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The effect of interactivity and trust on donation and eWOM on Facebook and Instagram

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ABSTRACT

Indonesia is a country that has experienced several earthquakes with adverse impacts. This incident triggered fundraising from various parties to help with the handling. The rise of social media affords the chance to facilitate these fundraising activities. The majority of existing research on donations focused on the role of social media in relation to intentions to donate and eWOM intentions lacked investigating the effect of donating intentions on intentions to eWOM and lacked comparing different social media platforms. Therefore, this study compared the effect of interactivity and trust in influencing Donation Intention and eWOM intention for Indonesian earthquake donations on Facebook and Instagram. The technique used was the Multi-Group Analysis (MGA) on PLS-SEM. This study found that for both Facebook and Instagram, trust and interactivity both influence Donation and eWOM Intention. In addition, donation intention influences eWOM intention. In terms of social media platform comparison, there is no difference between Facebook and Instagram regarding the relationships between variables (intention to donate, interactivity, and trust) in influencing eWOM intention. However, Instagram interactivity has a greater influence in influencing people's intentions to donate, while for Facebook, trust has a greater influence. This may be because the average age of Facebook users is higher than that of Instagram users; hence, Facebook users tend to deal more with trust issues while Instagram users seem to be more focused on interactivity. This research contributes to the understanding of online donations involving social media and charitable donations for earthquake relief in Indonesia.

1. Introduction

Several areas in Indonesia have experienced earthquakes over the past few years. One of which occurred on January 15, 2021, in Majene, West Sulawesi, Indonesia with a magnitude of 6.2 on the Richter scale. This event resulted in fatalities, injuries, and damage to homes and buildings (ReliefWeb, 2021). The destruction caused by the earthquake-triggered fundraising events from various parties to relieve disaster victims and the growth of social media users has provided opportunities for fundraising activities to be easily distributed to the public. Previous studies have also proven that the use of social media by non-profit organizations can have an impact on fundraising performance (Bhati and McDonnell, 2020). Numerous studies have been conducted on donations made via social media and online. Feng et al. (2017) investigated the effect of a non-profit organization's social media strategy (Interactivity, Dissemination, and Disclosure) on consumer donation intentions and electronic word of mouth (eWOM) through satisfaction and trust. However, they did not investigate the direct relationship between interactivity with donation intention and eWOM intention, or between donation intention and eWOM intention. Another study related to social media donations found that the intention to donate is influenced by different types of communication and communication interactivity (Hwang and Chung, 2020). Furthermore, the effect of various factors on online donation and forwarding intentions has also been studied, and one of the findings proved that no significant positive correlation exists between online donation and forwarding (Hou et al., 2021), despite several studies in other fields (not online donations)

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demonstrating it (Saprikis et al., 2022; Oliveira et al., 2016; Naranjo-Zolotov et al., 2018).

Different social media platforms may also result in a range of behavioral responses. Ventre et al. (2021) compared several relationships between variables by using the Multi Group Analysis between Instagram (IG) and Facebook (FB); some were found to be significantly different, while others were not. Based on the background that has been described, we examined the effect of trust and interactivity on donation intention and eWOM intention, as well as the relationship between donation intention and eWOM intentions. In this research, FB and IG were compared by using the Multi-Group Analysis (MGA) technique in a case study of earthquake relief donations in Indonesia.

Interactivity is a social media strategy that can be used to influence people's intention to donate through the mediation of trust (Feng et al., 2017). Numerous past researchers have established a direct link between interactivity and intention in a variety of contexts. In the case of hospitality and tourism, customer purchase intention is positively influenced by interactivity (Liao et al., 2019). Similarly, perceived website interactivity has a positive effect on online hotel booking intention (Abdullah et al., 2019). Another study found that people's intention to adopt mobile social media advertising is influenced by interactivity (Tan et al., 2018). Moreover, in the case of donations, interactivity affects sports fans' intention to give online donations to college athletics (Hwang and Chung, 2020).

Trust has also been proven to influence donation intention (Li et al., 2022). Additionally, trust in online donation platforms influences online donation intentions positively (Hou et al., 2021). Numerous studies have established a relationship between trust and donation (Feng et al., 2017; Furneaux and Wymer, 2015; Wymer et al., 2021; Chen et al., 2019; Farwell et al., 2019; Schultz et al., 2019; Li et al., 2022; Hou et al., 2021). Meanwhile, it appears as though trust affects eWOM intention as well (Jattamart et al., 2019). A study from Matook et al. (2015) also proved that the intention to act on recommendation is influenced by the trust. Numerous other studies have also established a link between trust and eWOM intention (Kim and Park, 2013; Liao et al., 2019; Filieri et al., 2015; Feng et al., 2017; Jalilvand et al., 2017).

