FACULTY ENTREPRENEURSHIP AND BUSINESS

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THE FACTOR INFLUENCING PEOPLE INTENTION TO DONATE TO THE NON-GOVERNMENT ORGANIZATION AMONG MALAYSIAN

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The Factor Influencing People Intention to Donate to The Non-Government Organization Among Malaysian

by

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LIST OF ABBREVIATIONS

DOSM	**Department of Statistic Malaysia**
DV	**Dependent Variable**
EM	**Extrinsic Motivation**
FC	**Face concern**
IFI	**Islamic Financial Institutions**
IM	**Intrinsic Motivation**
IV	**Independent Variable**
MO	**Moral obligation**
NGOs	**non-governmental organizations**
NPOs	**non-profit organisations**
PDE	**Perceived Donation Effectiveness**
PE	**Perceived Effectiveness**
ROS	**Registrar of Societies of Malaysia**
SPSS	**Statistical Package for the Social Science**
SS	**Sense of self-worth**
TPB	**Theory Planned Behaviour**
TRA	**Theory of Reasoned Action**

ABSTRAK

Tingkah laku merujuk kepada tindakan atau pertuturan seseorang individu. Ia juga merangkumi semua tingkah laku manusia yang boleh diukur, boleh diperhatikan, dan boleh dinilai iaitu apa-apa perbuatan yang dilakukan secara sedar, bawah sedar atau separuh sedar. Sumbangan adalah sumbangan ikhlas daripada seseorang untuk diberikan kepada orang lain. Ia adalah satu bentuk pemberian yang kebanyakannya dilakukan oleh orang Islam. Setiap manusia sejak azali lagi dikurniakan fitrah manusia seperti ingin mengambil berat, membimbing, mengarahkan, membelai, menyayangi dan disayangi, menghargai dan dihargai, bekerjasama dan bekerjasama. Justeru, mereka boleh memainkan peranan dengan menghulurkan sumbangan kepada golongan yang memerlukan dari pelbagai aspek contohnya dari segi makanan, pakaian dan wang ringgit. Hari ini, kesejahteraan masyarakat yang diperluaskan ditawarkan bukan sahaja oleh agensi kerajaan, tetapi juga oleh pertubuhan bukan kerajaan, atau dikenali sebagai pertubuhan bukan kerajaan (NGO). Selain itu, dengan memfokuskan kepada kebajikan, banyak NGO telah ditubuhkan untuk menjalankan aktiviti kebajikan masyarakat Malaysia. Bagi memudahkan pemahaman pembaca, kajian ini mengkaji faktor-faktor yang mempengaruhi seseorang untuk menderma kepada NGO di kalangan rakyat Malaysia berdasarkan pembolehubah tidak bersandar dan pembolehubah bersandar, niat untuk menderma kepada NGO di kalangan rakyat Malaysia dan rasa harga diri, menghadapi kebimbangan, persepsi penderma. keberkesanan, kewajipan moral. Menurut TPB, mewujudkan kawalan tingkah laku yang dirasakan diperlukan sebelum membentuk niat, menjadikannya elemen penting. Akibatnya, adalah mungkin untuk menggunakan pengaruh ke atas beberapa aspek yang mungkin mempengaruhi tingkah laku mereka. Kajian ini mendapat maklum balas daripada seramai 173 orang responden. Sebanyak 160 maklum balas telah diterima mengenai penyertaan dalam sumbangan NGO. Secara umumnya, dapatan kajian adalah selaras dengan teori tingkah laku terancang.

ABSTRACT

Behaviour refers to an individual's actions or speech. It also includes all human behaviour that is measurable, observable, and evaluable that is, any act that is performed consciously, subconsciously, or semi-consciously. A donation is a sincere contribution from someone to give to someone else. It is a form of grant mostly done by Muslims. Every human being, since the dawn of time, has been endowed with human nature such as desire to care, guide, instruct, caress, love and be loved, appreciate and be valued, cooperate and cooperate. Therefore, they can play a role by handing out donations to the needy from various aspects, for example in terms of food, clothing and money. Today, extended community well-being is offered not only by government agencies, but also by non-governmental organizations, otherwise known as non-governmental organizations (NGOs). In addition, by focusing on welfare, many NGOs have been established to carry out welfare activities for the Malaysian community. To facilitate the reader's understanding, this research examines the factors that influence a person to donate to NGOs among the Malaysian based on independent variable and dependent variable, intention to donate to the NGO among Malaysians and sense of self-worth, face concern, perceived donor effectiveness, moral obligation. As per the TPB, establishing a perceived behavior control is required prior to forming intention, making it an important element. Consequently, it is possible to exercise influence over some aspects that might affect their behavior. The research received responses from a total of 173 respondents. A total of 160 responses have been received about participation in NGO contributions. In general, the findings of the study are consistent with the theory of planned behaviour.

CHAPTER 1

INTRODUCTION

1.1 BACKGROUND OF THE STUDY

All faiths place a high value on giving, whether it be through time (volunteering) or money Teah et al. (2014). Giving to charity is specifically advocated in Islam for all Muslims (Kasri & Ramli, 2019). As a result, Islam becomes one of the world's most charitable religions (Awaliah Kasri, 2013). Islamic charity can be divided into four categories: zakat, sadaqah, infaq, and waqf. Purification, growth, and/or increase are the meanings of the Arabic word zakat (Owoyemi, 2020); (Kailani & Slama, 2020). According to Al Jaffri Saad and Haniffa (2014) and Andam and Osman (2019), it is one of the five pillars of Islam and without it, a Muslim's religion is not complete (Quran 2:43, 2:110, and 9:71). Additionally, it serves social and religious purposes. Zakat is paid as a religious obligation in order to obtain a celestial reward and escape Allah ta'ala's wrath (Saad et al., 2020), Quran, 9:71). Worship includes it (Owoyemi, 2020). Zakat can be utilised as an Islamic tool to combat poverty (Tlemsani & Matthews, 2013); (Ibrahim & Amir, 2015), lessen economic inequality (Ibrahim & Ghazali, 2014), and boost the economy (Awaliah Kasri, 2013), as well as serves a social purpose.

Zakat, sadaqah, infaq, and waqf all generally imply charitable giving. Nevertheless, they operate differently. Every Muslim is required to pay the zakat, but not the sadaqah, infaq, or waqf instead, they are optional (Awaliah Kasri, 2013); (Kailani & Slama, 2020). Muslims are more willing to pay the zakat because it is required in order to avoid punishment and receive the heavenly reward. The behavioral intention to execute zakat, sadaqah, and infaq may differ due to the varied levels of duty associated with each.

According to Wiepking and Handy (2016), charitable giving is a widespread global phenomenon. This naturally begs the question, "Why do people give away their money, and when they do, what influences their choice of what causes to support?" Less is known about the elements that influence a person's decision to support a certain cause, despite the abundance of research that analyses why people donate money in the current literature. Eight mechanisms are found in the literature review conducted by Bekkers and Wiepking (2011b), which spans a variety of fields and approaches. They consist of the donor's awareness of need, being asked for donations, and the reputational concerns and values of the donor (Bekkers & Wiepking, 2011b). These mechanisms may help to explain why people give, but they may not help to explain why donors choose certain causes over others. When making a charitable donation, a person may be inspired by their principles, but how does that person decide which cause to support out of the many deserving ones? In this paper, it examines the factors that motivate a person to contribute to NGOs.

Charitable actions towards NGOs (non-governmental organizations) typically involve donating money, goods, or services to support their work and mission. NGOs are often dedicated to addressing specific social or environmental issues, such as poverty, human rights, environmental conservation, or disaster relief. Charitable donations to NGOs can help provide much-needed resources and support for their programs and initiatives. This can include funding for education and awareness campaigns, supplies and equipment for on-the-ground work, or support for research and development of new solutions to social or environmental challenges.

Misleading donations in NGOs refer to instances where an organization misrepresents or misuses donated funds or resources for purposes other than what was intended by the donor. Unfortunately, such cases of misuse and misrepresentation are not uncommon in the NGO sector. There are several ways in which NGOs can mislead donors and misuse funds, such as misrepresentation of the organization's activities. Some NGOs may exaggerate their impact or misrepresent the nature of their work to attract more donations. They may also claim to be working on issues that they are not actually addressing, or misrepresent the scope of their work.

NGOs that lack transparency in their financial and operational practices may be more likely to misappropriate donations.

Donors should always research the organization and look for transparency in their financial reporting. Then, some NGOs may use donations to cover administrative costs, rather than using them directly for the intended purpose. While administrative costs are necessary, donors have a right to know how their money is being used and how much is going directly to the cause. Unfortunately, some individuals may set up NGOs to enrich themselves. They may use donations to fund their lifestyles rather than using the money to help the intended beneficiaries. To avoid being misled or misinformed by an NGO, it is important to do research, ask questions, and look for transparency in financial reporting. Always choose reputable NGOs with a track record of transparency and accountability.

Donors could be eager to support reputable or excellent NGOs. They are unable to directly examine these qualities at the moment of a gift, therefore they lack full knowledge of a non-profit's calibre or legality (Atkinson, 1989). The information asymmetries inherently present in the donation process led to contract failure, and donors instead of assessing each organization's actual performance rely on easily observable characteristics of non-profits as proxies of performance (e.g., age, size, financial efficiencies) (Atkinson, 1989). According to the ground-breaking article by Camarero et al. (2023), "voluntary giving is responsive to conventional market variables such as advertising expenditures, price, and quality".

In order to increase donations, non-profit marketing managers must employ marketing communications methods that aim to alter attitudes and beliefs in order to both recruit new contributors and keep hold of existing ones (Kogut & Ritov, 2011). Most non-government organizations (NGOs) find it difficult to create persuasive messages that effectively inform, educate, and compel audience members to take action. Despite this, a lack of research on nonprofit advertising and the messages that are used to specifically request money has been highlighted by Hong et al. (2018). This highlights a potential research gap.

The expansion of Non-Governmental Organizations (NGOs) strengthens civil society movements by promoting and supporting change within the country, organising and mobilising the disempowered socioeconomic strata, and bolstering established democratic institutions (Clarke, 2006). NGOs are non-profit organisations that are free from state interference (though they may receive government funding), despite the absence of a formal or standardised definition for them. As suggested by the preceding definition, the distinction between non-profit organisations (NPOs) and nongovernmental organisations (NGOs) is minimal. However, the term "NGOs" is rarely used to refer to non-profit organisations based in the United States. Although some nations refer to their own civil society organisations as NGOs, the term "NGO" is typically reserved for international organisations. NGO activities include human rights, social, and environmental activism, among others. They may strive to promote social or political change on a large or small scale. NGOs are essential to the development of society, the improvement of communities, and the promotion of citizen engagement (Khoo, 2013). The relationship between NGOs and the government in Malaysia is strained, with both parties preferring to work independently and not share information. Civil and political rights are not adequately protected due to the government's dominance over institutions and a weak civil society. Despite some efforts to include NGOs in government events, most engagements are in the form of meetings or dialogues rather than direct involvement in project (Verma, 2002).

In addition to financial donations, individuals and businesses can also volunteer their time and expertise to support the work of NGOs. This can involve working directly with the organization on specific projects or initiatives, providing pro-bono services or advice, or offering skills-based training to support the NGO's staff and operations. Overall, charitable actions towards NGOs are an important way to support their efforts to address critical social and environmental issues and make a positive impact in the world.

NGOs involved in international development cooperation may increasingly add private donations to official aid as a supplement. The extent to which NGOs can actually raise additional aid funds, however, is still up for debate. First off, Rose-Ackerman (1982) found that private donors have a propensity to dislike NGOs that devote a significant portion of their budget to fundraising, so fundraising expenses do not always translate into increased donations. Second, the overall pool of resources available to NGOs may be reduced as a result of substitution effects between various revenue sources. Particularly once the government refinances NGO activities or once NGOs attempt to generate programme service revenue or other types of commercial revenue, private donations might be squeezed out.

On the one hand, donors are frequently thought to dislike fundraising; as a result, they are more likely to give to NGOs that use a smaller percentage of their revenues for fundraising (Rose-Ackerman, 1982). Fundraising expenses may be seen as "unproductive" or wasteful in the same way that NGOs' administrative and management costs are in the sense that they are not directly related to the charitable output that donors would like to support. Aldashev and Verdier (2010) identify a number of fundraising initiatives as potential sources of inefficiency, including the mailing of brochures, door-to-door canvassing, media advertising, and planning dinners. These initiatives increase the "price of giving," or the cost to the donor of "buying" an additional unit of charitable output from the NGO (Khanna & Sandler, 2000).

NGOs help the country a lot especially during the Covid-19 pandemic where NGOs not only help the government but also become the backbone of the needy and support them especially during the Covid-19 pandemic period. Since the epidemic hit the country a year ago, at least RM10 million has been spent by several NGOs in the form of necessities and food packs, to help people in need which until now benefited thousands of households across the country. In fact, the people saw the effort as a proof of love between Malaysians who were very intact when the country was facing calamity. Chief Humanitarian Activist, Consultative Council of Islamic Organizations of Malaysia (Mapim), Dr Ahmad Sani Araby Alkahery said, about RM6 million has been spent and his party uses the i-Ummah system to track families in need and make deliveries (MAPIM, 2020). Also together is the NGO, Laskar Siber Malaysia which mobilized its 50 volunteers to help poor families to hand over aid worth a total of RM70,000 (Aling, 2021).

That is not the only contribution of NGOs to the country and society. In addition, on December 19, 2021, Malaysia was shocked by a major flood that affected 8 states. Among those states, Selangor is the state that gets extensive coverage because this flood is considered the worst in the last 7 years. In addition to the destruction of property, this flood also claimed many lives. In connection with that, the public was seen together with several NGOs going to the field to help the flood victims. They help these flood victims from various aspects. Some help clean the house, some provide food, shelter, clothes and so on.

The acts of NGOs in Malaysia before and after Tanah Melayu's declaration of independence in 1957 can be interpreted using a number of themes, according to Tumin and Nurhadi (2007). These themes include communalism, welfarism, and universalism as well as cooperative and antagonistic modes of thought. The development of NGOs to advance the interests of Malay, Chinese and Indian’s three primary races during the colonial era was significantly influenced by racism or communalism, for example. As was customary for the immigrant community at the period, welfare NGOs were also established to address issues made worse by migration from the countries of origin (China and India) to Malaya (Abiddin et al., 2022).

This is not meant to suggest that since the nation's declaration of independence, the two understanding NGOs themes have become less significant. Before 1969, political party and non-governmental organization leaders discussed racism frequently and passionately. However, it became clear following the declaration of Independence that NGO activities were focused on non-communalistic and universalistic issues such as consumption, environmental awareness, and gender in addition to the establishment of organizations to protect similar NGOs beginning in the 1970s (Khoo, 2013).

Community development among Malaysians is seen to be strong, in line with the government's actions leading this energy with political and socio-economic stability. The success of Malaysia, which is seen as a country with peaceful and harmonious people, is also the result of joint efforts between various parties, including NGOs. As of 5 June 2023, there are currently 60,316 registered NGOs in Malaysia. By category, the welfare category has the highest number of NGOs in Malaysia at 28,020, while the fundamental rights category has the lowest number of NGOs with only 796 NGOs. The list of active organizations by category is as in Table 1, respectively based on data from the Registrar of Societies of Malaysia (ROS).

Table 1.1: The Number of Active NGO by Category in 2023

Category	Numbers of NGO
Welfare	28,020
Social	19,284
Fundamental Rights	796
Religion	12,216
Total	**60,316**

Source: Registrar of Societies of Malaysia

Donations can be interpreted as help that the giver is willing to give to be returned to people in need through any charity that exists in various types of aid such as funds and so on

(Christopher, 2022). Sincere giving from people is based on generosity that is driven by the attitude and character in their identity until the ability is created. Donations can come in many forms, whether in funds or money, food or clothing, or human resources willing to be involved in NGO activities. The donation given will be highly appreciated by the recipient because of the generosity of the donor to share the pleasures of life. NGOs as intermediaries between donors and recipients of donations, will distribute donations obtained through various plans and forms of donations to the community. NGOs are considered to be the backbone of the people in need, especially when they are in dire need (Aling, 2021).

From an Islamic perspective, sadaqah is charitable giving that is done freely to please God. Sadaqah also describes acts of donation or voluntary charity towards others, whether through generosity, love, compassion or faith. These deeds need not be materialistic or costly. Simple gestures of kindness like a smile or an offering of assistance are seen as sadaqa. Anyone can donate in various amounts and forms. Giving alms is considered a noble act that should be the moral of every Muslim. Every charity done will earn a great reward.

