular product is part of a special category, and also refers to the existence of a relationship between the product category and the product itself. The more familiar a product is, the more it will be chosen over an unknown brand, therefore Brand Awareness is an important factor.[15] In brand awareness there is a level that is used to determine the level of the brand in customer memory, or the consumer's ability to recognize the brand. The goal is to determine the right brand strategy, these levels are top of mind, brand recall, brand recognition, and unaware of the brand.

On the brand awareness dimension, researchers use four indicators, which consist of the Institution being the main brand that first appears in the donor's mind; The donor recognizes and remembers the brand without the aid of any reminders; Donors know the existence of a brand after recognition; and Donors are not aware of the existence of a ZIS management agency brand.[16]

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[11] Aditya Halim Perdana Kusuma et al., *Brand Management: Esensi, Posisi Dan Strategi*, ed. Alex Rikki (Medan: Yayasan Kita Menulis, 2020).

[12] Kotler and Keller, *Marketing Management 14e*.

[13] Anang Firmansyah, *Pemasaran Produk Dan Merek (Planning & Strategy)*, ed. Qiara Media (Surabaya: CV. Penerbit Qiara Media, 2019).

[14] Aaker, *Managing Brand Equity: Capitalizing on the Value of a Brand Name*.

[15] Aaker.

[16] Sunday Ade Sitorus et al., *Brand Marketing: The Art of Branding*, ed. Acai Sudirman (Bandung: CV. Media Sains Indonesia, 2022).

Brand associationare all memorable memories about a brand that appear in the minds of consumers. With the more experience that consumers get from consuming or using a brand, or the more often the brand appears in their communication strategy, and balanced with the support of a network of other links, it will increase the experience and impressions associated with the brand in the mind. consumer. With strong associations, a brand that has been stable will have a prominent position in the competition.[17] With the brand association will be a foothold for consumers in making purchasing decisions and loyalty to a brand. Brand associations have various functions, including:

1. Help the process of gathering information. The associations that exist in the brand, can help explain a set of facts and specifications that can be easily recognized by customers.

2. Become a differentiator. Association on a brand can be used as an important foundation in efforts to differentiate a brand from other brands.

3. Reason for purchase. The emergence of various product attributes or benefits for consumers from brand associations will make consumers have specific reasons to buy and use a brand.

4. Creating a positive attitude or feeling. Some associations are able to create positive feelings on the basis of previous buying or using experiences, and changing those experiences into something different.

5. Foundation for expansion. Brand Association can be used as a basis for product expansion by creating a sense of compatibility between a brand and a new product.[18]

The indicators used in the brand association dimension use indicators[19] which consists of the existence of an attractive logo or symbol; Have a good image; Products provide benefits to donors; There is an appropriate price level; There is a Brand Association for certain uses or applications; Products can be used by everyone; There are certain ambassadors/figures that remind the brand; Institutions have almost the same characteristics as donors; Institutions can associate brands in their product classes; Institutions recognize competitors or outperform competitors; as well as the existence of distinctive characteristics of the brand related to the country/geographical location.

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[17] Darmadi Durianto, Sugiarto, and Tony Sitinjak, *Strategi Menaklukan Pasar Melalui Riset Ekuitas Dan Perilaku Merek*, 2nd ed. (Jakarta: PT Gramedia Pustaka Utama, 2001); 45.
[18] Durianto, Sugiarto, and Sitinjak.
[19] Durianto, Sugiarto, and Sitinjak.

Perceived Qualityis the customer's perception of the quality or superiority of a product or service related to what is expected by the customer, the quality of a product can be a determinant for customers to evaluate a product and can be a direct influence on consumer purchasing decisions and consumer loyalty to brands. If the customer's Perceived Quality is positive, the product will be liked by the customer, and vice versa if the product quality is negative, the product will not be liked and will not last long in the market.[20] There are several factors that influence Perceived quality for customers, in the context of services including: physical form, competence, reliability, responsibility, and empathy. With five indicators consisting of the institution's ability to impress with facilities, equipment, and employee appearance; Employee competence gives the impression of confidence and high self-confidence; The institution's ability to complete tasks accurately and convincingly; The institution's ability to provide excellent services; and Institutions provide special attention that is individual.