A few studies have examined the relationship between interactivity and eWOM intention. Jattamart et al. (2019) discovered that web interactivity plays a role in eWOM behavior in E-Commerce cases. In addition, another study has also proven that interactivity influences electronic word-of-mouth intention (Zeng and Seock, 2019).

Another possible relationship is between the intention to do something and eWOM Intention. People with the intent to purchase are more likely to engage in word of mouth (Yasin and Shamim, 2013). Similar findings were obtained for other cases of behavioral intention, such as the intention to adopt mobile payment (Oliveira et al., 2016), the intention to adopt m-banking apps (Saprikis et al., 2022), and the intention to use e-participation (Naranjo-Zolotov et al., 2018), all of which have an impact on the user's intention to recommend or forward.

Several studies have compared FB and IG regarding cases of behavioral intention. Belanche et al. (2019) conducted a study that compared FB and IG regarding advertising effectiveness, and differences were found for the variables being compared. Another study compared FB and IG with MGA and found some differences regarding the relationship between their variables (Ventre et al., 2021). Based on the above-mentioned information, the following hypotheses were developed:

H1: Trust affects Donation Intention positively (FB).
H2: Trust has a positive effect on eWOM Intention (FB).
H3: Interactivity has a positive relationship with Donation Intention (FB).
H4: Interactivity has a positive effect on eWOM Intention (FB).
H5: Donation Intention has a positive relationship with eWOM Intention (FB).
H6: Trust has a positive effect on Donation Intention (IG).
H7: Trust has a positive relationship with eWOM Intention (IG).
H8: Interactivity has a positive effect on Donation Intention (IG).
H9: Interactivity has a positive effect on eWOM Intention (IG).
H10: Donation Intention affects eWOM Intention positively (IG).
H11: Interactivity has a positive influence on eWOM Intention with Donation Intention mediating (FB).
H12: Trust has a positive influence on eWOM Intention with Donation Intention mediating (FB).
H13: Interactivity has a positive influence on eWOM Intention with Donation Intention mediating (IG).
H14: Trust has a positive influence on eWOM Intention with Donation Intention mediating (IG).
H15: The influence of Trust on Donation Intention is greater on FB than on IG.
H16: The influence of Trust on eWOM Intention is greater on FB than on IG.
H17: The influence of Interactivity on Donation Intention is greater on IG than on FB.
H18: The influence of Interactivity on eWOM Intention is greater on IG than on FB.
H19: The influence of Donation Intention on eWOM Intention is greater on IG than on FB.
H20: The influence of Interactivity on eWOM Intention with Donation Intention mediating is greater on IG than on FB.
H21: The influence of Trust on eWOM Intention with Donation Intention mediating is greater on FB than on IG.

2. Method

The simple random sampling data collection technique was conducted by using an electronic

questionnaire, which was distributed to Indonesians via the internet who are at least 17 years old with FB or IG accounts. Partial Least Squares (PLS) is a variant of Structural Equation Modelling (SEM) that has the advantage of being able to handle problems with data distribution as PLS SEM does not make any assumptions about how the data is distributed (Chin, 1998; Hair et al., 2017). Therefore, the data analysis in this study used PLS-SEM, based on SmartPLS version 3.2.9 (Wong, 2013).

Several analyses were performed using SEM-PLS, while for comparative analysis on SEM-PLS, permutation testing, composite measurement invariance (MICOM) analysis, permutation testing analysis, and also multigroup analysis (MGA) were performed (Chin and Dibbern, 2006; Henseler et el., 2016; 2009; Sarstedt et al., 2011). The questionnaire consisted of questions that became indicators of the research variables. The indicators used have been used in several previous studies, however, modifications were made according to this research's context. The variables were intention to donate online (Feng et al., 2017), eWOM intention (Feng et al., 2017; Kim and Park, 2013), trust (Feng et al., 2017; Kim and Park, 2013), and interactivity (Feng et al., 2017). Each variable consists of 3 indicators. Fig. 1 depicts the complete structural model used in this study.