Prophet Muhammad has a very generous nature with his generosity in giving alms where he is willing to spend his wealth to give alms and only leave a little of his wealth for survival and necessities of life. Ibn Abbas said, "The Messenger of God was the most generous person, especially in the month of Ramadan" (Sahih al-Bukhari). Prophet Muhammad has shown a good example to his people to divide the property that is needed, to be kept and the other part is for the purpose of charity.

According to Al-Jassas (1993), every Muslim is called to support other fellow Muslims in all kinds of acts that are under piety. He explained the Quranic verse from surah Al-Madiah 5:2. The practice of mutual almsgiving that supports each other among fellow Muslims is part of piety, whether in the form of cash or any form of benefit. Objectives charity or donation itself is done to eliminate the poverty that afflicts a large part of society. With the donation given, it can lighten the burden of life of the poor and can also help them to grow and get out of poverty. Community development also needs to be given serious attention so that the community can become strong, sustainable and noble.

Sharia-compliant financial activities, which are based on Islamic law, can refer to Islamic banking or also referred to as Islamic finance or Sharia-compliant finance. The two basic principles of Islamic banking are the sharing of profit and loss, and the prohibition of collection and payment of interest between lenders and investors. Islamic banking makes a profit by avoiding profit on interest, is through equity participation that gives the bank a share of the profit in loans made by borrowers with the bank. The Islamic banking system can be distinguished from the conventional banking system where Islamic banking explicitly prohibits interest (riba), gambling (maisir) and speculation (gharar) (Hussain et al., 2015). Involvement of prohibited items or substances such as alcohol, gambling, and pork is also completely prohibited, as it is written in the Qur'an. Taking interest on loans is also prohibited in sharia regulations.

Islamic banking involves commercial transactions that must comply with sharia and the Islamic legal code that refers to the teachings of the Quran (Mandhani, 2016). Fiqh al-muamalat is referred to as the rule that governs transactions that take place in Islamic banking as long as it lasts. All financial organizations that follow Shari'ah law are under the blanket term known as "islamic financial institutions." A Shari'ah board made up of many scholars authorized to issue a fatwa on a financial product's adherence to Shari'ah is often required for a financial institution. In Malaysia, there has been an Islamic financial sector for more than three decades. Following the liberalization of the Islamic financial system, more Islamic financial institutions were founded thanks to the execution of the Islamic Bank Act of 1983, which made it possible to establish the nation's first Islamic Bank. A firm foundation has been established by Malaysia's extensive experience in growing the national Islamic financial sector over the last 30 years. This strategy of financial stability fosters prosperity and upholds and sustains the financial system. Now, Malaysian Islamic finance is growing at an impressive pace, which is also supported by a conducive environment and product innovation that is carried out continuously.

Charity and donation activities that are growing rapidly also do not miss out on receiving contributions from Islamic Financial Institutions (IFI) in helping and proposing a set of Shariah standards and guidelines in carrying out its operations. Charity account management receives attention from Islamic Financial Institutions so that it is coordinated and implemented transparently. The account in which money is gathered and transferred by the IFI for these charitable contributions is typically referred to by one of three designations in the literature. There are: charity funds (Hussain, 2011), charity account (AAOIFI, 2020) and welfare account (Noor & Haron, 2016). Islamic financial institutions play a significant role in coordinating financial and Islamic banking activities. Charity activities are often associated with Islamic Bank because Islamic entities consider charity and charity to be the most important elements.

From an economic point of view, contributions to local NGOs have an impact and benefit to the country's economic growth. Donations given to charities can increase the economy when the money will be spent in the country. The main goal to ensure the flow of money in the country or local community can be achieved by maintaining the money. The will and need for goods and services in the country will increase because of the support and relationships established in the business sectors. The use of domestic resources can help improve the economy when there is less dependence on imported goods.

Donations given can also help and develop strong communities and build opportunities to grow so they can get out of poverty. The problems and burdens that overwhelm the needy will be reduced through the planning and contributions provided by NGOs through the donation of funds or facilities.

1.2 PROBLEM STATEMENT

If the funds owned by the NGO are insufficient to carry out the program or activities that have been planned, then this can have an unfavourable impact on the performance of the NGO as well as on the organization's ability to achieve its goals. Inhibition of programs and activities is one of the impacts that might take place as a result of this. When there are not enough funds available, Non-Governmental Organizations (NGO) may be forced to delay or even scrap planned programs or activities. Their efforts to help the community or fight for certain social goals might be hampered as a result of this. In addition, the overall quality of the program has declined.

When this occurs, Non-Government Organizations (NGOs) may be forced to reduce costs in some areas that are not very important; as a result, this may have an impact on the quality of the program or activities that are carried out. There will also be a problem with how difficult it is to maintain the sustainability of the system. Because they do not have sufficient funds to continue or expand the program, Non-Governmental Organizations (NGO) may have difficulty maintaining the continuity of programs or activities that have already begun. This is because they do not have enough funds to continue the program.

Non-Governmental Organizations (NGO) have a number of options available to them in order to address the issue of having insufficient funds. These alternatives include conducting cost reductions, finding new sources of funding, or strengthening partnerships with donors or other partners. Public awareness and support from the community can also be increased by nongovernmental organizations (NGOs) by having them participate in public awareness and fundraising campaigns.

The amount of donation an NGO receives can impact its ability to carry out its activities and achieve its goals. While every donation counts and is appreciated, sometimes the amount donated may not be enough for the NGO to carry out its work effectively. NGOs rely on donations to fund their activities, and it can be challenging to raise the necessary funds to carry out their programs. Some NGOs have high overhead costs, such as salaries, rent, and equipment, which may require a significant amount of funding.

Additionally, the cost of implementing programs and projects can also be high, depending on the scope and complexity of the work. If an NGO receives a donation that is not enough to cover its expenses, it may need to make difficult choices about how to allocate its resources. For example, it may need to cut back on the scope or quality of its programs, delay planned activities, or prioritize certain projects over others.

In NGOs, ineffective governance is all too common. Many individuals lack a fundamental understanding of why they need a board and how to construct one. Strong governance is the bedrock of transparency, despite the fact that a founder may be overly focused on administering the NGO for their own benefit. Poor or disorderly networking is an additional significant issue that can result in duplication of effort, time loss, incompatible strategies, and an inability to learn from mistakes.

The interaction between local Non-Governmental Organizations (NGO), international Non-Governmental Organizations (INGO), and the general public can help them operate more effectively together. INGOs, on the other hand, are perceived by many NGOs as obstructing or even jeopardising their goals and missions. The use of existing technologies by many NGOs could enhance networking and communication. Using technology more effectively can help NGOs stay on top of important local, regional, and global concerns.

The project's completion is not the exclusive objective of the NGO. NGOs seek to keep in touch with their beneficiaries once a project is a success in order to guarantee proceeding development. NGOs also wish to be able to assist more people and communities in following their requirements. NGOs must continuously raise money to fulfil this. Lack of cash will make it difficult to carry out the project, thus the NGO must make good plans to retain the funds they get and consider strategies to grow the funding.

Sustainable funding means that something is good for a certain activity and can last for a long time. For example, a company is financially sustainable if its main activities don't stop working because of problems in the outside world (Weerawardena et al., 2010). Sustaining funds is important for NGOs so that they can continue to serve their constituents. This means that a company can keep its promises to its donors, members, and the community where it works, so that the groups that depend on it can trust what it says (Weerawardena et al., 2010). NGOs usually got the money they needed to run from outside donors (Islam, 2016). Donor contributions vary because the economy is unstable, and the environment is competitive. This makes it hard for NGOs to stay in business (Parks, 2008). But NGOs still rely on money from donors to keep their programmes going.

Also, most NGOs change their way of getting money to self-finance (Khieng, 2014). This is to make sure that support can keep going in the long run. So, the group can move from getting money from outside sources to the new way of getting money for its own sustainability by using sustainable funding strategies. According to Mulroy and Austin (2005), most non-profit groups get their money from two types of sources, which is money from outside sources and funding from inside the company. Most of the time, the outside income sources are the donors. Internal funding sources are usually for good projects and commercialization, which pays for itself (Njoya, 2004), while external funding sources are usually for research and development.

In the context of NGOs, individuals' sense of self-worth, face concern, perceived donor effectiveness, and moral obligations play significant roles in their success. A low sense of self-worth can lead to demotivation and discouragement, affecting performance, dedication, and passion towards the organization's mission. Face concern affects how an organization presents its financial situation to donors and the public, affecting their ability to seek help and communicate their needs. Perceived donor effectiveness directly impacts the organization's financial situation, with high-performing donors receiving more substantial and consistent funding.

However, if donors are perceived as less effective or limited, funding gaps may arise, hindering the NGO's ability to achieve its goals. On the other hand, moral obligations refer to an individual's responsibility to fulfil their ethical and social duties. If funding remains insufficient, even the strongest moral obligation may not be enough to sustain initiatives, leading to program cuts or delays.

Overall, the independent variables can impact the problem statement by influencing the motivation, communication strategies, and decision-making processes of the NGOs. A positive and strong sense of self-worth, face concern, perceived donor effectiveness, and moral obligations can all contribute to a more effective response to the funding challenge. Conversely, if these variables are negatively influenced, the NGOs may find it more challenging to navigate the funding constraints and sustain its operations successfully.

1.3 RESEARCH QUESTION

This research aims to answer the following research question regarding the factor influencing people to donate to the Non-Government Organizations (NGO) among Malaysians. The research questions for this study are:

i. Is there any relationship between the sense of self-worth and intention to donate to the Non-Government Organizations (NGO) among Malaysians?
ii. Is there any relationship between face concern and intention to donate to the Non-Government Organizations (NGO) among Malaysians?
iii. Is there any relationship between perceived donor effectiveness and intention to donate to the Non-Government Organizations (NGO) among Malaysians?
iv. Is there any relationship between moral obligations and intention to donate for the Non-Government Organizations (NGO) among Malaysians?

1.4 RESEARCH OBJECTIVE

The aim of the study is to identify the factor influencing people's intention to donate to the Non-Government Organizations (NGO) among Malaysians. The objectives of this study are as the following:

i. To examine the relationship between sense of self-worth and intention to donate to the Non-Government Organizations (NGO) among Malaysians.
ii. To measure the relationship between face-concern and intention to donate to the Non-Government Organizations (NGO) among Malaysians.
iii. To examine the relationship between perceived donor effectiveness and intention to donate to the Non-Government Organizations (NGO) among Malaysians.
iv. To measure the relationship between moral obligations and intention to donate to the Non-Government Organizations (NGO) among Malaysians.

1.5 SIGNIFICANCE OF THE STUDY

In terms of significance, this study covers several areas such as practical, theoretical and managerial perspective. Firstly, by focusing on society, this research contributes to a practical perspective. In determining the important antecedent factors of influencing people's intention to donate to the NGO among Malaysians, the Malaysian NGO could work on improving and developing suitable strategies that may increase resources to the NGOs. It is important as well as it has a positive impact in building a better society of the nation in line with the main motive resources for uniting all the Malaysians in helping each other.

As we know that the NGO is one of the initiative resources of the people's own efforts in contributing to fellow citizens without expecting help from the government. This emphasis is expected to spread awareness to citizens about work movement NGO to reach the group that need help. If we can see, NGOs are a good initiative to help the group that needs help, in terms of making it easier in two ways, which is to find and help people that need help and make it easier for other people to help the group that is in need.

Furthermore, NGO will be the intermediaries to give funds that have been collected, the result of the NGO's own efforts, for example, donations may be given to Non-Governmental Organizations (NGOs) from private individuals, companies operating for profit, charity foundations, and governments at any level, including local, state, federal, and even international.

Additionally, it has a direct good effect on the NGO organisation in terms of gaining the confidence of Malaysian citizens. This study also looks at the factors influencing people's intentions to donate to Malaysian NGOs. The level of trust from Malaysian citizens to contribute to Non-Governmental Organizations (NGOs) can also be seen and observed.

In order to gain trust in any organization, the NGO must be far from corruption and embezzlements, and show the transparency of the funds received and released by the time. NGO also must be creative in getting trust to collect funding. There are a few methods such as crowd funding, mobile-friendly websites, thank your donor, and providing options to those wishing to donate.

1.6 SCOPE OF THE STUDY

The domain of this research in terms of subject is investigating the factor influencing people's intention to donate to the NGO among Malaysians. This research respondent is Malaysian, who’s involved in NGO fund raising activities. Specifically, this study focuses on determining what are the factor influencing the intention of Malaysian to donate for the NGO, by presenting the main constructs of Theory Planned Behaviour (TPB).

According to TPB, there are three attitudinal factors, which are attitude, subjective norms and perceived behavioural control, all of which have an effect on the intention to engage in the behaviour.

In terms of location, researchers have no problem to reach and conduct research throughout Malaysia. This is because the study was conducted using an online survey method, where questionnaires was sent and responses was given to the respondents through an internet network that connects researchers and respondents more widely. The main target respondent for this study was 150 respondent and it all around Malaysia.

1.7 OPERATIONAL DEFINITION

Table 2: The table of operational definition

No	Independent Variable	Definition	Sources
1	Sense of self-worth	Sense of self-worth (SS) is described as a level of positive self-awareness or perception of a person's worth.	Bock et al. (2005b)
2	Face concern	Face concern (FC) is the concern that one's participation in a certain social position will maintain or advance one's social position. It conveys concern about one's social standing.	Hall and Bucholtz (2013a)
3	Perceived donor effectiveness	The degree to which a person believes their contribution will have a major influence and make a difference in a person's life is a crucial element affecting their decision to engage in an activity.	Wang et al. (2019)
4	Moral obligation	Moral obligation (MO) is described as the tendency of people to behave ethically and engage in self-sacrificing behaviour which is recognized as a sense of moral obligation to do so.	(Haines et al., 2008a)

1.8 ORGANIZATION OF THE STUDY

The study begins in chapter one by outlining in detail the background of the study examining the factors that influence individuals' donating behaviour, problem statements, research questions, research objectives, scope of the study, the importance of the study and definitions of terms.

Next in chapter two, brief information about the overall concept, definitions and variables used in this study were discussed. This chapter also explain the introduction, underpinning theory, previous studies, hypothesis statement, research framework and chapter summary.

Next, chapter three explains the research methodology that will be used for this research. It is designed to deliver the research objectives that have been identified in the previous chapter. This chapter also explain the study design, the development of questionnaire process, survey methods, data collection and implementation of Statistical Package for the Social Science (SPSS) as a platform for data analysis.

Additionally, the main focus of chapter four is the results and analysis of the data. Before utilizing Kolmogorov-Smirnov and Shapiro-Wilk to assess the results, the researcher conducted an introduction, preliminary data, respondent demographics, a descriptive analysis, validity and reliability tests, and a normalcy test. Additionally, the researcher tested the hypothesis for the independent variable. In order to reach the hypothesis, this research also employs Spearman's correlation analysis. It ends with a chapter summary.

The discussion and conclusion receive additional emphasis in chapter 5. The investigator talks about the introduction. Subsequently, conclusions are examined in more detail, discussed, their ramifications addressed, and suggestions given. The researchers also provided the study's main conclusion at this point and talked about the link between the independent and dependent variables.

CHAPTER 2

LITERATURE REVIEW

2.1 INTRODUCTION

This chapter will discuss more information on the overall concept, definition and variables utilised in this study which may be found here. This research is trying to explain in more detail the topic of " The factor influencing people's intention to donate for the NGO in Malaysia ". This chapter also will be explaining about independent variables that become the factors which are sense of self-worth, face concern, perceived donor effectiveness and moral obligation with the dependent variables which is the influencing factor of society to donate to NGOs among Malaysians.

2.2 UNDERPINNING THEORY

2.2.1 THEORY OF PLANNED BEHAVIOR

In order to forecast human behavior, Icek Ajzen first proposed the Theory of Planned Behavior in the year 1991. According to this theory, behavioral motives have a direct impact on actions and can be anticipated to have an impact on behavior as well (Ajzen, 2002). This idea had simply indicated that a person's behavior is directly tied to their goals.