Brand Loyaltycan give an idea of whether or not a customer may switch to another product brand, especially if there is a change in the attribute or price for that brand.[21] In Brand Loyalty there are five levels, each of which shows the marketing challenges that must be faced, as well as the assets that can be utilized. The five levels are committed buyer, liking the brand, satisfied buyer, habitual buyer and switcher. With indicators consisting of Donors switching from one brand to another; The donor has a habit of buying; The donor is satisfied with the chosen brand; The donor likes the chosen brand; and Donors become committed buyers.

In purchasing decisions there are five stages that consumers may pass, but consumers do not have to go through these five stages, they may go through or reverse these stages, the five stages are: problem recognition, information search, evaluation of alternatives, purchasing decisions, and behavior post purchase.

With five stages in purchasing decisions, this variable uses indicators in the form of donors starting to recognize problems or needs; Donors search for information through several sources; Donors compare products with products at other institutions; Donors make purchasing decisions; The attitude of the donor after making a purchase decision.[22]

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[20] Durianto, Sugiarto, and Sitinjak.
[21] Durianto, Sugiarto, and Sitinjak.
[22] Kotler and Keller.

Result

Hypothesis test

Testing the quality of the data by testing the validity and reliability of research instruments using SPSS software version 26, it was found that each statement instrument on the variables Brand Awareness (X1), Perceived Quality (X2), Brand Association (X3), Brand Loyalty (X4), and Decision Purchase (Y) can be declared valid and reliable, because for each instrument, the value of r count > r table, where the r table in this test is 0.361 and the results of Cronbach's Alpha are more than 0.60.

The classic assumption test consisting of the normality test, the multicollinearity test and the heteroscedasticity test obtained the result that the Kolmogrov-Sumirnov test showed a significance value of 0.200, where this value was greater than 0.05, it could be concluded that the research model had normal data distribution. The results of the multicollinearity test show that the results of the tolerance value on the variables Brand Awareness, Perceived Quality, Brand Association and Brand Loyalty are below 0.10 or VIF <10, so in this test it can be concluded that there is no multicollinearity. And heteroscedasticity testingIt is known that the dots are scattered irregularly and do not form patterns, which are around the number 0 and do not just gather at the top or bottom. So it can be concluded that the regression model does not have heteroscedasticity in testing this data. So that the regression model is feasible to use to predict donor decisions based on independent variables.

Table 1.3:
F Test Results (Simultaneous)
ANOVA[a]

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	336,824	4	84,206	28,045	.000b
	residual	435,369	145	3,003		
	Total	772,193	149			

Source: Data processed with SPSS 26 (2023)

It can be seen from the ANOVA model that the sig value of 0.000 <0.05 indicates that each independent variable simultaneously has a

significant effect on the dependent variable (Y). And F count > from F table, namely 28,045 > 2.43. Because F arithmetic is greater than F table, at an error level of 5% it is decided to reject Ho and accept Ha. This means that with a 95% confidence level, it can be concluded that the brand equity dimension influences the donor's decision to pay alms. The results of this study are in line with the results of research conducted by [23] which shows the results that there is an effect of brand equity on purchasing decisions, studies on Shopee consumers.

Table 1.4:
T Test Results (Partial)
Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
	B	std. Error	Beta	t	Sig.	tolerance	VIF
1 (Constant)	2,652	2,211		1,200	.232		
Brand Awareness	.329	077	.270	4,251	.000	.961	1,041
Perceived Quality	.021	059	024	.357	.722	.839	1,193
Brand Association	041	038	.074	1,085	.280	.832	1.202
Brand Loyalty	.517	.064	.530	8029	.000	.893	1,120

a. Dependent Variable: Purchasing Decision Process
Source: Data processed with SPSS 26 (2023)

To show how far the influence of one independent variable (X) individually explains the variation of the dependent variable (Y), a partial test is carried out. The null hypothesis (Ho) to be tested is whether a parameter (bi) is equal to zero nol.[24] With the hypothesis: There is an influence of brand awareness (X1), brand association (X2), Perceived quality (X3), brand loyalty (X4) which are partially significant on donors' decisions in giving alms at UPZIS NU CARE-LAZISNU MWCNU Wonocolo (Y).