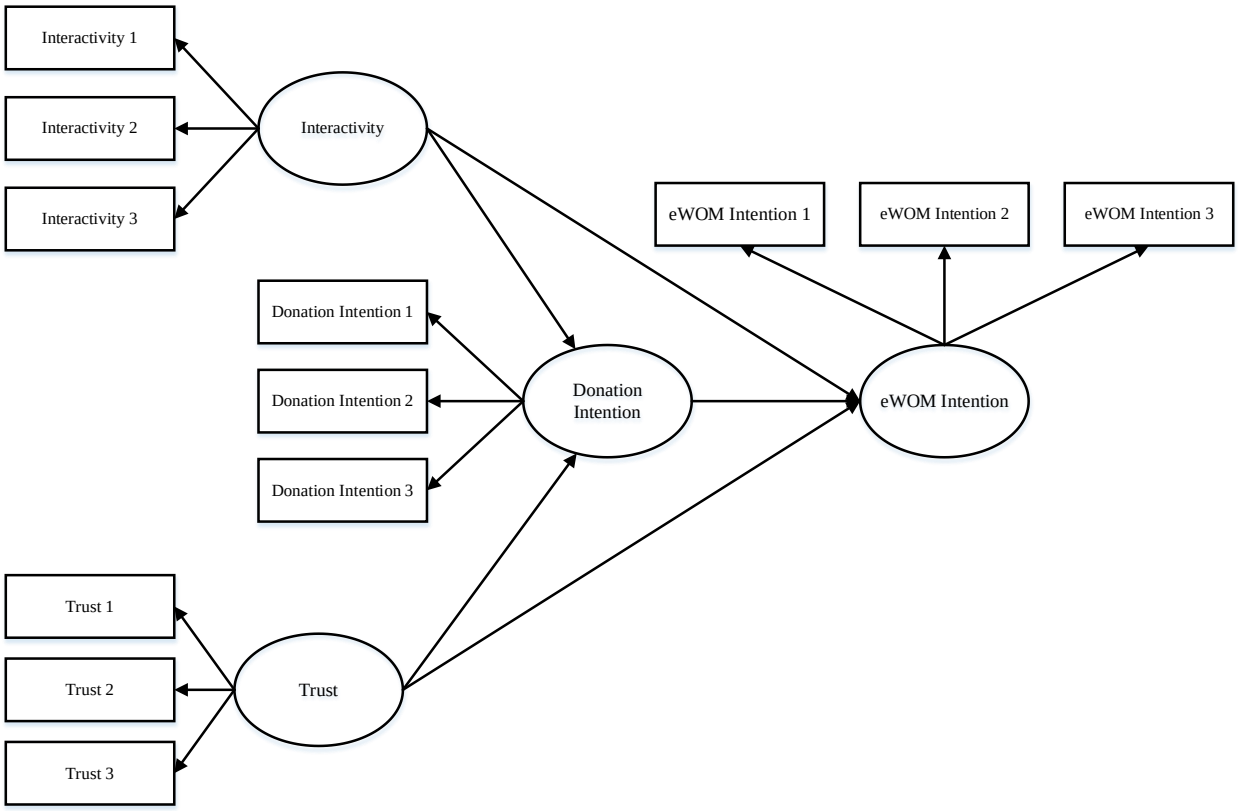

Fig. 1: Structural model of research

3. Results and discussions

In this study, 158 people answered the questionnaire for FB, and 169 people answered the questionnaire for IG. The sample size met the minimum expected path coefficients of 0.11 and 0.20 with a significance of 5% and power of 80% (Hair et al., 2021).

The proportions of the samples obtained in this study for FB and IG are summarized in Table 1. The PLS-SEM structure was applied in this study to organize the variables, indicators, and relationships between variables. Each variable has three reflective indicators and the arrows between the variables indicate the relationship between them. Fig. 1 depicts a structural model of the results of this study.

The measurement assessment model was applied to each sample, namely FB and IG. As the indicator is reflective, the loading, average variance extracted (AVE), composite reliability, Cronbach's Alpha, and discriminant validity were applied to evaluate the measurement model (Hair et al., 2017). The results of the FB measurement (Table 2) indicated that the loading value exceeded 0.7, the CR value was higher than 0.7, and the AVE value was higher than 0.5; the same result was obtained for IG (Table 3). This suggests that the value is within the acceptable range (Chin, 2010; Fornell and Larcker, 1981). Meanwhile, the results for discriminant validity, as shown in Tables 4, and 5, show that the square root of each construct's AVE value is greater than the correlation value, indicating that the constructs used (FB and IG) have satisfactory discriminant validity (Hair et al., 2017; Fornell and Larcker, 1981).