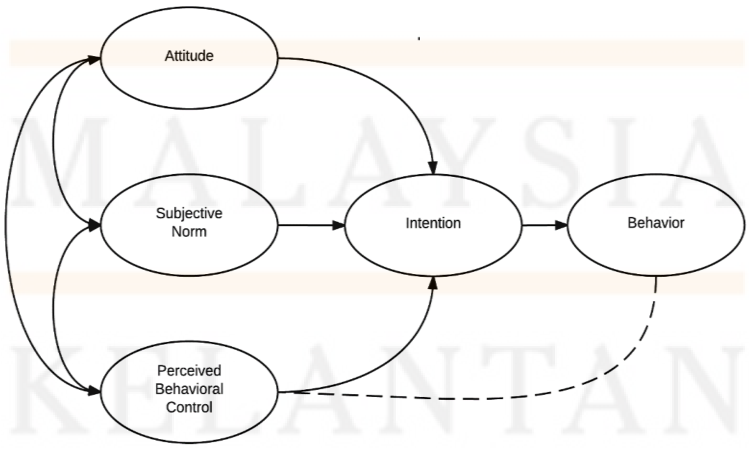

Figure 2.1: Theory of Planned Behavior Framework

Figure 2.1 shows the Theory of Planned Behavior framework which was developed based on the literature review and research problem. The concept was created by Icek Ajzen in a move to improve Theory of Reasoned Action (TRA) prediction. The idea of perceived behavioral control according to the Theory of Planned Behavior (TPB) was developed by Ajzen. TRA did not contain any provisions for behaviour control. TPB has been utilized in research on a wide variety of human topics, including beliefs, attitudes, behavioural intentions, and behaviour. Examples include advertising, public relations, advertising campaigns, healthcare management, sport administration, and sustainable development. According to the TRA, an individual will be more motivated to conduct a behaviour if the individual considers a suggested behaviour to be beneficial (attitude) and believes that others want the person to perform the behaviour (subjective norm). Subjective norms and attitudes have a strong influence on both a person's intent to behave and their actual behavior. Thus, having the intention to behave does not always lead to the desired result except with the encouragement of those attributes.

According to Ajzen (2008), behavioral intentions—which comprise attitude, subjective norms, and perceived behavioral control—can be used to analyze an individual's behavior. Ajzen developed the TPB theory by adding the "perceived behavioural control" variable to the TRA model in order to account for the constraints of real behavioral control. He enhanced TRA to make it capable of behavior prediction.

The individual's conviction that they are able to behave is what is meant by their "perceived behavioural control." The perceived ability to control one's actions is tailored to a certain behaviour or purpose. Perception is influenced both by the environment and by actions. The idea of planned behavior states that people are inclined to intend to engage in particular behaviors if they feel they are competent of doing so. TRA was enhanced as a result of the theory.

The term "attitude" is intended to represent a person's predisposition to hypothesise about and respond to a thing, an idea, or opinions (Fishbein & Ajzen, 1975). The attitude of the funder reflects their psychological assessment of the NGO's goods and services. TPB can be used to study Malaysians' NGOs donations. Researchers can use the TPB framework to understand why Malaysians donate to NGOs, helping organisations and policymakers build focused policies to promote charitable giving.

Normative beliefs are the behaviour standards that a person has for themselves. It can also be used to describe what people believe to be social pressure to behave or not act. The fourth phrase, "perceived behavioural control," refers to the perception of how easily someone can carry out a particular conduct. When a person has both the potential and the incentive to act in a particular way, they are more likely to do so than when they have neither of these factors (Nayanajith & Damunupola, 2020). According to the TPB, creating a perceived behavioural control occurs before creating intention, which is a crucial phase. As a result, it is feasible to exert some control over some factors that may have an impact on their behaviour.

The goal of the study is to ascertain how several elements (such as a sense of self-worth, face concern, perceived donor effectiveness, and moral obligations) interact with one another and how they affect people's intentions to give to Non-Governmental Organizations (NGO) among Malaysians.

Sense of self-worth: This is speaking of a person's estimation of their own worth and significance. The self-worth theory, proposed by Covington (1998), suggests that people have a fundamental need to maintain or enhance their sense of self-worth. In the context of donation intentions, people with higher self-worth may be inclined to engage in prosocial behavior, such as giving to NGOs, as it can enhance their feeling of wellbeing overall and promote a positive self-perception. According to the TPB, a positive attitude towards donating could be influenced by self-worth if a person associates donating with positive self-images, such as "being generous" or "making a difference." Higher self-worth individuals might hold stronger positive beliefs about their capabilities and potential for positive impact, making them more receptive to prosocial opportunities like donating. Perception of social pressure can also be tied to self-worth. Individuals with low self-worth might be more sensitive to perceived expectations of others, making them more likely to donate if they believe those around them value such behavior. Conversely, someone with high self-worth might have stronger internal moral compasses and donate based on their own values, regardless of perceived external pressure.

Face concern: Face concern refers to the importance individuals place on preserving their social image and reputation. In collectivist cultures like Malaysia, where interpersonal relationships and social harmony are valued, face concern becomes particularly relevant. Face-saving theory suggests that people are motivated to avoid situations that may cause them to lose face or damage their social standing. When it comes to donation intentions, individuals with high face concern may be more inclined to donate to NGOs to maintain or enhance their social image and receive social approval from others. Face concern could moderate the influence of the original TPB constructs. For example, even if someone has a positive attitude towards a cause, if they believe donating might be perceived negatively by their social circle (potentially damaging their face), their intention to donate may decrease. Perceived control over donating behavior might indirectly influence face concern. If someone feels confident in their ability to choose reputable charities and contribute responsibly, they might be less worried about potential negative social judgments, boosting their intention to donate. From the TPB framework, Subjective norms can be complex and potentially create internal conflict. Someone with high face concern might feel pressure to donate to maintain a positive image within one social group, but also experience pressure not to donate from another group with different values. This conflict could weaken their overall intention.

Perceived donor effectiveness: This factor relates to an individual's perception of how effective their donations will be in achieving the intended outcomes or making a positive impact. The theory of planned behaviour (TPB) is relevant here, as it suggests that an individual's intention to engage in a behaviour is influenced by their attitude towards the behaviour, subjective norms, and perceived behavioural control. In the context of donating to NGOs, perceived donor effectiveness aligns with the perceived behavioural control component of TPB. If individuals believe their donations will have a significant impact and make a difference, they are more likely to have a positive attitude towards donating and be motivated to contribute.

Moral obligations: Moral obligations refer to the sense of duty or responsibility individuals feel towards others or society as a whole. The moral development theory, proposed by Kohlberg (1971), posits that individuals progress through different stages of moral reasoning, where they develop a sense of moral obligation and adherence to ethical principles. In the context of donation intentions, individuals who place a high value on moral obligations may view donating to NGOs as a way to fulfil their moral duties and contribute to the betterment of society. Moral obligations can directly influence our attitude towards a specific behavior. If we feel a strong sense of duty towards a cause, like helping the underprivileged, our attitude towards donating to an NGO will be more positive. We may see it as fulfilling our moral obligation, leading to a more favorable disposition towards the action. From the TPB, the perceived ease or difficulty of performing the behavior (perceived behavioral control) can be affected by moral obligations. When researcher feel a strong moral responsibility, researcher may be more likely to overcome perceived obstacles and find ways to donate, even if it means overcoming logistical challenges or financial constraints. Moral conviction can act as a motivator to increase our perceived control over the action.

In conclusion, this study's underlying hypotheses show that people with higher self-worth, face concern, perceptions of donor effectiveness, and a strong belief in moral obligations are more likely to have good intentions to donate to NGOs in Malaysia. These elements draw on a variety of psychological and sociocultural facets, emphasizing the intricate interplay between personal motives, social dynamics, and moral considerations in the context of giving to charitable organizations.

2.3 PREVIOUS STUDY

2.3.1 THE INTENTION TO DONATE TO THE NGO IN MALAYSIA

All faiths place a high value on giving, whether it be through time (volunteering) or money (Teah et al., 2014). Giving to charity is specifically advocated in Islam for all Muslims (Kasri & Ramli, 2019). Islamic charity can be divided into four categories: zakat, shodaqoh, infaq, and waqf. Purification, growth, and/or increase are the meanings of the Arabic word zakat (Owoyemi, 2020). In summary, contribution platforms typically make use of cutting-edge technology like websites and mobile payment apps. Since there are no transaction fees involved, charity contribution is made more widely available for everyone (Moisseyev, 2013).

The category of donation distribution that focuses on four factors that evaluate the performance of a typical crowdfunding project is the campaign, fundraising and factors related to the financier (Kaartemo, 2017). Numerous past studies investigate platform, campaign and fundraiser related factors, but only a few recent studies focus on funder-related factors, particularly in donation-based crowdfunding (Kaartemo, 2017). The factors that influence donors' intentions to donate in order to improve their quality of life have come under the scrutiny of scholars in recent years. Numerous researches have been carried out to look into and comprehend how individuals behave when making donations to people in need.

Zhao et al. (2017) attempted to investigate, using the social exchange theory as a basis, the primary elements influencing sponsors' inclinations to invest. Based on the notion of customer citizenship behavior,Zhang et al. (2019) study examined the mediating role of supporters' citizenship behavior on the connections between stickiness intention and internal and external reasons. Additionally, a variety of research works, like Hervé et al. (2019) and Mohammadi and Shafi (2018), examined the factors that impact donors' intentions about equity crowdfunding. It was discovered that social interaction had a significant impact on the investments made by the investor crowd. More accurately, some crowd investors invest more than others based on the frequency of their social contacts. In the context of equity crowdfunding and the stock market, there appears to be a greater social interaction effect for equity investments.

A study by Rodríguez-Ricardo et al. (2018) looked at the connection between social identity, charity giving, and interpersonal connections. The study also found that project sponsors' desire to provide time and money is influenced by an analysis of the main contributing elements. The authors presented three theoretical frameworks that were centered on three theories: social presence, norm activation, and the principle of anticipated behavior. Wang et al. (2019) have therefore concentrated on intention factors while also taking social identity effects into account. In order to help characterize self-determination, the current research builds on previous research by utilizing two behavioral predictors from the self-determination theory: subjective standards and perceived power.

2.3.2 SENSE OF SELF-WORTH

Sense of self-worth is a trait that is closely related or described as spiritual awareness with how an intention can appear in an individual who contributes. The extent to which a person has a positive knowledge of themselves or the notion that they have value can be characterized as having a sense of self-worth (Bock et al., 2005c). In a variety of settings, many pieces of research have shown that social support and a sense of self-worth is positively correlated with a person's intention to change their behaviour. Willer et al. (2015), for instance, discovered that a sense of self-worth has a positively impactful relationship with donation intention in the context of traditional charity giving. As a result, an individual's positive sense of self-worth originates from the social contributions and kindness they make. Evans (2015) found that both self-interested and altruistic motivation have an effect on a person's behavioural intention in the setting of music instruction. In the context of reward-based crowdfunding, Steigenberger (2017a) also revealed that a sense of self-interest and altruism were factors that favourably impacted funders' donations.

Additionally, a different study by Lasuin and Ching (2014) carried out in Malaysia discovered that a person's feeling of self-image had a significant impact on their willingness to make ecologically friendly purchases. Furthermore, Reimer and Benkenstein (2016a) found that self-worth, a type of altruistic drive, had a favorable impact on intention in a marketing situation. Additionally, Ryu et al. (2016) found a favourable correlation between a sense of selflessness, sense of self-worth as a philanthropy motivator and the behaviour of funders in the setting of reward crowdfunding. While self-value is "more behavioural than sentimental, more about how you act towards what you value, especially yourself, than how you truly feel about yourself compared to others" (Stosny, 2014), and self-esteem is "more about how you feel about yourself comparing to others."

2.3.3 FACE CONCERN

Face concern is the worry about maintaining or advancing one's social status by acting out certain social roles; it denotes worry about one's standing in society (Hall & Bucholtz, 2013b). Face concern and behavioral intention were connected in several studies. For instance, face concern strongly affects behavioral intention in a charity environment (Bekkers & Wiepking, 2011a). Wu et al. (2016) made the same point about face concern as a determining factor of generosity intention. Additionally, Kawamura and Kusumi (2018) found that face concern has a favorable impact on behavioral intention in Japan. Zagefka and James (2015) also found a positive association between behavioral intention and face concern's social standing in the context of charity donation. Bretschneider and Leimeister (2017) found that donation intention for reward-based crowdfunding is significantly impacted by face anxiety and image motivation.

According to Hung et al. (2011), in Taiwan, face concern and reputation motivation are important predictors of intent to use an electronic knowing repository for sharing information, and reputational concerns are likewise related to face concerns. Reputation is described as the general judgement or thoughts about a person and can help persons achieve and maintain their standing in a society (Zhang, 2015). People's expectations of reputational feedback from contributions to charitable crowdfunding projects are referred to as reputational motivation. Since charitable giving is regarded as a positive and prosocial activity, people who participate in philanthropic endeavors are highly valued by their peers in a society and gain acceptance and acknowledgment from others (Bekkers & Wiepking, 2011a). When given the option, people often choose to make noticeable gifts in order to demonstrate their prosocial conduct and build their trustworthiness (Andreoni & Petrie, 2004).

2.3.4 PERCEIVED DONOR EFFECTIVENESS

People usually tend to see their efforts become successful and receive good results. The way in which they think their involvement will have some discernible benefit and make an improvement in someone's life is a crucial aspect that influences people to decide about engaging in an activity (Wang et al., 2019). It is well known that appealing to consumers' perception of the effect on broad or distance results is a successful strategy for encouraging them to donate to charitable organisations. According to Sargeant et al. (2006), the perceived impact that a charity has on a cause determines how much donors trust that organisation, which is a significant motivator of giving. According to Antonetti and Maklan (2014), perceived consumer efficacy reflects broad ideas about how one's purchasing decisions throughout settings affect broad sociological or natural environmental consequences.

According to past studies, perceived effectiveness is a highly important predictor of behavioral intention. Willer et al. (2015) found that perceptions of efficacy had a significant influence on the intention to donate to charities. Furthermore, Meijboom and Brom (2012) found that behavioral intent in the framework of sustainability was significantly influenced by perceived consumer efficacy. In a study on perceived effectiveness in relation to social responsibility, Cojuharenco et al. (2016) found a positive relationship between perceived effectiveness and behavioral goal. Giving potential donors thorough, in-depth information on philanthropic endeavors may also increase donations since it shows how their participation would improve lives, according to Cryder et al. (2013). Demonstrating the significant influence that perceived efficacy has on people's decisions. Similar to this, Van Der Linden et al. (2017) highlighted perceived efficacy as a key indicator of constant relevance in an e-commerce setting.

2.3.5 MORAL OBLIGATION

The tendency for individuals to act morally and generously when they feel obligated to do so by a sense of moral responsibility is known as moral obligation. Orces et al. (2005) stated that the tendency for individuals to act morally and generously out of a sense of moral responsibility is the notion of moral duty. Donations to Non-Governmental Organizations (NGO) can be heavily influenced by a sense of moral obligation, according to research. Moral responsibilities are typically heavily influenced by cultural and religious norms in the setting of Malaysia. According to Zubairi and Siddiqui (2019) research, titled "Factors Influencing Donation Behaviour: The Role of Seasonal Effects", indicated that people's desire to give was significantly affected by their sense of moral duty and their desire to help others. According to the findings, people who have a strong feeling of responsibility and moral obligation to help others are more inclined to make charitable donations.

Additionally, moral responsibility was defined as a making choices sub-process by Haines et al. (2008b) that takes place after a person reaches a moral judgment but before they form a moral intention. Past studies have shown that moral obligation has a significant role in predicting behavioral intention. For instance, Bekkers and Wiepking (2011a) argued that donors' propensity to make philanthropic donations is favorably influenced by their sense of moral duty. They used this as an illustration. Furthermore, Chen and Tung (2014) discovered that patronage of ecologically conscious accommodations in Taiwan was significantly influenced by a moral duty. (Meijboom & Brom, 2012) claim that a larger sense of moral duty motivates individuals to engage in righteous behaviors including protecting water resources, helping those in need, reducing pollution, and other similar actions. This illustrates that moral obligations and behavioral intention have a positive relationship.

According to (Pérez & Egea, 2019), moral obligations have a significant influence on donors' intentions to give to rural sustainable development efforts in Spain. Van Der Linden (2011) also discovered that one of the most significant aspects when assessing a person's desire to give to a nonprofit organization is moral duties. Furthermore, Sanghera (2016) underlined the role of moral obligation as an essential motivator of giving intention in the context of charitable giving. As a result, individuals may find that taking part in donation crowdfunding perfectly aligns with their own moral convictions. According to the findings of a study that was carried out by (Beldad et al., 2015), funders' sense of moral obligations would heighten their readiness to give to contribution campaigns. The research was carried out in the United States. In addition, (Wu et al., 2021) showed that moral obligation had an instrumental effect on tourists' intentions to engage in environmentally conscious conduct in China.

2.4 HYPOTHESIS DEVELOPMENT

2.4.1 RELATIONSHIP BETWEEN SENSE OF SELF-WORTH AND INTENTION TO DONATE TO THE NGO AMONG MALAYSIANS

Theory Planned Behavior (TPB) presents attitudes as one of the theories that discuss the study of behavior. Attitude is the reaction of how we react to something whether it is from actions, speech or feelings. It shows that there is a close relationship between attitude and self-esteem. This is after a good social appearance has given a good perception of the individual's image in the eyes of the public so that they will feel valued, where they will receive recognition or appreciation from the public after the contribution they have made (Bogee, 1998).