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[23] Pratami Wulan Tresna, Arianis Chan, and Tetty Herawaty, "Pengaruh Ekuitas Merek Terhadap Keputusan Pembelian (Studi Pada Konsumen Shopee)," *AdBispreneur* 6 (2021): 1–11, jurnal.unpad.ac.id/adbispreneur/article/view/26473/15546.

[24] Imam Ghozali, *Aplikasi Analisis Multivariate Dengan Program IBMS SPSS 19* (Semarang: Badan Penerbitan Universitas Semarang, 2011).

Based on table 1.4 the results of the T test, the results of testing the effect of each independent variable partially on the dependent variable are as follows:

a. Testing the effect of Brand Awareness variable (X1)

From the test results, it is known that the t-count coefficient of brand awareness is 4.251 with a significance value of 0.000 <0.05. That is, partially the brand awareness variable has a positive effect on the donor's decision to give alms. So it can be concluded that the hypothesis is accepted.

b. Testing the effect of the Perceived Quality variable (X2)

From the test results, it is known that the t count of the perceived quality coefficient is 0.357 with a significance value of 0.772 > 0.05. That is, partially the perceived quality variable does not affect the donor's decision to give alms. So it can be concluded that the hypothesis is rejected.

c. Testing the influence of the Brand Association variable (X3)

From the test results, it is known that the t count of the brand association coefficient is 1.058 with a significance value of 0.280 > 0.05. That is, the donor's decision to give alms is not partially influenced by the brand association variable. Therefore, it can be pursed that the hypothesis is rejected.

d. Testing the Effect of Brand Loyalty variables (X4)

From the test results, it is known that the t-count coefficient of brand loyalty is 8.029 with a significance value of 0.000 <0.05. That is, partially the brand loyalty variable has a positive effect on donors' decisions in giving alms. So it can be concluded that the hypothesis is accepted.

The influence of brand awareness (X1) and brand loyalty (X4) variables illustrates that any increase in these two variables will increase the decision-making process (Y) by the value of the beta coefficient on the independent variable multiplied by the magnitude of the increase that occurs. For example, every time the brand awareness variable increases by 1%, the purchasing decision process will also increase by 0.329. With no effect on perceived quality (X2) and brand association (X3) variables, it will not affect the decision-making process (Y).

In the table of test results for the coefficient of determination, it can be seen that the value of R square (R2) is 0.436. This shows that the independent variables, namely brand awareness, brand association, perceived quality, and brand loyalty can explain 43.6% of the dependent

variable, namely the decision-making process. While 56.4% is explained or influenced by other variables, which are not included in this study. With the results of the coefficient of determination (R^2) of 0.436 or 43.6%, it can be interpreted that the coefficient of determination of the research variables shows a moderate level of correlation.

Table 1.5:
Test Results for the Coefficient of Determination
Model Summary[b]

Model	R	R Square	Adjusted R Square	std. Error of the Estimate
1	.660a	.436	.421	1,733

a. Predictors: (Constant), Total_X4, Total_X1, Total_X2, Total_X3
b. Dependent Variable: Total_Y
Source: Data processed with SPSS 26 (2023)

Discussion
a. Effect of Brand Awareness Variable (X1) on purchasing decisions (Y)

The test results show that there is a positive and substantial influence of the Brand Awareness variable (X1) on the donor's decision process in giving alms at UPZIS NU CARE-LAZISNU MWCNU Wonocolo (Y). The Brand Awareness variable shows a positive sign so that when there is an increase in Brand Awareness it will influence the donor's decision to give alms. With this, it is hoped that UPZIS will maintain and improve the brand that has been built, so that donors do not only distribute donations through the 3S program, but also have an interest in distributing donations to other UPZIS products.

To reach this level, of course, the institution has implemented several methods or guidelines, such as what the researchers have described in theory, from the results of the researchers' observations, the methods that have been applied by UPZIS include exposure and publication symbols, for the exposure symbol, UPZIS has also linked the brand name to institution symbol. for publication, UPZIS publishes brand names in collaboration with partners, where the banners located on the front of the partners include the name and logo of UPZIS, besides that UPZIS also publishes on their social media, both related to programs, monthly financial reports and also Documentation of disbursement of funds.