The evaluation of the structural model in this study was conducted based on the results of several criteria. The Coefficient of Determination (R2), SRMR, GoF, and Q2 measures was used to evaluate the model in this study.

Table 1: Proportion of respondents

No	Description		FB	IG
1	Gender	Male	50.63%	42.60%
		Female	49.37%	57.40%
2	Aged	17-26	70.25%	95.27%
		26-35	15.19%	3.55%
		36-45	9.49%	0.59%
		46-55	3.16%	0.00%
		>55	1.90%	0.59%
3	Income	< 4 million IDR	79.11%	92.31%
		4-5.9 million IDR	12.66%	4.14%
		6-8 million IDR	3.16%	0.59%
		> 8 million IDR	5.06%	2.96%
4	Education	< Diploma	29.11%	31.36%
		Diploma	25.95%	28.40%
		Bachelor	24.05%	36.69%
		Master	19.62%	0.00%
		Doctoral	1.27%	3.55%

Table 2: Measurement model assessment for FB

Items	Loading	CA	CR	AVE
	eWOM intention			
eWOM intention 1	0.893	0.872	0.921	0.795
eWOM intention 2	0.875			
eWOM intention 3	0.907			
	Donation intention			
Donation intention 1	0.898	0.825	0.896	0.743
Donation intention 2	0.901			
Donation intention 3	0.782			
	Interactivity			
Interactivity 1	0.857	0.837	0.901	0.752
Interactivity 2	0.859			
Interactivity 3	0.885			
	Trust			
Trust 1	0.881	0.891	0.932	0.820
Trust 2	0.920			
Trust 3	0.916			

Table 3: Measurement model assessment for IG

Items	Loading	CA	CR	AVE
	eWOM intention			
eWOM intention 1	0.822	0.812	0.889	0.727
eWOM intention 2	0.864			
eWOM intention 3	0.872			
	Donation intention			
Donation intention 1	0.814	0.763	0.862	0.675
Donation intention 2	0.829			
Donation intention 3	0.822			
	Interactivity			
Interactivity 1	0.785	0.723	0.843	0.642
Interactivity 2	0.752			
Interactivity 3	0.862			
	Trust			
Trust 1	0.896	0.844	0.905	0.760
Trust 2	0.869			
Trust 3	0.850			

Table 4: Fornell-Larcker criterion for FB

Variable	eWOM Intention	Donation intention	Interactivity	Trust
eWOM intention	0.892			
Donation intention	0.443	0.862		
Interactivity	0.382	0.363	0.867	
Trust	0.474	0.493	0.478	0.906

Table 5: Fornell-Larcker criterion for IG

Variable	eWOM intention	Intention donation	Interactivity	Trust
eWOM intention	0.853			
Donation intention	0.527	0.822		
Interactivity	0.451	0.403	0.801	
Trust	0.256	0.258	0.141	0.872

The value of R2 was calculated for each endogenous latent variable, which in this study was the intention to donate and the eWOM Intention. The R2 for FB and IG are summarized in Table 6. All of these values are greater than 0.01, exceeding the value required for R2 (Falk and Miller, 1992). The standard residual root-mean-square (SRMR) was used to evaluate the PLS-SEM model's goodness of fit

(Henseler et al., 2014). The standardized root-mean-square residual (SRMR) was measured for the two sample groups (FB and IG). The results showed that both SRMR values were less than 0.08 (Table 7), indicating that both of the models have a good fit criterion (Hu and Bentler, 1999). The goodness of fit (GoF) values obtained were 0.469 (FB) and 0.444 (IG) (Table 7). These values suggest that the two models have a large GOF criterion value, indicating that the models (FB and IG) performed well (Wetzels et al., 2009). The resulting Q values are 0.486 and 0.490 for FB and IG, respectively (Table 7). This indicates that the model was well-reconstructed and predictively relevant (Hair et al., 2017).