This proves that a person will tend to do things that are liked by others as a form of appreciation for oneself to be liked. Hibbert (2014) says, the factor of self-worth that appreciates themselves is important, because the success of the value that is successfully highlighted makes oneself feel great is necessary. A person who gets awareness and social support will change his attitude a lot after getting appreciation and value from the people around him.

Based on previous studies, a positive perception and awareness of oneself or others is a sense of self-esteem (Bock et al., 2005a). The ability to acknowledge what is done is easy, that is by seeing how one feels the effects of doing good, that is by accepting the tension of the heart. A person tends to be kind, generous, considerate or kind to make sure people reciprocate so that he is appreciated. The sense of self-worth is important where you should put yourself before receiving appreciation from others (Stosny, 2014). A positive attitude will promote self-worth while receiving respect from society.

According to Willer et al. (2015), in the context of traditional charity giving, a sense of self-worth has a favourable impact on Donation Intention. Accordingly, people's kindness and social contributions are the source of their positive sense of self-worth. Evans (2015) observed that in the context of music instruction, Sense of Self-Worth and altruistic motivation influence behavioural intention. In the context of reward-based crowdfunding, Steigenberger (2017b), also noted a Sense of Self-Worth and altruistic incentive to have a favourable effect on donors' contributions.

Furthermore, a different study conducted by Lasuin and Ng (2014) found that a person's intention to make green purchases in Malaysia is significantly influenced by their sense of self-Worth. Additionally, Reimer and Benkenstein (2016b) discovered that Sense of Self-Worth as an altruistic motive influences intention favourably in a marketing setting.

H_1: There is a positive relationship between sense of self-worth and intention to donate to the Non-Government Organization (NGO) among Malaysian

2.4.2 RELATIONSHIP BETWEEN FACE CONCERN AND INTENTION TO DONATE TO THE NGO AMONG MALAYSIANS

One of the theories of the Theory of Planned Behavior (TPB) is a subjective norm which is about the reaction or belief of the community towards a certain behavior done by others. This theory is related to face concern where it has concerns about social status in the role of society in relation to their position. A person tends to worry about the reaction or impression given to him by society until it triggers a person to intend to participate in a charity environment

(Bekkers & Wiepking, 2011a). Society has a favorable view of people who often donate to the public, either through NGOs or privately. Therefore, individuals who worry about society's view of their social role will influence their intentions of generosity. Subjective norms may also be driven by the influence of people around or peers who may give opinions and influence an individual to engage in the same activities they agreed.

Individuals may think too much about the negative views they will receive if they engage in wrong behavior according to public opinion. Therefore, individuals will do their best to look after and maintain their good image by participating and playing a role in social activities (Hall & Bucholtz, 2013b). Social activities have a broad scope which also includes the form of contributions to the public as well as through NGOs.

A person's tendency to care for their image based on a general view that looks down on people who find it difficult to donate has been considered as a source of generosity intentions (Wu et al., 2016). If the contribution made will be revealed to the public, many people will be willing to use their wealth so that they can gain respect from society. Peers will especially play an important role especially in giving opinions to be equally involved in donating because giving charity or donating is seen as a positive activity in their norms. Therefore, by joining and trapping himself in the peer influence, he can save face by receiving recognition from others (Bekkers & Wiepking, 2011a). This is because there is a basis for the acceptance of subjective norms that are conveyed and influenced by other people or society.

H_2: There is a positive relationship between face concern and intention to donate to the Non-Government Organization (NGO) among Malaysian

2.4.3 RELATIONSHIP BETWEEN PERCEIVED DONOR EFFECTIVENESS AND INTENTION TO DONATE TO THE NGO AMONG MALAYSIANS

Perceived Donation Effectiveness (PDE), which is defined as the extent to which donors believe their donations will have an influence on the cause they are supporting, captures the idea of impact in the context of charitable giving (Bekkers & Wiepking, 2011a). A distinction between attitude and perceived donation effectiveness has been made in earlier research (Basil et al., 2008). According to the Theory of Planned Behavior (TPB), perceived donation effectiveness is interrelated with attitude.

Perceived donor effectiveness affects charitable giving. They are more likely to donate if they think their donation will make a big difference and solve a problem. If they think their contribution is insignificant or ineffectual, they may be less optimistic. Perceived donor effectiveness can also affect them. People may feel more social pressure to donate if they think others value it. Perceived donor effectiveness may create subjective standards that favour generous giving. A donor's perceived efficacy can alter their donating behaviour. They are more inclined to believe they can make a difference if they see their contribution as effective and influential. Control can motivate them to provide. Perceived donor effectiveness is a type of perceived response efficacy. Researchers discovered that a recently proposed fundraising technique that substitutes volunteer work for kilometres in the more conventional "walk-a-thon" format can have an impact on perceived donation efficacy and, in turn, philanthropic donations. Perceived donor effectiveness, essentially the extent to which donors believe their gift will have an impact on the cause they are supporting, has been used to describe this (Bekkers & Wiepking, 2011a).

Previous studies have found that providing detailed information about donations can also increase giving where it has increased self-confidence because it gives more information to donors that there is a perceived donation efficacy result from their involvement in changing lives. This matter is seen as a critical factor when the effect of donating can make someone proud when they have done something good where it can help someone's life to change for the better, that is good in terms of finances, food sources, shelter or other life needs. Where, self-efficacy can reflect a person's level of belief about his ability to take action in a matter (Bandura, 1986). Individuals who have a good attitude will try to give a good appearance and will have a good image in the public eye. Their self-confidence will increase when they see the positive side that happens as a result of their intervention.

Past studies also assert that perceived donation efficacy reflects specific beliefs about how individual actions to donate are due to a specific reason, namely the passion to help. Finally, the offer of a profitable charity request is not the cause of an individual's tendency to donate to NGOs, rather it is a reason to reflect a specific belief resulting from the desire to have a positive impact on others. Attitudes in an individual characterize a person mentally and emotionally about how they approach something and view it. This is because, attitude will involve their thoughts, views and feelings in facing something.

H_3: There is a positive relationship between perceived donor effectiveness and intention to donate to the Non-Government Organization (NGO) among Malaysian

2.4.4 RELATIONSHIP BETWEEN MORAL OBLIGATION AND INTENTION TO DONATE TO THE NGO AMONG MALAYSIANS

According to the Theory of Planned Behavior (TPB), moral obligation plays a crucial role in forecasting behavioral intention and can improve the model's ability to predict behavior (Beck & Ajzen, 1991). Moral obligation understanding is something about what is mutually owed to each other, that is, the obligation to others (Scanlon, 1998). In dealing with moral problems, it must be seen as a necessity of moral demands, which leads to the understanding that the fact of wrong action is a sufficient reason not to do it, no matter what other considerations may be in its favor (Scanlon, 1998). It explains how moral obligation can create a sense of responsibility to others so that it can create awareness to use all power and effort to do something that can give something of value to others. Likewise, a study on the effect of moral obligation on income management intentions (Sayal & Singh, 2020).

Moral obligation can drive a decision to be made based on confidence and trust to encourage appropriate behavior. The Theory of Planned Behavior (TPB) which is behavioral control is seen to be related to the moral obligation factor that has a critical mind about behavior that reflects past experiences and expected obstacles (Ajzen, 2006). An individual who believes that the decision he made is right can convince the individual's behavior to act which he feels is right according to him. Any enactment of an activity also tends to be done when the enactment is expected to happen successfully, where it may be due to a tendency to behave ethically and feel responsible for doing so.

Non-Governmental Organizations (NGO) accept the involvement of people who have this moral awareness to be equally involved in giving contributions that consist of various forms. The last study, "Factors Influencing Charitable Giving in Malaysia: An Islamic Perspective" unraveled the desire of the community where it was encouraged by the belief that it is true and good, so that it has recorded a significant influence based on the research that has been done (Abd Jalil et al., 2023). The tendency to do the right action occurs after making judgments based on the desire to do things that are believed to be right and capable of being done based on the impressions and perceptions of society. Studies that have been done in the past have shown that moral obligation is a significant predictor of behavioral intentions.

H4: There is a positive relationship between moral obligations and intention to donate for the Non-Government Organization (NGO) among Malaysian

2.5 CONCEPTUAL FRAMEWORK

Figure 2.2 below depicts a conceptual framework based on two types of variables, which is dependent variables and independent variables. The sense of self-worth, face concern, perceived donor effectiveness, and moral obligations is the independent variables. The intention to donate to the Malaysian Non-Government Organization is the dependent variable.

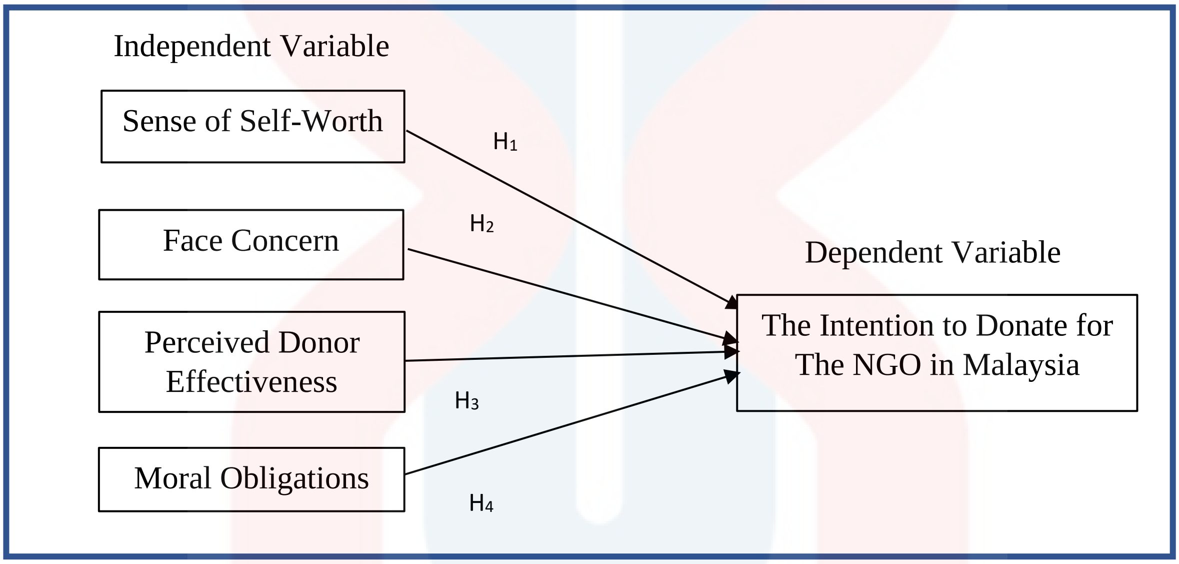

Figure 2.2: Conceptual Framework

2.6 SUMMARY OF THE CHAPTER

The summary of the literature for the primary study components is examined in this chapter. The goal of this study is to assess how the influences on Malaysian NGO donors' intentions to donate relate to elements like sense of self-worth, face concern, perceived donor effectiveness, and moral obligations. In order to create a more meaningful, pertinent, and significant study, this chapter has been devoted to different perspectives in addition to the perspective of earlier investigations.

The literature on Independent Variable (IV) and Dependent Variable (DV) is reviewed in this chapter. sense of self-worth, face concern, perceived donor effectiveness, and moral obligations are all IV. The intention to donate to the Malaysian NGO is the study's DV. This chapter also covers the conceptual framework of the investigation, hypothesis, and the correlation between the IV and DV. The relationship between the independent and dependent variables is then explained by the researcher.

The research question, "Is there a relationship between sense of self-worth, face concern, perceived donor effectiveness, moral obligations, and intention to donate for the NGO in Malaysia?" is also explained in this chapter. Finally, a conceptual framework completes this chapter. This study was done to determine how much these factors affect people's intentions to donate to Malaysian NGOs. This is due to a prior study that looked at these characteristics in Malaysia. The next chapter discusses the methodology and justification of the strategy used in this investigation. Theories and literature were first used to develop the framework of research for the present study. Then the study was presented. Table 2.1 contains a summary of the study's stated hypothesis.

Table 2.3: Summary of hypothesis

No	Hypothesis	Statements
1	H_1	H_1: There is positive relationship between sense of self-worth and intention to donate for the Non-Government Organization (NGO) among Malaysian
2	H_2	H_2: There is a positive relationship between face concern and intention to donate for the Non-Government Organization (NGO) among Malaysian
3	H_3	H_3: There is a positive relationship between perceived donor effectiveness and intention to donate for the Non-Government Organization (NGO) among Malaysian
4	H_4	H_4: There is a positive relationship between moral obligations and intention to donate for the Non-Government Organization (NGO) among Malaysian

CHAPTER 3

RESEARCH METHODS

3.1 INTRODUCTION

Methods for gathering information and data to answer the research question are discussed in this section. One way to approach the research issue at hand is to use a certain methodology. Methods for doing research, developing and administering questionnaires, measuring variables and constructs, gathering data, and analysing that data are all covered in this chapter. The recesses data for this quantitative study comes from a survey.

3.2 RESEARCH DESIGN

Correlation studies are conducted so that researchers can identify whether or not there is a connection between two or more variables (Kumar, 2011). In particular, the goal of this study is to investigate the connection between sense of self-worth, face concern, perceived donor effectiveness, and moral obligation, as well as the intention of Malaysians to donate to Non-Governmental Organizations (NGOs). In addition, the behavioural elements that influence a person's propensity to donate to Non-Governmental Organizations (NGOs) will be investigated. This research aims to broaden the understanding of topics such as sense of self-worth, face concern, perceived donor effectiveness, and moral obligation. In this study, previous donors serve as the unit of analysis, and the study's overarching objective is to investigate the reasons that lead Malaysians to make charitable contributions to Non-Governmental Organizations (NGOs). In order to participate in the poll, among respondents must be individuals who have contributed whether financially or materially or others to the NGOs.

This study combines a descriptive aspect with a study that takes a cross-sectional approach. In order to validate the hypothesis, primary data in the form of quantitative measurements will be gathered. The data will be acquired through the use of questionnaires that provide responses to the research topics. This strategy was selected because it requires fewer resources to implement because the data collecting procedure is condensed into a shorter time frame (Kumar et al., 2013). As a result, this strategy was deemed the most cost-effective option. Having said that, this approach does require some delay (Kumar, 2014).

Online questionnaire surveys have the benefits of being less expensive and time-consuming. Respondents can more easily access these techniques. Respondents have the option to access the questionnaire using their own devices and make decisions. The data from respondents can be collected effectively using this strategy. It will also be simpler for researchers to disseminate the questionnaire.

Data acquired and examined in this study utilising quantitative techniques. According to Apuke (2017), quantitative research defines as the process of obtaining and assessing numerical data. The researcher used a questionnaire approach to collect the data for this quantitative investigation. Researchers was able to pinpoint the primary factor—either feeling of sense of self-worth, face concern, perceived donor effectiveness, and moral obligation—through a study design that involves planning, design organization, and study activities. Precision and consistency in measuring are essential for quantitative research. Many different values are routinely assigned by researchers to the traits of people, things, events, perceptions, or concepts. Normal measurement scales for the computed variables include nominal, ordinal, interval, and ratio. Only the nominal scale and interval scale were utilised by the researchers in the surveys for this identification.

The nominal scale is used in the demographics section, while the remaining sections, which ask respondents to select a scale from 1 to 5 for each item in Sections C to Section G, utilise the interval scale. using the following scale, from 1 (Strongly Disagree) to 5 (Strongly Agree). The following numbers will be used in this identification: 1 (Strongly Disagree), 2 (Disagree), 3 (Neutral), 4 (Agree), and 5 (Strongly Agree). The primary source of information for the study will be the respondents' responses to the questionnaire.

3.3 POPULATION OF THE STUDY

The term "population" refers to the entire set of individuals, events, or other intriguing topics that a researcher want to investigate (Bougie & Sekaran, 2020). The statistics about the respondent population are required for data collection. It is crucial to take into account both the sample and the full population when doing research. The research population is often made up of a sizable group of people or a particular topic that serves as the primary focus of the study. All members of a population will often possess the same attribute or characteristic. This study was conducted on Malaysians who have made donations through non-organizational bodies to be delivered to those in need.

According to the Department of Statistic Malaysia (2023), Malaysia is expected to have 33.2 million people living there as of the first quarterly period of 2023. From the population of Malaysians, the study only focuses on people who have contributed through NGOs only. However, statistics for people who have contributed to NGOs cannot be known and proven. Therefore, the researcher used a power analysis table for sample size because the population of Malaysians who really contribute to NGOs cannot be known.