The influence of brand awareness in this study is supported by the results of research that has been conducted[25] which shows that brand awareness has a significant effect on the decision of the Jabodetabek people to distribute zakat and donations through Tokopedia, which is supported by the recognition factor of the brand through the brand's audio-visual identity. In research conducted[26] also get the result that there is an influence of brand awareness on purchasing decisions.

b. Effect of Perceived Quality Variable (X2) on purchasing decisions (Y)

Perceived quality A high score does not mean that the donor's expectations are low, but if the donor's expectations are much lower than the actual performance of UPZIS, the donor is quite satisfied. Donors' perception of quality itself reflects their view of the UPZIS brand as a whole. Factors that affect perceived quality in the context of services are in the form of physical form, competence, reliability, responsibility and empathy. The no effect of the Perceived quality variable is supported by the findings that the researchers found in the field, namely the lack of attention of donors to reports on evidence of distribution and UPZIS financial reports, where these two reports were shared on the WhatsApp group and also UPZIS social media, but not all paid attention to them, and some elderly donors not using a smart phone,

The results of this study are in line with research that has been conducted[27] which in this study shows the results that perceived quality has no influence on the purchasing decision process. No effect of perceived quality on purchasing decisions is strengthened by the results of research conducted[28] which in this study perceived quality has no effect on iPhone purchasing decisions at PT Teletama Artha Mandiri Banjarmasin

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[25] Khairunnisa et al., "Pengaruh Brand Awareness Dan Kepercayaan Terhadap Keputusan Menyalurkan Zakat Dan Donasi Melalui Tokopedia."

[26] Nel Arianty and Ari Andira, "Pengaruh Brand Image Dan Brand Awareness Terhadap Keputusan Pembelian," *MENEGGIO: Jurnal Ilmiah Magister Manajemen* 4 (2021): 39–50, https://jurnal.umsu.ac.id/index.php/MANEGGIO/article/view/6766/5413.

[27] Muhammad Ramdhani Rukmawan and Kristina Sisilia, "Pengaruh Brand Awareness, Brand Association, Perceived Quality Dan Brand Loyalty Terhadap Proses Keputusan Pembelian (Studi Di Distribution Store UNKL347 Bandung)," *E-Proceeding of Management* 6 (2019): 975–98, https://openlibrarypublications.telkomuniversity.ac.id/index.php/management/article/view/9018/8883.

[28] Ni Nyoman Suarniki, Penta Lestarini Budianti, and Rizki Amalia Afriana, "Pengaruh Brand Awareness Dan Perceived Quality Terhadap Keputusan Pembelian Konsumen (Studi Pada Pengguna Smartphone Iphone Di Pt Teletama Artha Mandiri)," *Dinamika Ekonomi Jurnal Ekonomi Dan Bisnis* 15 (2022): 278–87, https://www.stienas-ypb.ac.id/jurnal/index.php/jdeb/article/download/401/363.

because the quality received by Iphone consumers is in accordance with the promised features.

c. Effect of Variable Brand Association (X3) on purchasing decisions (Y)

Technological advances are increasingly rapid at this time, UPZIS also takes advantage of these technological advances in building a brand, this is evidenced by the institution's social media to bridge UPZIS communication with donors, on its social media account UPZIS often shares ZIS fund distribution activities, fundraising programs ZIS funds and also uploads about invitations to pay zakat, infaq and alms as well as quotes about religion. In realizing the quality of MANTAP (Modern, Trustworthy, Transparent, Accountable, and Professional) it is hoped that institutions will not only use social media, but also provide magazines for regular donors, bearing in mind that permanent donors in the UPZIS flagship program (3S) are dominated by donors aged > 46 years old dominated by the elderly and do not use Android.

Based on the findings in the field, from the results of brief interviews, it was found that some respondents who were also donors of the 3S program stated that they only knew about the 3S program that existed at the institution, this indicated that there was a lack of information about UPZIS which caused donors to not properly understand the brand association want to convey.