Table 6: R square

R Square	FB	IG
eWOM intention	0.302	0.359
Donation intention	0.264	0.204

Table 7: Goodness of fit

Criteria	FB	IG
SRMR	0.061	0.078
GoF	0.469	0.444
Q^2	0.486	0.490

Table 8 illustrates the estimated structural coefficients between latent variables for FB. The relationship between trust and donation intention was statistically significant on FB, with a T statistic of 5.211 (>1.96) and a P value of 0.000 (P value<0.05). The standard beta value was also positive at 0.414, this indicates that the direction of the relationship between trust and donation intention is positive. As a result, H1 is accepted in this study. The standard beta value for H2 on FB is positive 0.377, the T statistic is 6.362 (>1.96). There is also a statistically significant positive correlation between the two variables, with a P value of 0.000 (P<0.05) and indicating that H2 is accepted. The standard beta value for H3 is positive with 0.165, while the T Statistics and the p-value are 2.004 (>1.96) and 0.046 (P<0.05). This demonstrates the existence of a significant positive relationship, supporting the acceptance of H3. H4 has a positive standard beta, while the T and P values are 2.960 (T>1.96) and 0.042 (P<0.05), respectively. There appears to be a correlation between interactivity and eWOM intention. As a result, H4 is accepted. For H5, the standard beta value is positive, while the P value and the T statistic are 0.001 (P<0.05) and 3.041(T>1.96), implying that there is a positive relationship between donation intention and eWOM Intention. Therefore, H5 can be accepted.

Table 8: Hypothesis testing for FB

Hypothesis	Path	Standard beta	Standard error	T statistics	P values
H1	Trust→Donation intention	0.414	0.079	5.211	0.000
H2	Trust→eWOM intention	0.377	0.059	6.362	0.000
H3	Interactivity→Donation intention	0.165	0.082	2.004	0.046
H4	Interactivity→eWOM intention	0.200	0.068	2.960	0.042
H5	Donation intention→ eWOM intention	0.250	0.082	3.041	0.001

For an indirect relationship on FB (Table 9), the standard beta value for H11 is 0.041, when the T value and the p-value are 1.672 (T>1.96) and 0.095 (P>0.05). This proves that there is no indirect correlation between interactivity and eWOM intention via donation intention mediation. Therefore, H11 cannot be accepted. The standard beta value for the next hypothesis (H12) is 0.104 when the T value and the p-value are 2.740 (T>1.96) and 0.006 (P<0.05), implying the existence of a positive correlation between trust and eWOM intention via donation intention. As a result, H12 can be supported.

Table 9: Indirect relationship for FB

Hypothesis	Path	Standard beta	Standard error	T statistics	P values
H11	Interactivity →Donation Intention→eWOM intention	0.041	0.025	1.672	0.095
H12	Trust-> Donation intention→eWOM Intention	0.104	0.038	2.740	0.006

The structural coefficients estimated between latent variables in IG are shown in Table 10. The T statistic and the value of P for H6 are 3.172 (T>1.96) and 0.001 (P<0.05), while the standard beta value is positive (0.205), this shows that trust positively affects donation intentions. As a result, H6 is accepted. Next, the standard beta for H7 is positive 0.117, and the T statistic and p-value are 1.995 (>1.96) and 0.001 (P<0.05), indicating that the two variables have a significant positive relationship. This indicates that H7 is acceptable. The standard beta value for H8 is positive, when the T statistic and the value of P are 5.908 (T>1.96) and 0.000 (P<0.05), thus indicating that interactivity and donation intention are positively related. As a result, H8 is acceptable. H9 has a positive standard beta of 0.280, a T statistic of 3.916 (T>1.96), and the value of P is 0.000 (P<0.05), this indicates that interactivity and eWOM intention are positively related. As a result, H9 is considered acceptable. The standard beta value for H10 is positive, and the T statistic and the P value are 5.247 (T>1.96) and 0.000 (P<0.05), thus indicating a positive relationship between donation intention and eWOM Intention. As a result, H10 is acceptable. The standard beta value for H13 is 0.144 for an indirect relationship on GI (Table 11), while 3.669 (T>1.96) and 0.000 (P<0.05) are the values of the T statistic and P-Value. This indicates that there is no indirect relationship between interactivity and eWOM intention via donation intention mediation.

As a result, H13 is acceptable. The standard beta value for the following hypothesis (H14) is 0.030, while the T statistic and the p-value are 2.601 (T>1.96) and 0.005 (P<0.05). This indicates that trust intentions and eWOM through the mediation of donation intentions have a positive effect. As a result, H14 can be supported.