3.3.1 SAMPLE SIZE

The percentage of the population chosen for a survey or research is known as the sample size. The size of the research sample population must be adequate to accurately reflect the overall population. While a sample that is too big is merely a waste of time and resources, one that is too tiny cannot produce data that is accurate and trustworthy. To provide reliable data that may serve as a strong basis for evidence-based policy, it is crucial to determine the optimal sample size.

Table 3.4: Sample Sizes Based on Power Analysis

Number of Predictors	**Sample Sizes Based on Power Analysis**		
	Effect Size		
	Small (0.02)	**Medium (0.15)**	**Large (0.35)**
1	390	53	24
2	481	66	30
3	547	76	35
4	599	84	39
5	645	91	42
6	686	97	46
7	726	102	48
8	757	108	51
9	788	113	54
10	844	117	56
15	982	138	67
20	1060	156	77
30	1247	187	94
40	1407	213	110

Source: Green (1991)

The subsequent step of the sampling procedure involves choosing a sufficient sample size. There are a few general guidelines that can be used to figure out the bare minimum of subjects needed when performing a multiple regression analysis. Power analysis, which was used to test the numerous and partial correlations hypothesis, is one method that can be used to calculate sample size. The minimum sample size can be predicted by using the number of predictors in the model research framework.

From the research framework discussed in Chapter 2, the number of predictors for this study is 4. Thus, based on the power analysis table, the minimum sample site required is 84. However, this study able to get sample size of 150 respondents.

3.3.2 SAMPLING METHOD

To respond to the study subject, it is improbable that those conducting the study will be ready to compile data from every case. A sample is chosen for data gathering in order to counteract this. According to Taherdoost (2016), the population is the set of cases from which the study sample is taken. In context of statistics, sampling is the act of selecting a few observations from a larger sample that has previously been predetermined. A sample from a large population can be selected using a variety of techniques, such as unplanned or systematic sampling, depending on the kind of study being undertaken.

The dissemination of online surveys to Malaysians who have given through NGOs was part of the purposive sampling and convenience sampling techniques used in this study to collect a sample of responses. These basic characteristics are important to ensure that the respondent has an understanding and intention to donate. The questionnaire is delivered online, and responses are provided willingly and without pressure by participants in the research.

Purposive sampling, often referred to as judgmental sampling, is a method where a certain person or event is purposely selected to reveal substantial knowledge that can only be obtained in this way (Maxwell, 1996). When researchers believe a case or individual should be included in the sample, they employ this strategy. In conducting a purposive sample, the researcher looks for people in the overall population who are more likely to have specific traits or experiences that they are capable of sharing with the researcher.

Convenience sampling is a non-probability sampling strategy that chooses the sample's units based on how simple it is for the researcher to get them. This may be due to their physical location, their accessibility at a certain time, or their motivation to participate in the study. Such sampling also aims to give any facility a compelling justification. This has to do with inequality samples used in non-probability sampling. A chosen sample was used in the study since it was taken at the appropriate time and location. This approach is difficult to categorise, but it is the quickest and least expensive to carry out because researchers are free to choose the people they interact with. The results of this sample are particularly helpful to the researcher since they may be used in the preliminary stages of exploratory study, which looks for early cues regarding a condition of interest. Results produced in this manner frequently provide as sufficient proof, negating the need for infrequent use of more sophisticated sampling methods.

3.4 DATA COLLECTION PROCEDURE

In this part, the data collection process is covered. Data collection methods are a way of obtaining research results in which researchers will provide questionnaire forms related to the study. As previously noted, this information was gathered from respondents who have donated through NGOs in order to help those in need. The questionnaire was provided in the form of Google forms. The questionnaires were distributed through online such as email and social media (WhatsApp, Instagram and Facebook). Respondents also have a flexible time and place to answer the questionnaire given as it has no time and place constraints to answer.

3.5 QUESTIONNAIRE DESIGN

A questionnaire is a set of questions that are used in research to gather precise and important information from a large number of respondents. The produced questionnaire needs to be well-designed, comprehensible, and utilised successfully. The information required for the study was gathered using a decent questionnaire as well. The questionnaires contain seven sections—Section A, Section B, Section C, Section D, Section E, Section F, and Section G—contain its information.

Additionally, the interval scale with a 5-point Likert scale was used to score each question in Sections C, D, E, F, and G of the questionnaires. The Likert Scale rating approach asks respondents to rate how strongly they agree or disagree with statements that range from extremely positive to very negative in order to determine how they feel about a topic. Using a scale of 1 to 5, where 1 is strongly disagree, 2 is disagree, 3 is least agree, 4 is agree, and 5 is strongly agree.

Section A: Involvement in Contributions

This section is going to ask respondents whether they even gave any kind of donation through a Non-Governmental Organization (NGOs) to people who are in need. This section just provided a yes or no grade for the respondents.

If the respondents answer no, the questionnaire is just going to submit and it will not continue to the next section. This is because this study aims for the people who have donated through the NGOs.

Section B: Respondent Profile

This section aims to obtain the necessary analysis of the respondent's background. As a result, details about the respondent's profile, including age, gender, employment status, and how frequently they donate, are gathered in this area.

There are multiple-choice questions with predetermined alternatives as well as simple-choice questions that only provide the respondent one option. This section is also to collect information from respondents whether they have ever made a donation through any non-organizational body or not.

Section C: Intention to donate to the NGO

In this section, the questionnaire that was created and aimed at the respondents is only to examine the extent to which people are interested in donating to NGOs. In this part, there are four questions that will be given to the respondents so that the analysis can be unraveled.

Section D: Sense of Self-Worth

In this section, the study intends to measure what the respondents feel about the sense of self-worth when donating to NGOs, where it is the first Independent Variable for this study. Respondents will express their appreciation for each contribution they make to NGOs.

Three questions will be presented to the respondents in this section to obtain responses that can help this study.

Section E: Face Concern

In this section, the study intends to measure what the respondents feel about the face concern when donating to NGOs, where it is the second Independent Variable for this study.

Through this section, the extent to which respondents desire to appear with a good image in the general public can be seen. Four questions will be presented to the responders in this section so that the evaluation can be understood.

Section F: Perceived Donor Effectiveness

In this section, the study intends to measure what the respondents feel about the perceived donor effectiveness when donating to NGOs, where it is the third Independent Variable for this study.

Section G: Moral Obligation

In this section, the study intends to measure what the respondents feel about the moral obligation when donating to NGOs, where it is the fourth Independent Variable for this study. The responsible nature that exists in a person will motivate people to do moral obligations. Three questions will be presented to the responders in this part in order to help with the research.

3.6 QUESTIONNAIRE DEVELOPMENT

The tools a researcher creates to aid in their research are known as research instruments. Based on the type of research being done, it was developed to assist researchers in gathering data. Yaya (2016) defines a measuring instrument as any of the various techniques by which a researcher receives data from respondents. Numerical data must be gathered and analysed for quantitative research. It may be applied to make forecasts, evaluate causal relationships, detect averages and trends, and extrapolate results to bigger groups (Bhandari, 2020). Prior to gathering any other data, it is critical that the researcher design the study instrument. Tools for gathering, measuring, and analysing data relevant to research objectives are known as research instruments. A survey is a means of gathering data from people using the questionnaire approach. The purpose of the employed questionnaire approach is to objectively determine if data is collected from all respondents. The easiest and most efficient way for researchers to get information is using this strategy.

The questionnaire developed by the researcher was a simple and understandable question which is easy for the respondents to answer. Plus, the researcher also makes the question does not have a double meaning to complicate the respondents to answer it. A questionnaire is essentially a list of questions with pre-written answers that are used to gather data from respondents. Questionnaires, according to Sekaran and Bougie (2016), are an effective method for gathering data provided the researchers are clear on what is needed and measuring the relevant factors. As a result, Google Form will be utilized as the platform for the online survey and data collecting. This platform makes it simple to gather data and do analysis using SPSS. The questions for sense of self-worth, face concern, perceived donor effectiveness, and moral obligation were taken, respectively, from Bock et al. (2005c), Monkhouse et al. (2012), Cojuharenco et al. (2016), and Beck and Ajzen (1991). Overall, all the criteria are scored on a Likert scale of 1 to 5, with 1 denoting "strongly disagree" and 5 denoting "strongly agree."

3.6.1 CONTENT VALIDITY

Examine the content validity of an instrument to determine if it captures each relevant aspect of the construct it seeks to measure. In this context, the term "construct" refers to a theoretical concept, theme, or idea that is frequently not directly observable (Nikolopoulou., 2022). Examining each test question to determine if it focuses on the characteristics that the instrument is intended to measure is how content validity is determined. In this step, the test's objectives and the concept's theoretical properties are compared. Researchers evaluate each component to determine if it contributes, taking care not to disregard any aspect. Using factor analysis, analysts can determine whether the items assess a sufficient number and variety of fundamental aspects.

The phrase "elements of an evaluation instruments" refers to all parts of the measuring procedure that have the ability to affect the outcomes, such as the questions, forms for replies, and instructions. The construct is a notion, characteristic, field, or variables that is the object of measurement. The intended uses of the measurement tool are referred to as the assessment purpose. A systematic approach to content validation should be used based on the evidence and best practices because content validity is essential to ensuring the overall validity of an assessment (Yusoff, 2019).

There are two (2) types of content validity that was used in this study. The first type that researchers used is the expert validity. When a test or measurement is "validated," it merely means that the researcher has concluded that the tool captures the data for which it was intended. Thus, validity is nothing more than a matter of opinion. Using a panel of "experts" who are acquainted with the notion, this form of validity may be assessed. The professionals may evaluate the goods and ascertain what each specific item is intended to measure. Students can be part in this process to provide input (Admin, 2020).

For this paper, the researcher uses the academician for the expert validity of the content. For this reason, an academician from University Malaysia Kelantan was approached. This endeavor aimed to gather input on the application instrument about its structure and language, along with ideas for enhancements to guarantee that the questionnaire is clearly comprehensible to respondents and does not possess any dual meanings. This approach is essential since it allows for the detection of any errors or weaknesses in the questionnaire's design. Questionnaires must be alluring and inspiring to responders in order to enhance the response rate. This process also helps to validate the accuracy and consistency of the Malay translation of the English-language questionnaire.

Pre- or pilot studies are the other types of content validity. Prior to conducting extensive quantitative research, a pilot study, also known as a "feasibility" study, is conducted to assess the viability of a prospective, large-scale project. It involves selecting a small sample size and conducting an investigation on them. It involves selecting a small sample size and conducting an investigation on them. Identifying any faults in the researcher's methods can save time and, in certain instances, money. Five to ten respondents will be invited to complete the questionnaire in front of the researcher as part of the pre-study validation. To determine whether the respondents could grasp the questionnaire or not, this pre-study validity was created.

3.6.2 TRANSLATION PROCESS

Two certified translators were used to translate the questionnaire from English to Malay language. The first translator translated the English version to the Malay version. Then, the second translator translated the Malay version back to the English version. This is made to make sure the questionnaire does not have a double meaning and it was a simple questionnaire that the respondent could understand easily.

3.6.3 PILOT STUDY

Additional types of content validity include preliminary or pilot investigations. A pilot study, often known as a "feasibility" study, is carried out to evaluate the viability of a potential, large-scale project before performing in-depth quantitative research. It entails picking a small sample size and researching that group of people. It entails picking a small sample size and researching that group of people. Identifying any faults in the researcher's methods can save time and, in certain instances, money. Five to ten respondents was invited to complete the questionnaire in front of the researcher as part of the pre-study validation. To determine whether the respondents could grasp the questionnaire or not, this pre-study validity was created.

3.7 MEASUREMENT OF VARIABLE AND CONSTRUCT

The findings of the measurements were mapped into a theoretical construct using the measurement model after differentiating between external influences and endogenous variables. The independent variable is the exogenous construct, which is the predictor that is in charge of explaining the variation in the endogenous variable (the dependent variable). Exogenous variables being studied in this study include things like sense of self-worth, face concern, perceived donor effectiveness, and moral obligation.

This study is centred on the endogenous variable, which is often referred to as the dependent or criterion variable. Other variables in the model serve to explain the endogenous variable. In this study, the endogenous variable that serves as the dependent variable is the participant's intention to donate to the NGO that was received. In order to measure the variables, a validated collection of instruments, some of which were also referred to as indicators or items, was utilized. The next section covered topics about the measurement and operationalization of the variables.

3.7.1 MEASUREMENT OF VARIABLE

The questions were adapted and incorporated from the primary validated sources of the measurement items that correspond to the modelled variable. As the context of this research differs from that of previous studies, a number of the previous research's findings are inapplicable. Table 3.7 displays the finalised measurement items for this investigation.

Table 3.2: Measurement of the construct

	Variables	Sources of scales	Number of items
Dependent Variable	Intention to donate to the NGO	Adapted from (Pitchay et al., 2022)	4
Independent Variable	Sense of Self-Worth	Adapted from (Pitchay et al., 2022)	3
	Face Concern	Adopted from (Pitchay et al., 2022)	4
	Perceived Donor Effectiveness	Adapted from (Pitchay et al., 2022)	4
	Moral Obligation	Adopted from (Pitchay et al., 2022)	3
Total			**18**

3.7.2 OPERATIONAL OF VARIABLE

In this study, the questionnaire also includes a Likert scale in addition to an ordinal scale. This is because variables are arbitrary and hence impossible to quantify objectively. In order to assess traits like sense of self-worth, face concern, perceived donor effectiveness, and moral obligation, the scale employs a fixed-choice question structure. Respondents were asked to indicate their degree of acceptance, satisfaction, or other responses for each statement in the survey, which varied from lowest to the most.

In this study, the researcher used the Likert scale to measure the variable. To evaluate beliefs, attitudes, and actions, a Likert scale is utilised. It contains a statement or query followed by five to seven statements containing the answers. The selected response option best reflects the respondent's feelings regarding the statement or query. Because respondents are provided with a variety of possible responses, Likert scales are excellent for documenting respondents' level of agreement or their thoughts on a topic in a nuanced manner. Likert scales, on the other hand, are prone to response bias, when respondents either agree or disagree with all of the assertions because of tiredness, social desirability, a propensity for extreme replies, or other characteristics of demand (Bhandari, 2020).

Likert scales often have five or seven options. Response anchors are the alternatives at each end. On either side of the middle, usually a neutral item, there are positive and negative possibilities. Each question receives a score between 1 and 5 or 1 and 7. The researcher has been using the the 1 to 5 scale on the study. Usually, the scale that was used was the scale 1 and 2 as they strongly disagree and disagree respectively. The scale 3 neither agree nor disagree (neutral). While 4 and 5, were agree and strongly agree (Bhandari, 2020).

Contrary to open-ended questions, likert scales are a closed-ended and do not demand that respondents come up with concepts or defend their viewpoints. This guarantees that big samples may quickly provide data and makes them easy for responders to complete. Hence, the data from the questionnaire can be used to attain greatly statistical and more reliable results with a valid measurement from the response.

3.7.3 RESEARCH INSTRUMENT DEVELOPMENT

The phrase "research instrument" refers to a tool used to gather, tally, and analyze information pertinent to your study's goals. In the health sciences, social sciences, and education, these tools are most frequently used to assess students, clients, workers, and pupils. Research instruments include things like examinations, surveys, questionnaires, and check lists.

The Research Instrument is typically chosen by the researcher and is linked to the study methodology. This section explains the measurement variables in this study. The factor that influencing people intention to donate to the NGO is the Dependent Variable. Sense of self-worth, face concern, perceived donor effectiveness and moral obligation are the Independent Variable.

3.7.3.1 INTENTION TO DONATE TO THE NGOS.

Intention to donate to the NGOs refers to the person's desire to contribute to the NGOs whether it is influenced or influenced. This variable is measured using 4 items adapted from (Pitchay et al., 2022) in which respondents rate the level of agreement in terms of the intention to donate to the NGO.

They were given a choice of five scales, namely 1 – strongly disagree, 2 – disagree, 3 – neutral, 4, agree and 5 – strongly agree.

Table 3.3: presents the original and the modified items.

No.	Original Items	Modified Items
1.	Assuming I have access to the donation crowdfunding platform, I intend to participate in it	Assuming I have access to the donation to the NGOs, I intend to participate in it.
2.	I intend to participate in donation crowdfunding in the future	I intend to participate in donation to the NGOs in the future
3.	I would use the donation crowdfunding platform to help others	I would use the donation to the NGOs as a platform to help others
4.	Participating in donation crowdfunding is something I would do	Participating in the donation to the NGOs is something I would do

3.7.3.2 SENSE OF SELF-WORTH

A person's level of positive self-awareness or self-worth assessment is referred to as sense of self-worth. This variable is measured using 3 items adapted from (Pitchay et al., 2022) in which respondents rate the level of agreement in terms of the sense of self-worth.