This is in line with the research that has been conducted[29] where in this study brand association did not have a significant effect on visitor intention to visit the Selecta Batu recreational park, because the majority of visitors came from the Batu area and were very familiar with this recreational park. This is corroborated by research conducted[30] based on the research results, customers do not have a strong memory/impression of the company's brand, so that brand associations do not affect their purchasing decisions

d. Effect of Brand Loyalty Variable (X4) on purchasing decisions (Y)

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[29] Ilham Alfadi, "Pengaruh Brand Awareness, Brand Association, Perceived Quality, Dan Brand Loyalty Terhadap Revisit Intention Pengunjung Taman Rekreasi Selecta, Batu," *Jurnal Ilmiah Mahasisw FEB Universitas Brawijaya* 4 (2016): 1–11, https://jimfeb.ub.ac.id/index.php/jimfeb/article/download/3163/2833.

[30] Cindy Chandra and Keni, "Pengaruh Brand Awareness, Brand Association, Perceived Quality, Dan Brand Loyalty Terhadap Customer Purchase Decision," *Jurnal Muara Ilmu Ekonomi Dan Bisnis* 3 (2019): 176–85, https://journal.untar.ac.id/index.php/jmieb/article/view/3506.

With a significant influence on brand loyalty, it can be assumed that consumers are interested in the UPZIS NU CARE-LAZISNU MWCNU Wonocolo brand. With this it is necessary for institutions to take advantage of opportunities from consumer loyalty, brand loyalty itself is the most important element in brand equity, with high consumer loyalty will help brands to survive in competition and come out as winners.

To assess the donor's commitment to UPZIS, a measurement was carried out by seeing whether the donor would tell his friends and family to use the UPZIS in distributing alms, from the measurement results it was found that 90% of donors agreed, even strongly agreed to recommend UPZIS to others. This means that 90% of respondents are loyal donors, because donor loyalty is shown by recommending and promoting the UPZIS brand to other parties. This is in accordance with the situation in the field where the majority of donors know about the 3S program from their closest parties, or even from their neighbours.

In previous research that has been done[31] there is a positive and significant influence on the brand loyalty variable on purchasing decisions, which is based on consumer satisfaction with the brand because the brand can meet customer expectations, which this test was carried out on the purchase of an automatic Yamaha motorbike at the Model Private Vocational School of Sumut 1. The results of this study are corroborated by the research done[32] which this research was conducted on online motorcycle taxi transportation customers or Gojek service users, where in this study the results showed that in the Karang Timur Ciledug-Tangerang area, the brand loyalty variable had a positive and significant effect on customer purchasing decisions in using Gojek services because gojek has a variety of services variety and standardized prices, so that customers are more interested in using Gojek services.

Conclusion

In accordance with the research findings, the results of testing data with SPSS version 26 and discussion, Simultaneously the dimensions of brand equity have a positive and significant effect on donors' decisions in giving alms at UPZIS NU CARE-LAZISNU MWCNU Wonocolo. Partially

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[31] Nasib and Bashira, "Pengaruh Brand Awareness Dan Loyalitas Merek Terhadao Keputusan Pembelian Sepeda Motor Yamaha Matic," *Jurnal Manajemen Dan Keuangan* 8 (2019): 34–42, https://doi.org/10.33059/jmk.v8i1.1137.

[32] Nathania Yola Limento and Lukman Cahyadi, "Analisis Pengaruh Brand Loyalty, Brand Association, Brand Awareness Dan Perceived Quality Terhadap Keputusan Pembelian," *JCA Ekonomi* 1 (2020): 530–38, https://jca.esaunggul.ac.id/index.php/jeco/article/download/105/105.

the brand awareness variable and brand loyalty variable have a positive and significant effect, while the perceived quality variable and brand association variable partially have no significant effect on donors' decisions in giving alms at UPZIS NU CARE-LAZISNU MWCNU Wonocolo. This research, is expected that UPZIS NU CARE-LAZISNU MWCNU Wonocolo will continue to improve and maintain the brand that has been built, therefore the donors don't only channel donations through the 3S program, but also have an interest in paying ZIS in other collection products.

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