Table 10: Hypothesis testing for IG

Hypothesis	Path	Standard beta	Standard error	T statistics	P values
H6	Trust→Donation intention	0.205	0.065	3.172	0.001
H7	Trust→eWOM intention	0.117	0.059	1.995	0.001
H8	Interactivity→Donation intention	0.374	0.063	5.908	0.000
H9	Interactivity→eWOM intention	0.280	0.072	3.916	0.000
H10	Donation intention→ eWOM intention	0.384	0.073	5.247	0.000

Table 11: Indirect relationship for IG

Hypothesis	Path	Standard beta	Standard error	T statistics	P values
H13	Interactivity →Donation Intention→eWOM intention	0.144	0.039	3.669	0.000
H14	Trust-> Donation Intention→eWOM intention	0.079	0.030	2.601	0.005

The measurement invariance of composite models (MICOM) procedure is a test of measurement invariance that is required to compare and interpret MGA (Multi Group Analysis) distinctions between groups derived from PLS-SEM results (Henseler et al., 2016). As a result, prior to performing MGA, a MICOM analysis is required (Henseler et al., 2016). The analysis of MICOM has a step-by-step procedure, which includes assessing configuration invariance, and composition invariance, and evaluating mean and variance values for cross-groups (Henseler et al., 2016). All of the MICOM requirements have been met, as evidenced by the results in Table 12, which allows the MGA analysis to proceed to the next step.

Table 12: Result of MICOM analysis

Variable	Conf. invariance (Step 1)	Equal mean assessment (step 2)			Equal variance assessment (step 3)			Full measurement invariance
		Original diff.	Conf. interval	Equal	Original diff.	Conf. interval	Equal	
eWOM Intention	Yes	-0.041	[-0.216; 0.218]	Yes	0.233	[-0.259; 0.233]	Yes	Yes
Donation Intention	Yes	0.098	[-0.223; 0.199]	Yes	0.227	[-0.301; 0.279]	Yes	Yes
Interactivity	Yes	0.036	[-0.225; 0.210]	Yes	0.249	[-0.297; 0.274]	Yes	Yes
Trust	Yes	0.104	[-0.220; 0.236]	Yes	0.182	[-0.277; 0.284]	Yes	Yes

The purpose of implementing the MGA Analysis in this study was to investigate hypotheses regarding the comparison of two groups (FB and IG). In this study, the MGA analysis used different P-Value criteria. The results of the analysis found that two hypotheses were supported while the remaining three were rejected (Table 13).

In terms of the indirect relationship (Table 14), the P value for H20 is 0.027 (P<0.05), while the P value of the permutation test is 0.021 (P<0.05). This indicates that IG has a greater effect than FB in terms of the connection between interactivity and the intention to donate eWOM with donation intention mediating. As a result, H20 is acceptable. However, it should be noted that the indirect relationship on FB is rejected (H11). While on H21, P-Value and the Permutation Test are 0.608 (P>0.05) and 0.589 (P>0.05), respectively. The conclusion that can be drawn is that there is no distinction between FB and IG in terms of the indirect relationship between trust and eWOM intention via mediating donation intention. Therefore, H21 is rejected.

Table 13: MGA analysis

HP	Path coefficient		Confidence interval		Path coff. dif	P-value		Accepted
	FB	IG	FB	IG		Henseler's MGA	Permutation test	
H15	0.414	0.205	[0.250; 0.555]	[0.085;0.320]	0.209	0.042	0.029	Yes
H16	0.377	0.117	[0.142; 0.400]	[0.015;0.229]	0.26	0.080	0.091	No
H17	0.165	0.374	[0,016;0.318)	[0.233;0.469]	-0.209	0.045	0.035	Yes
H18	0.200	0.280	[0.007;0.284]	[0.223;0.469]	-0.08	0.234	0.256	No
H19	0.250	0.384	[0.071;0.384]	[0.221;0.504]	-0.134	0.221	0.227	No

Table 14: Indirect relationship of MGA analysis

Hypothesis	Path	Path coefficient		P value	Permutation test	Accepted
		FB	IG			
H20	Interactivity →Donation Intention→eWOM intention	0.041	0.144	0.027	0.021	Yes
H21	Trust-> Donation intention→eWOM intention	0.104	0.079	0.608	0.589	No