They were given a choice of five scales, namely 1 – strongly disagree, 2 – disagree, 3 – neutral, 4, agree and 5 – strongly agree.

Table 3.4: presents the original and the modified items.

No.	Original Items	Modified Items
1.	Donating on the crowdfunding platforms will give me a feeling of happiness	Donating to the NGOs will give me a feeling of happiness
2.	Donating on crowdfunding platforms will give me a sense of accomplishment.	Donating to the NGOs will give me a sense of accomplishment
3.	Donating on the crowdfunding platforms will realize my personal value	Donating to the NGOs will realize my personal value

3.7.3.3 FACE CONCERN

Face concern is the term used to indicate worry over one's reputation in society and how to maintain or advance one's social position by adopting specific social roles. This variable is measured using 4 items adapted from (Pitchay et al., 2022) in which respondents rate the level of agreement in terms of face concern as the factor that influences people's intention to donate to the NGOs. They were given a choice of five scales, namely 1 – strongly disagree, 2 – disagree, 3 – neutral, 4, agree and 5 – strongly agree. The face concern items were adopted from the previous study.

Table 3.5: presents the original

No.	Original Items
1.	I do not want others to say I am stingy
2.	I pay considerable attention to how others see me
3.	I do not want people around me to feel I am indifferent
4.	I am concerned with not bringing shame to myself

3.7.3.4 PERCEIVED DONOR EFFECTIVENESS

The degree to which people feel their participation in an activity will have some discernible influence and make an impact in someone's life is known as perceived donor effectiveness, and it plays a significant role in influencing people's decisions to engage in it. This variable is measured using 4 items adapted from (Pitchay et al., 2022) in which respondents rate the level of agreement in terms of the perceived donor effectiveness.

They were given a choice of five scales, namely 1 – strongly disagree, 2 – disagree, 3 – neutral, 4, agree and 5 – strongly agree.

Table 3.6: presents the original and the modified items.

No.	Original Items	Modified Items
1.	I try to consider my donation behavior will affect the objective of fundraiser's crowdfunding	I try to consider my donation behavior will affect the objective of the fundraiser of the NGOs.
2.	It is worthless for the individual donor to do anything for the fundraiser.	
3.	Since one person cannot have any effect upon the fundraiser's crowdfunding, it does not make any difference what I do.	Since one person cannot have any effect upon the fundraiser of the NGOs, it does not make any difference what I do.
4.	Each donor's behavior can have a positive effect on the fundraiser's life by donating to his/her crowdfunding.	Each donor's behavior can have a positive effect on the fundraiser's life by donating to his/her NGOs.

3.7.3.5 MORAL OBLIGATION

Moral duty is defined as people's propensity to act morally and to sacrifice their own interests when they feel obligated to do so. This variable is measured using 3 items adapted from (Pitchay et al., 2022) in which respondents rate the level of agreement in terms of moral obligation as the factor that influences people's intention to donate to the NGOs.

They were given a choice of five scales, namely 1 – strongly disagree, 2 – disagree, 3 – neutral, 4 – agree and 5 – strongly agree. The moral obligation items are adopted from the previous study.

Table 3.7: presents the original

No.	Original Items
1.	I would feel guilty if I do not help others.
2.	Not helping others goes against my principles.
3.	It would be morally wrong for me not to help others.

3.7.4 PROCEDURE FOR DATA ANALYSIS

In this section, the scientific apparatus is needed to transform the unprocessed data into a meaningful number. The researcher decrypted the key information from the sample or questionnaire form using programming software, such as the Statistical Package for the Social Sciences (SPSS). The survey data was gathered, grouped, altered, specified, and encrypted by SPSS. SPSS will expedite the programming process by restricting the internal file structures, data kinds, data processing, and identical data. As a result, creating a dataset from raw data takes less time. The data will be transformed using descriptive analysis, validity checks, and the Pearson coefficient.

3.7.4.1 DATA ANALYSIS USING SPSS

In this study, the IBM SPSS Statistic version 26 software was utilized to manage any data challenges, including estimating normalcy, work on the coding process, and conduct a descriptive analysis to find the frequency, mean, and mode in the form of tables and pertinent graphs. Prior to analysis, the data obtained from the questionnaire must first be coded, uploaded, and modified. Prior to being processed manually using SPSS, the coding procedure converts raw data into numerical form.

3.7.4.2 NORMALITY ASSESSMENT

In essence, the normality test examines data distributions that match the normal distribution. If the data are regularly distributed, it can be determined using the skewness and kurtosis readings. Kurtosis measures a distribution's "peakedness," whereas skewness measures asymmetry. A symmetric distribution is frequently indicated by a normal distribution's zero-skew value. When the skewed value is positive, the majority of values lie to the left of the mean, and the tail of the distribution is longer on the right than the left. Conversely, a negative skew value means that most values are to the right of the mean and that the distribution's left tail is larger than its right. The excess kurtosis for a totally normal distribution for kurtosis values should be zero. The terms leptokurtic distribution, which refers to a high peak, and platykurtic distribution, which refers to a flat-topped curve, are used to describe distributions with positive excess kurtosis and negative excess kurtosis, respectively (Kim, 2013).

3.7.4.3 DESCRIPTIVE ANALYSIS

A clear summary and presentation of the data will be made possible with the aid of descriptive statistics. These summaries may serve as the foundation for a more in-depth analysis of the data as part of a broader statistical identification or they may be sufficient in and of themselves for a particular research project. The simple tabulation of socioeconomic and demographic data was the first instance of statistics being discussed, and there is a long history of using descriptive and summary statistics. The main characteristic of a study is measured using descriptive analysis. A descriptive analysis is typically used to present quantitative information in an understandable format. Demographic information from the questionnaire was analyzed in this study using descriptive statistics. Gender, educational background, the experience of donation, and position are factors that relate to the respondent's profile and were identified by the descriptive analysis.

3.7.4.4 RELIABILITY TEST

The measure that a test accurately captures is referred to as the reliability test. It significantly affects the test's validity. It measures how accurate a measurement is. The most widely used and significant metric in research is Cronbach's alpha. The consistency or stability of the test results is assessed by this reliability test. Additionally, reliability is a gauge of how well a test can determine student achievement. According to the true scores, the variation in observed scored attributes is proportional. The reliability test's outcomes are shown by the reliability coefficient. It's represented by the letter 'r,' and may be written as a number between 0 and 1, where 1-1 indicates severe dependability and 1-0 indicates no dependability. General guidelines for interpreting test reliability are provided in Table 3.7.4. Consider the test's type, the reliability estimate type offered, and the setting in which the test will be used when assessing a test's reliability.

Table 3.8: Interpret test reliability in general

Reliability coefficient value	**Interpretation**
.90 and up	Excellent
.80 - .89	Good
.70 - .79	Adequate
Below .70	May have limit applicability

Sources: Saad et al. (1999)

3.7.4.5 CORRELATION

One method for figuring out the relationship between two quantities is to use correlation. Regression analysis looks at the connection between two variables. In correlation analysis, the two values are seen as symmetrical: whenever regression is used one is said to be asymmetrically dependent on the other. Extensions to sets of amounts are crucial. Assume that another page quantity, y, has a distribution of probabilities, or the chance of y given x, for every value of a number, x. The mean value of this distribution, sometimes referred to as the expectation of y given x and written E (y I x), depends on x and is therefore referred to as the regression of y on x. The amount x is usually referred to as the independent variable, however since y is the dependent variable, regressor variable would be a more appropriate name.

The link between y and x is revealed by the regression. The simplest case is linear regression, where E (y I x) = IX + fJx is the regression coefficient (of y on x), and the parameters IX and fJ are the parameters. Other features of the conditional distribution p (y I x) in addition to the mean are often taken into consideration. The variance (or standard deviation) determines the range of the y-values for a fixed x. When this remains constant across x, the regression is referred to as homoscedastic. Another common assumption is that p (y I x) is normal or gaussian. Then, y is normally distributed around IX + fJx and has a constant variance of u2.

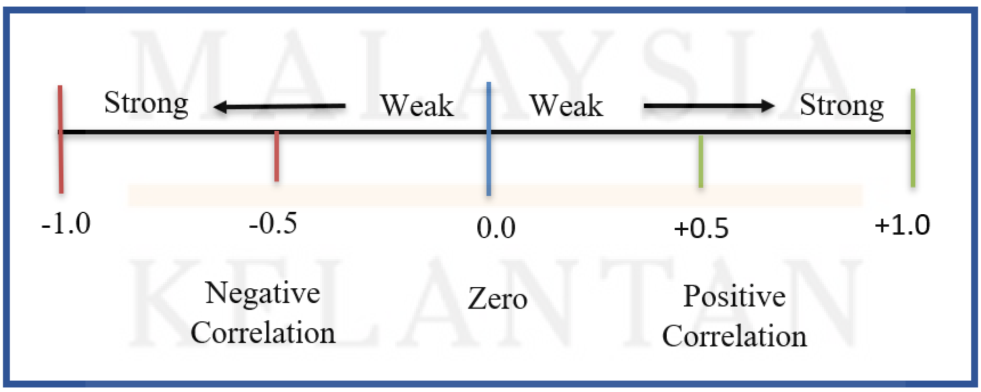

Figure 3.1: Correlation Coefficient (show strength & direction of correlation)

A correlation analysis will produce a correlation coefficient, which can take on values everywhere from minus one to plus one. When two variables have a correlation coefficient of 1, it indicates that they are perfectly related in a linear way that is positive; when they have a correlation coefficient of 1, it indicates that they are perfectly related in a linear way that is negative; and when they have a correlation coefficient of 0, it indicates that there is no linear relationship between the two variables that are being investigated.

A descriptive statistic is a correlation coefficient. This means that it presents a summary of a sample of data without drawing any conclusions about the population. When a statistic summarizes the relationship between two variables, it is said to be bivariate. To extrapolate the findings to the population if the correlation coefficient is based on sample data, an inferential statistic is required.

3.8 CONCLUSION

The process used to collect the data, which was then used for hypothesis testing, has been briefly outlined in this chapter. It contains the study's methodology. Measurement and operationalization of variables, questionnaire construction, demographic and sampling design, data collection methodology, and data analysis of people's intention to donate to NGOs are all included.

CHAPTER 4

DATA ANALYSIS AND FINDINGS

4.1 INTRODUCTION

This chapter represents the main analysis and findings of the study and the data in this chapter was analysed using the Statistical Package for Social Sciences 26 (SPSSThe questions in the questionnaire that the researcher created and gave to the respondents at the study location were tested using data analysis. Stated differently, the analysis's findings derived from the data gathered from the survey were deliberated. The questionnaire made by the researcher was distributed to the respondents.

The main target respondent of this study is 160 respondents, but the researcher has managed to collect 173 respondents. The google form created by the researcher was successfully answered by the respondent. Several tests, such as descriptive analysis, Normality test, reliability test, hypothesis testing and so on will be conducted to accomplish this chapter. The details of the discussion are as follows.

4.2 PREMILINARY ANALYSIS

The target respondent for this research was 150 respondents. In this survey, resulting in 173 respondent and 160 usable completed surveys. However, 13 respondents were excluded because the respondents answer no in section A, the questionnaire is just going to submit, and it will not continue to the next section. This is because of the target respondent for this research for who have contributed donate through the NGOs and the researcher want to examine how often someone donates, the factors why someone wants to donate in NGOs.

4.3 DEMOGRAPHIC PROFILE OF RESPONDENTS

A total of 160 responses were successfully obtained from the questionnaire that the researcher shared through google form to communities. The discussion of the respondent's profile is as follows:

4.3.1 AGE

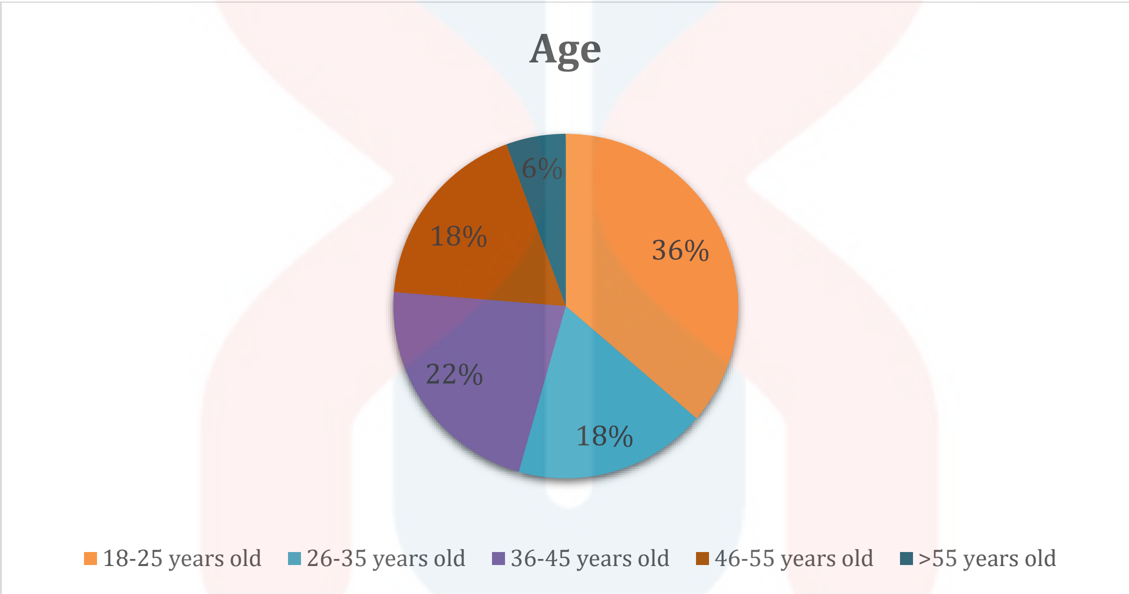

Figure 4.1: Age

Figure 4.1 shows the frequency and percentages of different age groups of respondents in this research. These are five groups of age, which are: 18-25 years old; 26-35 years old; 36-45 years old; 46-55 years old; and 55 years old and above. In this study, 58 (36.3%) respondents are 18-25 years old, 29 (18.1%) respondents are 26-35 years old, 35 (21.9%) respondents are 36-45 years old, 29 (18.1%) respondents are 46-55 years old and 9 (5.6%) respondents are 55 years old and above. Overall, there were 160 respondents to this survey.

4.3.2 GENDER

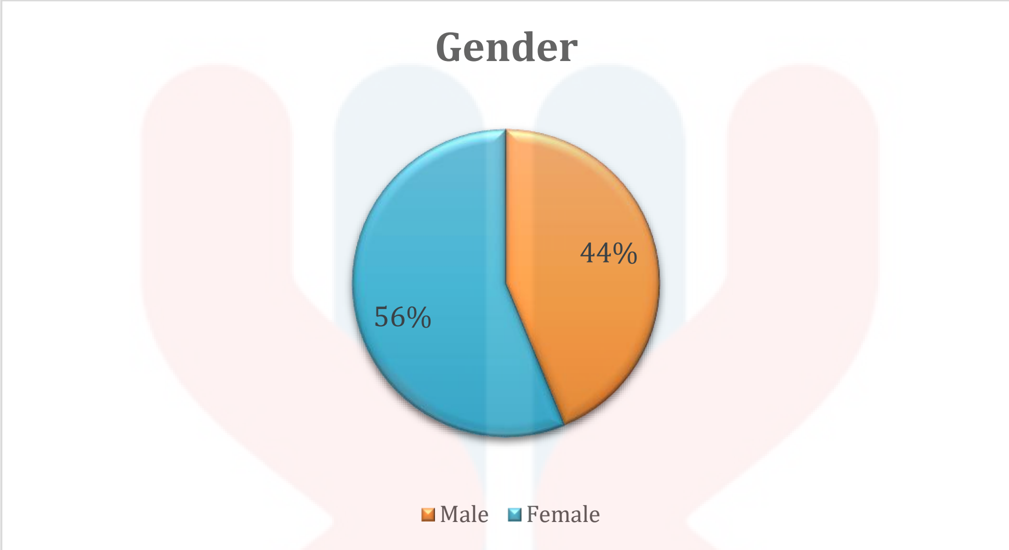

Figure 4.2: Gender

Figure 4.2 showed the pie chart of the gender of respondents. There were 70 males and 90 females responding to the 160 sets of questionnaires. It also represents 43.8% of male respondents and 56.3% of female respondents who took part in the questionnaire.

4.3.3 EMPLOYMENT LEVEL

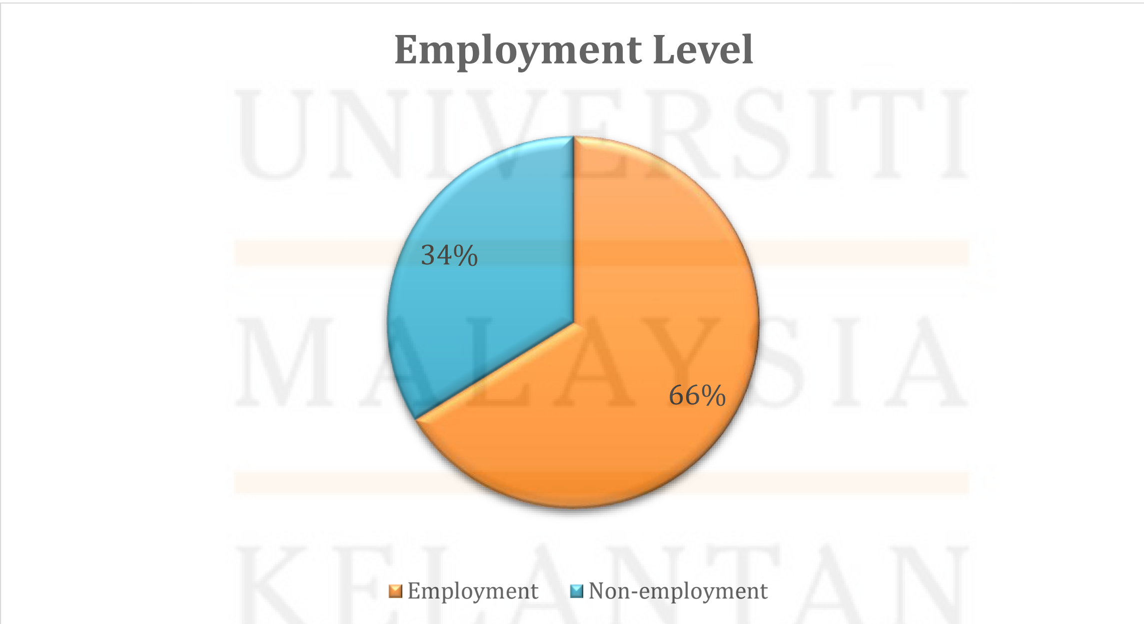

Figure 4.3: Employment Level

Figure 4.3 shows a pie chart of the respondent's employment level. There are 66.3% for 106 respondents for employment and 33.8% for 54 non-employment respondents.

4.3.4 HOW OFTEN DO YOU DONATE?

Figure 4.4: Frequency of Donation

Figure 4.4 shows a pie chart about the frequency for respondents to donate. The highest percentage is 45.0% for the 72 respondents who donate yearly. There are 18 respondents (41.3%) who donate monthly, and weekly there are 18 respondents (11.3%). The lowest percentage is 2.5% representing 4 respondents donating every day.

4.4 DESCRIPTIVE ANALYSIS

To demonstrate the diversity and interrelation of the variables and to indicate how respondents answered the questionnaire, the mean, standard deviation, and variance were computed for each variable. Consequently, the most important components of the data set from the opinions of the participants on all independent variables were found and highlighted using descriptive statistics. These components are the intention to donate to non-government organizations, Sense of Self-worth, Face Concern, Perceived Donor Effectiveness and Moral Obligation.

4.4.1 OVERALL MEAN SCORE FOR VARIABLES

Table 4.1: Overall Score for Variables

Section	Dimension	No. of items	Mean	Std. Deviation (SD)	N
C	Intention to Donate to The NGOs	4	4.503	0.571	160
D	Sense of Self-Worth	2	4.588	0.545	160
E	Face Concern	4	4.148	0.685	160
F	Perceived Donor Effectiveness	4	4.433	0.569	160
G	Moral Obligation	3	4.535	0.511	160

4.4.2 DESCRIPTIVE ANALYSIS FOR THE VARIABLES

4.4.2.1 INTENTION TO DONATE TO THE NGOS

Table 4.2: Descriptive Statistics: Intention to Donate to The NGOs

No.	Questions	Mean	Std. Deviation (SD)	N
1	Assuming I have to access to the donation to the NGOs, I intend to participate it.	4.39	0.745	160
2	I intend to participate in donation to the NGOs in the future.	4.56	0.622	160
3	I would use the donation to the NGOs as a platform to help others.	4.54	0.699	160
4	Participating in the donation to the NGOs is something I would do.	4.52	0.691	160

Table 4.2 shows that the mean value obtained from respondents answer for Intention to Donate the NGOs are from 4.39 to 4.56, while the standard deviation value is between 0.622 to 0.745. The ranked highest (Mean and standard deviation 4.56; 0.622) which is intend to participate in donation to the NGOs in the future. Furthermore, factor intention to donate which are use the donation to the NGOs as a platform to help others (Mean and standard deviation

4.54; 0.699), Participating in the donation to the NGOs (Mean and standard deviation 4.52; 0.691) and Assuming I have to access to the donation to the NGOs, I intend to participate it (Mean and standard deviation 4.39; 0.745).

4.4.2.2 SENSE OF SELF-WORTH

Table 4.3: Descriptive Statistics: Sense of Self-Worth

No.	Questions	Mean	Std. Deviation (SD)	N
1	Donating to the NGOs will give me a feeling of happiness.	4.59	0.618	160
2	Donating to the NGOs will realize my personal value.	4.59	0.608	160

Table 4.3 shows the mean and standard deviation for Sense of Self-Worth. Where it shows the mean and standard deviation are the same and the respondent strongly agrees with the statement that Donating to the NGOs will give me a feeling of happiness (5.59; 0.618) and Donating to the NGOs will realize my personal value (5.59; 0.608).

4.4.2.3 FACE CONCERN

Table 4.4: Descriptive Statistics: Face Concern

No.	Questions	Mean	Std. Deviation (SD)	N
1	I do not want others to say I am stingy.	3.84	0.868	160
2	I pay considerable attention to how others see me.	4.24	0.895	160
3	I do not want people around me to feel I am indifferent.	4.24	0.799	160
4	I am concerned with not bringing shame to myself.	4.27	0.767	160

Table 4.4 shown the descriptive analysis of dependent variable which is Face Concern. The mean value obtained from respondents that answered Face Concern are from 3.84 to 4.27, while the standard deviation value is between 0.767 to 0.895. The ranked highest (Mean and

standard deviation 4.27; 0.767) which is I am concerned with not bringing shame to myself. There is the same Mean which is I pay considerable attention to how others see me (Mean and standard deviation 4,24; 0.895) and I do not wat people around me to feel I am indifferent (Mean and standard deviation 4.24; 0.767). The lowest ranked is (Mean and standard deviation 3.84; 0.868) which is I do not want others to say I am stingy.

4.4.2.4 4 PERCEIVED DONOR EFFECTIVENESS

Table 4.5: Descriptive Statistics: Perceived Donor Effectiveness

No.	Questions	Mean	Std. Deviation (SD)	N
1	I try to consider my donation behaviour will affect the objective of the fundraiser of the NGOs.	4.47	0.700	160
2	It is worthless for the individual donor to do anything for the fundraiser.	4.39	0.769	160
3	Since one person cannot have any effect upon the fundraiser of the NGOs, it does not make any difference what I do.	4.36	0.850	160
4	Each donor's behaviour can have a positive effect on the fundraiser's life by donating to the NGOs.	4.51	0.624	160

Table 4.5 shown the descriptive analysis of dependent variable which is Perceived Donor Effectiveness. The mean value obtained from respondents that answered Perceived Donor Effectiveness are from 4.36 to 4.51, while the standard deviation value is between 0.624 to 0.850.

The ranked highest (Mean and standard deviation 4.51; 0.624) which is Each donor's behaviour can have a positive effect on the fundraiser's life by donating to the NGOs. And the lowest ranked (Mean and standard deviation 4.36; 0.850) which is Since one person cannot have any effect upon the fundraiser of the NGOs, it does not make any difference what I do.

4.4.2.5 Moral Obligation

Table 4.6 Descriptive Statistics: Moral Obligation

No.	Questions	Mean	Std. Deviation (SD)	N
1	I would feel guilty if I do not help others.	4.59	0.607	160
2	Not helping others goes against my principles.	4.49	0.654	160
3	It would be morally wrong for me not to help others.	4.52	0.614	160

Table 4.6 shown the descriptive analysis of dependent variable which is Moral obligation. The mean value obtained from respondents that answered Moral Obligation are from 4.49 to 4.59, while the standard deviation value is between 0.607 to 0.654. The ranked highest (Mean and standard deviation 4.59; 0.607) which is I would feel guilty if I do not help others. It would be morally wrong for me not to help others (Mean and standard deviation 4.52; 0.614). And the lowest ranked (Mean and standard deviation 4.49; 0.654) which is Not helping others goes against my principles.

4.5 VALIDITY AND RELIABILITY TEST

Reliability is one of among the most important factors to consider when evaluating a measuring tool. Reliability of questionnaires used in research projects is essential for improving evaluation accuracy. The Cronbach's Alpha rule is applied in reliability analysis, which assesses the level of accuracy in research projects, as Table 4.1 illustrates. The reliability test for the real data, which contains the variables, is shown below.

The goal of the pilot test is to improve the questionnaire in order to ensure that respondents have no trouble answering it. The researchers will first carry out a pilot test before giving the respondents the formal questionnaire to complete and return. in order to do pilot testing to lessen the problem's severity. The Cronbach's alpha approach is employed for undertaking reliability testing because of the emphasis it places on guaranteeing internal consistency. According to Ming et al. (2020), a Cronbach's alpha coefficient value is considered moderate and acceptable if the alpha value is between 0.6 and 0.8. Cronbach's Alpha is highly dependent on the number of items, which suggests that a lower value of Cronbach's Alpha can be tolerated if the variable indicators only consist of two or three different items. To ascertain the validity of the variables, the researchers in this study conducted a reliability test on a sample of respondents. The findings of this test were used to assess the validity of the variables. Table 4.1 presents Cronbach's alpha scales for every variable, facilitating the assessment of the instrument's compliance with reliability standards.

Table 4.7: Scale of Cronbach's Alpha

	Internal Consistency
$\alpha \geq 0.9$	Excellent
$0.9 > \alpha \geq 0.8$	Good
$0.8 > \alpha \geq 0.7$	Acceptable
$0.7 > \alpha \geq 0.6$	Questionable
$0.6 > \alpha \geq 0.5$	Poor
$0.5 > \alpha$	Unacceptable

Source: Adapted from Chua et al. (2020)

4.5.1 PRELIMINARY ANALYSIS

Table 4.8: Summary of Reliability Analysis for Pilot Test

Variables	**Cronbach's Alpha**	**No of Items**	**Level of Reliability**
Intention to Donate to the NGO's	0.811	4	Good
Sense of Self-worth	0.730	2	Adequate
Face Concern	0.876	4	Good
Perceived Donor Effectiveness	0.736	4	Adequate
Moral Obligation	0.724	3	Adequate

Based on Table 4.8, in the pilot test, Cronbach's alpha was used to evaluate the data reliability. The variables' Cronbach's alpha value, which ranges from 0.724 to 0.876, is greater than 0.6. This proved that the measurements for every variable used is the pilot test in this investigation were reliable. As a result, the researcher began to collect the actual data and distribute the questionnaire to individuals in the target population after obtaining Cronbach's alpha value.

For the independent variable Sense of Self-Worth, the deleted item was "Donating to the NGOs will give me sense of accomplishment". The questionnaire was deleted because the value for the Cronbach's Alpha was low and this questionnaire affect it. So, the researcher deletes the questionnaire to pass the level of reliability of the Cronbach's Alpha.

4.5.2 INTENTION TO DONATE TO THE NGOS

Table 4.9: Reliability Test: Intention to Donate to The NGOs

Variables	Cronbach's Alpha	No. of items	Level of Reliability
Intention to Donate to The NGOs	0.846	4	Good

Based on Table 4.9, the Cronbach's Alpha of the first variable, Intention to Donate the NGOs, is 0.846. It has been shown that 84.6% of the questions used in this study to test the variable are reliable. Since this number is lower than the Cronbach alpha value of 0.7 or higher indicates acceptable internal consistency, it is considered to have a good level of reliability.

4.5.2 SENSE OF SELF-WORTH

Table 4.10: Reliability Test: Sense of Self-Worth

Variables	Cronbach's Alpha	No. of items	Level of Reliability
Sense of Self-Worth	0.736	2	Adequate

Based on Table 4.10, Cronbach's Alpha for the second variable, Sense of Self-Worth, is 0.736. It has been shown that 73.6% of the questions used in this study to test variables are reliable. Since this number is in the middle between Cronbach's alpha value of 0.6 to 0.8 which indicates that it is considered to have an Acceptable level of reliability.

4.5.3 FACE CONCERN

Table 4.11: Reliability Test: Face Concern

Variables	Cronbach's Alpha	No. of items	Level of Reliability
Face Concern	0.840	4	Good

Based on Table 4.11, the Cronbach's Alpha of the third variable, Face Concern, is 0.840. It has been shown that 84% of the questions used in this study to test the variable are reliable. Since this number is lower than the Cronbach alpha value of 0.7 or higher indicates acceptable internal consistency, it is considered to have a Good level of reliability.

4.5.4 PERCEIVED DONOR EFFECTIVENESS

Table 4.12: Reliability Test: Perceived Donor Effectiveness

Variables	Cronbach's Alpha	No. of items	Level of Reliability
Perceived Donor Effectiveness	0.769	4	Adequate

Based on Table 4.12, Cronbach's Alpha for the fourth variable, Perceived Donor Effectiveness, is 0.769. It has been shown that 76.9% of the questions used in this study to test variables are reliable. Since this number is in the middle between Cronbach's alpha value of 0.6 to 0.8 which indicates that it is considered to have an Acceptable level of reliability.

4.5.5 MORAL OBLIGATION

Table 4.13: Reliability Test: Moral Obligation

Variables	Cronbach's Alpha	No. of items	Level of Reliability
Moral Obligation	0.753	3	Adequate

Based on Table 4.13, Cronbach's Alpha for the fifth variable, Moral Obligation, is 0.753. It has been shown that 765.3% of the questions used in this study to test variables are reliable. Since this number is in the middle between Cronbach's alpha value of 0.6 to 0.8 which indicates that it is considered to have an Acceptable level of reliability.

4.6 NORMALITY TEST

The purpose of a normality test is to determine if a sample was drawn from a population that was normally distributed. Usually, it's employed to check if the study's data have a normal distribution. A popular non-parametric test for comparing two samples is the Kolmogorov-Smirnov test. It may also be used to measure the difference between a sample's empirical distribution function and the cumulative distribution function of a reference distribution.

In general, the Kolmogorov-Smirnov test is less powerful for testing normality than the Shapiro- Wilk test (Yang & Berdine, 2021). The Shapiro-Wilk test tests whether the outcome data, a random sample from the entire population, came from a normally distributed population. In other words, the Shapiro-Wilk test evaluates how likely it is that the values in the sample are observed, if the outcome variable is normally distributed in the entire population (Yang & Berdine, 2021).

Standardization measurements are used in statistics to assess whether a collection of data is well-modeled for a normal distribution. For some functions in statistics to be predicted or almost daily, distribution is necessary. Standardization measures are utilized in statistics to determine if a data set is modelled for normal distribution. It is necessary for some statistical functions to have an anticipated or nearly daily distribution. At least two variables make normality testing relevant.

Non-linearity and physical system interactions often have an impact on non-Gaussian distributions. Understanding the underlying mechanism of the processes may also be aided by analyzing the distribution of the chosen variables.

Table 4.14: Normality Test

No.	Variables	Kolmogorov-Smirnov			Shapiro-Wilk		
		Statistic	df	Sig.	Statistic	df	Sig.
1	Intention to Donate to The NGOs	0.239	160	0.000	0.808	160	0.000
2	Sense of Self-Worth	0.307	160	0.000	0.753	160	0.000
3	Face Concern	0.146	160	0.000	0.926	160	0.000
4	Perceived Donor Effectiveness	0.203	160	0.000	0.864	160	0.000
5	Moral Obligation	0.243	160	0.000	0.830	160	0.000

Therefore, using SPSS software, researchers have conducted the normality test analysis. Given that the total sample is 160 respondents (N=160). Based on Kolmogorov-Smirnov Test and Shapiro-Wilk test that shown in table 4.14, when the value of p is greater than 0.05, it will consider as normal data distribution.

Meanwhile if value of p is smaller than 0.05 is considered as abnormal data distribution. For a significant value of (p=.000) of the Kolmogorov-Smirnova test for Intention to Donate to the NGOs, Sense of Self-Worth, Face Concern, Perceived Donor Effectiveness and Moral Obligation are considered abnormal.