This study was able to explain the relationship between interactivity, trust, donation intention, and eWOM intention on FB and IG and compare the two of them. Where it was found that Trust was greater in influencing the intention to donate on FB than IG, on the contrary Interactivity in influencing the

intention to donate was greater on IG than FB. Whereas in another study, Feng et al. (2017) explained the relationship between Interactivity with Donation Intentions and EWOM Intentions through Trust and Satisfaction, but this study did not focus on investigating the direct relationship between interactivity with donation intentions and eWOM intention, and did not investigate the relationship between intentions donating and eWOM Intention, and did not compare between social media platforms. Hou et al. (2021) demonstrated a significant relationship between Trust in online donation platforms and Online donation intention, but no significant relationship between Online donation intention and forwarding intention. Meanwhile, there was a study by Ventre et al. (2021), which compared Facebook and Instagram in terms of Social commerce Intention, Trust in social media did not have a significant effect on the s-commerce intention on Facebook and Instagram. Based on previous research, our study explained something new in the field of online donations through social media.

4. Conclusion

Regarding online fundraising for earthquake disasters through social media platforms such as FB and IG, trust and interactivity are factors that both need to be considered as both variables have an effect on both the intention to donate and the intention of eWOM on both social media platforms (FB and IG). The first result found that Interactivity seemed to have an effect on the intention to donate on FB and IG. This is consistent with several previous works that demonstrated an effect of interactivity on intention (Abdullah et al., 2019; Liao et al., 2019; Tan et al., 2018), and also with research that demonstrated the effect of interactivity on willingness to donate (Hwang and Chung, 2020).

Another finding in this study is that trust affects the intention to donate for FB and IG users. This is in line with several previous studies, which stated that trust affects intention in the case of donations (Wymer et al., 2021; Schultz et al., 2019; Li et al., 2022; Bilgin and Kethüda, 2022).

Another finding is that trust and interactivity have an effect on the eWOM intention on FB and IG. This is in line with the findings of several previous studies that examined the effect between trust and eWOM Intention (Feng et al., 2017; Liao et al., 2019) and between interactivity and eWOM intention (Zeng and Seock, 2019; Jattamart et al., 2019). Although previous studies stated the same thing for the relationship between trust and eWOM intention, this study made it clear that the relationship exists not only for FB but also for IG for donation cases.

Additionally, there is a positive correlation between the intention to donate and the intention to share information through eWOM, this means that individuals with the intention to donate to a disaster will have an effect on their intention to share information through eWOM for both types of social media (FB and IG). This is a different finding for donation intention, as previous research has established that online donation intention is unrelated to forwarding intention (Hou et al., 2021). Although previous studies have explained that behavioral intention is closely related to recommendation intention in a different case (the case of adoption of m-banking applications) (Saprikis et al., 2022). In addition, both FB and IG donation intention succeeded in mediating trust and eWOM intention, while for interactivity only IG succeeded.

In the comparison between FB and IG models studied, there were several findings. Firstly, there is no difference between FB and IG on the relationship between the variables tested (intention to donate, interactivity, and trust) with influencing eWOM intention. This indicates that the behavior is not significantly different between the two groups (FB and IG). Secondly, IG interactivity has a greater impact in influencing people's intentions to donate, while for FB, trust has a greater influence. According to data from a Napoleoncat report, as of July 2021, IG has a younger user base than FB in Indonesia (Napoleoncat, 2021a; 2021b). In addition, compared to younger people, older adults perceived significantly more risks (Liebermann and Stashevsky, 2002). Moreover, Trust has a greater effect on attitudes toward mobile banking for older people (Chawla and Joshi, 2018). On the other hand, young people with greater internet experience are more apt to perceive the interactivity of mobile advertisement (Gao et al., 2010). Thus, it is likely that FB users' trust will be the main issue compared to interactivity. While on IG, interactivity attracted more attention than trust on FB for the problem of online donations on social media in Indonesia.

These findings can be useful for knowledge about online donations involving social media. As for the practical application, it can be useful for fundraising organizations, especially in Indonesia, where social media was suggested as a method for seeking donations. Regarding trust and interactivity, charity organizations that use FB to implement ways to strengthen the trust of potential donors to their organizations, as the trust factor is greater in influencing potential donors. Meanwhile, IG interactivity can be more focused because it is a bigger factor that can affect people's intentions to donate.

However, this study is only specific for donations in the event of an earthquake in Indonesia, and only compares two social media platforms (FB and IG). The results may be different if donations are made in response to other types of disasters and when comparing other kinds of social media platforms. Therefore, it would be interesting to consider these different platforms and variables for future research.

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Conflict of interest

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