Similarly, the significant value (p=.000) of the Shapiro-Wilk test for Intention to Donate to the NGOs, Sense of Self-Worth, Face Concern, Perceived Donor Effectiveness and Moral Obligation is deemed abnormal. As can see on the table above, all the p values in this test are 0.000, which is considered abnormal, all the variables in this normality test have results that are indicative of an abnormal data distribution.

4.7 HYPOTHESIS TESTING

The analysis of correlations is a method for discovering linear projections of two random vectors with the highest possible correlation. The term "correlation analysis," also known as "allegation analysis," is used to describe the or connection between a pair of quantitative variables (Gogtay & Thatte, 2017).

Based on the result of the normality test, a Spearman's Correlations Analysis was developed to analyse the relationship between the factors influencing people intention to donate to the Non-Government Organization (NGOs) among Malaysian.

Spearman's correlation coefficient measures the statistical relationship between two continuous variables (independent and dependent variables). The purpose of this test is to determine whether the correlation coefficient is significant and whether hypotheses should be accepted or rejected.

According to the table 4.15,4.16,4.17 and 4.18, the p-value is less than 0.05, indicating that there is a significant relationship between the independent (Sense of Self-Worth, Face Concern, Perceived Donor Effectiveness and Moral Obligation) and dependent variables (The Intention to Donate to the NGOs).

4.7.1 SENSE OF SELF-WORTH

Table 4.15: Sense of Self-Worth

Correlations				
			Intention to Donate to The NGOs	Sense of Self-Worth
Spearman's rho	Intention to Donate to The NGOs	Correlation Coefficient	1.000	.588**
		Sig. (1-tailed)	.	.000
		N	160	160
	Sense of Self-Worth	Correlation Coefficient	.588**	1.000
		Sig. (1-tailed)	.000	.
		N	160	160
**. Correlation is significant at the 0.05 level (1-tailed).				

Table 4.15 shows the Spearman's Correlations Analysis between Sense of Self-Worth and The Intention to Donate to the NGOs. As a result, there is a statistically significant relationship between Sense of Self-Worth and The Intention to Donate to the NGOs, (p- value = 0.00 < 0.05 sig. 1 tailed). Because the correlation coefficient is positive, thus there is a significant moderate relationship between Sense of Self-Worth and The Intention to Donate to the NGOs based on the results shown above. The Sense of Self-Worth, which is an independent variable, has a 0.588 correlation with The Intention to Donate to the NGOs. The correlation coefficient of 0.588 is the value that falls under the alpha coefficient range of -1 to +1. Hence, there was a positive correlation between the two variables, r = 0.588, n = 160 and p-value = 0.00. there was statistically significant correlation between the relationship between the Sense of Self-Worth and the Intention to Donate to the NGOs. It was a moderate and positive relationship. Increase in Sense of Self-Worth were correlated with increases in the Intention to Donate to the NGOs.

4.7.2 FACE CONCERN

Table 4.16: Face Concern

Correlations				
			Intention to Donate to The NGOs	Face Concern
Spearman's rho	Intention to Donate to The NGOs	Correlation Coefficient	1.000	.433**
		Sig. (1-tailed)	.	.000
		N	160	160
	Face Concern	Correlation Coefficient	.433**	1.000
		Sig. (1-tailed)	.000	.
		N	160	160
**. Correlation is significant at the 0.05 level (1-tailed).				

Table 4.16 shows the Spearman's Correlations Analysis between Face Concern and The Intention to Donate to the NGOs. As a result, there is a statistically significant relationship between Face Concern and The Intention to Donate to the NGOs, (p- value = 0.00 < 0.05 sig. 1 tailed). Because the correlation coefficient is positive, there is a significant moderate relationship between Face Concern and The Intention to Donate to the NGOs based on the results shown above. The Face Concern, which is an independent variable, has a 0.433 correlation with The Intention to Donate to the NGOs. The correlation coefficient of 0.433 is the value that falls under the alpha coefficient range of -1 to +1. Hence, there was a positive correlation between the two variables, r = 0.433, n = 160 and p-value = 0.00. there was statistically significant correlation between the relationship between the Face Concern and the Intention to Donate to the NGOs. It was a weak and positive relationship. Increase in Face Concern were correlated with increases in the Intention to Donate to the NGOs.

4.7.3 PERCEIVED DONOR EFFECTIVENESS

Table 4.17: Perceived Donor Effectiveness

Correlations				
			Intention to Donate to The NGOs	Perceived Donor Effectiveness
Spearman's rho	Intention to Donate to The NGOs	Correlation Coefficient	1.000	.553**
		Sig. (1-tailed)	.	.000
		N	160	160
	Perceived Donor Effectiveness	Correlation Coefficient	.553**	1.000
		Sig. (1-tailed)	.000	.
		N	160	160
**. Correlation is significant at the 0.05 level (1-tailed).				

Table 4.17 shows the Spearman's Correlations Analysis between Perceived Donor Effectiveness and The Intention to Donate to the NGOs. As a result, there is a statistically significant relationship between Perceived Donor Effectiveness and The Intention to Donate to the NGOs, (p- value = 0.00 < 0.05 sig. 1 tailed). Because the correlation coefficient is positive, there is a significant moderate relationship between Perceived Donor Effectiveness and The Intention to Donate to the NGOs based on the results shown above. The Perceived Donor Effectiveness, which is an independent variable, has a 0.553 correlation with The Intention to Donate to the NGOs. The correlation coefficient of 0.553 is the value that falls under the alpha coefficient range of -1 to +1. Hence, there was a positive correlation between the two variables, r = 0.553, n = 160 and p-value = 0.00. there was statistically significant correlation between the relationship between the Perceived Donor Effectiveness and the Intention to Donate to the NGOs. It was a moderate and positive relationship. Increase in Perceived Donor Effectiveness were correlated with increases in the Intention to Donate to the NGOs.

4.7.4 MORAL OBLIGATION

Table 4.18: Moral Obligation

Correlations

			Intention to Donate to The NGOs	Moral Obligation
Spearman's rho	Intention to Donate to The NGOs	Correlation Coefficient	1.000	.572**
		Sig. (1-tailed)	.	.000
		N	160	160
	Moral Obligation	Correlation Coefficient	.572**	1.000
		Sig. (1-tailed)	.000	.
		N	160	160

**. Correlation is significant at the 0.05 level (1-tailed).

Table 4.18 shows the Spearman's Correlations Analysis between Moral Obligation and The Intention to Donate to the NGOs. As a result, there is a statistically significant relationship between Moral Obligation and The Intention to Donate to the NGOs, (p- value = 0.00 < 0.05 sig. 1 tailed). Because the correlation coefficient is positive, there is a significant moderate relationship between Moral Obligation and The Intention to Donate to the NGOs based on the results shown above. The Moral Obligation, which is an independent variable, has a 0.572 correlation with The Intention to Donate to the NGOs. The correlation coefficient of 0.572 is the value that falls under the alpha coefficient range of -1 to +1. Hence, there was a positive correlation between the two variables, r = 0.572, n = 160 and p-value = 0.00. there was statistically significant correlation between the relationship between the Moral Obligation and the Intention to Donate to the NGOs. It was a moderate and positive relationship. Increase in Moral Obligation were correlated with increases in the Intention to Donate to the NGOs.

4.7.5 SUMMARY OF HYPOTHESIS

Table 4.19: Summary of Hypothesis

Hypothesis	Relationship	Positive/ Negative	Correlation
H1	There is a positive and moderate relationship between Sense of Self-Worth and The Intention to Donate to the NGOs	Positive	Moderate
H2	There is a positive and weak relationship between Face Concern and The Intention to Donate to the NGOs	Positive	Weak
H3	There is a positive and moderate relationship between Perceived Donor Effectiveness and The Intention to Donate to the NGOs	Positive	Moderate
H4	There is a positive and moderate relationship between Moral Obligation and The Intention to Donate to the NGOs	Positive	Moderate

4.8 SUMMARY/CONCLUSION

In this chapter, the researchers applied preliminary analysis, demographic profile of respondents, descriptive analysis, validity and reliability test, normality test and the hypothesis testing. Briefly it can be concluded that this chapter is to present the results or findings that were successfully collected from the data collection activities through questionnaire to complete this study. The SPSS software is used to obtain all the data analysis results in this chapter. To ascertain the link between the independent and dependent variables and to ascertain the intention to donate to the NGOs. In the chapter that follows, the results regarding the link between the independent and dependent variables as well as the intention to donate to the NGOs will be further examined and described in chapter 5.

CHAPTER 5

DISCUSSION AND CONCLUSION

5.1 INTRODUCTION

This chapter provides a brief summary of the main findings, analysis, and final conclusions derived from the study. Initially, research and analysis of the main findings will be carried out comprehensively against all the hypotheses proposed in this study. Next, the consequences of the findings are categorized into theoretical, methodological and practical contributions. Next, the limitations of the study will be addressed, and recommendations will be offered for further research. The final section provides the conclusion of this study and serves to summarize and conclude this chapter.

5.2 KEY FINDINGS

This study aims to examine the factors that influence people intention to donate to the non-government organizations (NGOs) among Malaysians. This research aims to provide a deeper understanding of the factors that influence people intention to donate to the non-government organizations in Malaysia. It specifically focuses on the lack of resources in the non-government organizations in relation to trust and transparency, social influence and networks, and management. Currently, there is a significant impact on individuals due to our economic situation, causing some of the population to face various hardships because their prices have increased significantly. It is important to understand the factors that influence Malaysians to donate to these non-government organizations in order to enhance their resources and alleviate the load on those affected, enabling them to resume their lives.

Moreover, it is imperative for the non-government organizations to promptly undertake measures aimed at fostering trust among Malaysians. Consequently, the sources of donations for the non-government organizations among Malaysians will experience a rise. The objective of this research is to examine the factor that influence Malaysians' decision to donate to non-government organizations. This research aims to enhance our comprehension of the factors that influence individuals' inclination to donate to non-governmental organisations.

This research used a quantitative research methodology with the objective of identifying the factors that influence people to donate to non-government organizations among Malaysians. The survey was conducted exclusively among individuals who made donations. This study also considers individuals' intentions, which have an impact on their decision to donate to the non-government organizations.

The questionnaire has been distributed online to all Malaysians so that the target population of 150 respondents who have contributed to NGOs can be found and questioned. However, as many as 173 respondents were completed and returned. However, only 160 were acceptable and later used as samples for this study. The collected data went through a descriptive analysis and collinearity assessment (SPSS) as well as a confirmatory factor analysis and hypotheses testing (SmartPLS version 3.2.9). Before progressing to test the proposed relationship between the variables this study, the measurement model for this study was first assessed for its validity and reliability. The confirmatory factor analysis revealed a satisfactory degree of reliability, convergent validity and discriminant validity.

With the validity and reliability of the measurement model ascertained, the structural model was then evaluated to test the relationship hypothesised in this study. The study has four (4) hypotheses, as mentioned in Chapter 2. Hypotheses1examine the relationship between sense of self-worth and intention to donate to the NGO among Malaysians. Hypotheses 2 measure the relationship between face concern and intention to donate to the NGO among Malaysians. Hypotheses 3 examine the relationship between perceived donor effectiveness and intention to the NGO among Malaysians. Hypotheses 4 measure the relationship between moral obligation and intention to donate to the NGO among Malaysians.

5.3 DISCUSSION

This study shows to identify the relationship between the independent variables i.e. sense of self-worth, face concern, perceived donor effectiveness and moral obligation with the dependent variable i.e. factors that influence the intention to donate to non-governmental organizations among Malaysians. In this study, primary data has been conducted which is a set of questionnaires that have been developed and used to obtain feedback and responses from respondents. The questionnaire was then distributed through Google Form and was distributed to targeted respondents among Malaysians. The discussion specifically focusses on the research questions as well as research objectives and hypotheses posited in this study. Table 5.1 summarizes the objectives, research questions, hypotheses and the findings of the study.

Table 5.1: The Summary of Research Objectives, Research Questions, Hypotheses and Findings

No	Research Objective	Research Question	Research Hypotheses	Findings
1	To examine the relationship between sense of self-worth and intention to donate to the Non-Government Organizations (NGO) among Malaysians.	Is there any relationship between the sense of self-worth and intention to donate to the Non-Government Organizations (NGO) among Malaysians?	H1: There is positive relationship between sense of self-worth and intention to donate for the Non-Government Organization (NGO) among Malaysian.	Supported
2	To measure the relationship between face-concern and intention to donate to the Non-Government Organizations (NGO) among Malaysians.	Is there any relationship between face concern and intention to donate to the NonGovernment Organizations NGO) among Malaysians?	H2: There is a positive relationship between face concern and intention to donate for the Non-Government Organization (NGO) among Malaysian	Supported

No	Research Objective	Research Question	Research Hypotheses	Findings
3	To examine the relationship between perceived donor effectiveness and intention to donate to the Non-Government Organizations (NGO) among Malaysians.	Is there any relationship between perceived donor effectiveness and intention to donate to the Non-Government Organizations (NGO) among Malaysians?	H3: There is a positive relationship between perceived donor effectiveness and intention to donate for the Non-Government Organization (NGO) among Malaysian.	Supported
4	To measure the relationship between moral obligations and intention to donate to the Non-Government Organizations (NGO) among Malaysians	Is there any relationship between moral obligations and intention to donate for the Non-Government Organizations (NGO) among Malaysians?	H4: There is a positive relationship between moral obligations and intention to donate for the Non-Government Organization (NGO) among Malaysian.	Supported

5.3.1 THE RELATIONSHIP BETWEEN SENSE OF SELF-WORTH AND INTENTION TO DONATE TO THE NON-GOVERNMENT ORGANIZATION (NGO) AMONG MALAYSIANS

The first research question examines whether the sense of self-worth leads to factors that influence the intention to donate to NGOs among Malaysians, a discussion of the hypothesis that answers the first question based on the hypothesis test (H1).

Hypotheses 1: There is positive relationship between sense of self-worth and intention to donate for the Non-Government Organization (NGO) among Malaysian

The findings of this study reveal a significant positive relationship between sense of self-worth and factors that influence the intention to donate to non-governmental organizations among Malaysians. Compared to previous studies, "Self-determination theory and individuals' intention to participate in donation crowdfunding" (Pitchay et al., 2022) the results also show a relationship between sense of self-worth and donation crowdfunding.

In this study, the findings show that there is a positive and significant relationship between sense of self-worth and factors that influence the intention to donate to non-governmental organizations among Malaysians. A sense of self-worth is raised by the feeling to be better and useful to the people around them to prove that they are a pure human being. This factor makes many people feel more confident and value themselves in survival.

In a previous study, according to Rob Willer (2005), the perception of oneself or a person's value described through the sense of self-esteem as a positive level of awareness. Although, self-worth and behavioral intentions can exist in different contexts and spaces, both from traditional and modern charitable giving still show positive effects in their social contribution and goodwill.

According to Evans (2015), behavioral intentions that can be triggered in various contexts including education where the sense of self-worth has responded with altruistic motivation. Altruism is the motivation to improve the well-being of others. This motivation tends to think and prioritize the interests of others before one's own needs even if the act is done without any profit for the helper. The nature of sense of self-worth and altruistic motivation react to each other and produce the same real reaction in the life of a donor resulting in donations to NGOs.

5.3.2 THE RELATIONSHIP BETWEEN FACE CONCERN AND INTENTION TO DONATE TO THE NONGOVERNMENT ORGANIZATIONS NGO) AMONG MALAYSIANS

The second research question examines whether face concern leads to factors that influence the intention to donate to NGOs among Malaysians, a discussion of hypotheses that answer the second question based on hypothesis testing (H2).

Hypotheses 2: There is a positive relationship between face concern and intention to donate for the Non-Government Organization (NGO) among Malaysian

The findings of this study show a significant positive relationship between face concern and factors that influence the intention to donate to NGOs among Malaysians. In some past studies, face concern is seen as a promotion to a person's rank by taking a social role that can raise an individual's reputation in society (Hall and Bucholtz, 2013). Individuals who like to stand out will care about society's opinion by playing and doing various important roles that try to gain society's attention. Generosity will be triggered by getting a lot of good feelings from the community. It can also be seen as a motivation for people to be a better person and useful in everyone's life.

The results of this study confirm that there is a positive and significant relationship between face concern and intention to donate to the NGOs. Therefore, the individual's belief that by contributing will take care of their face concern is strong and triggered because of the awareness that appears in the person driven by a feeling that has an element of worry. Face concern is one of the variables that influence the intention to donate to NGOs where many people will receive various forms of donations to improve the lives of those who are in need.

Face concern will be taken seriously by people who have a name and who care about their image in public by using wealth to fund. The more funds that are released, the greater the form of appreciation that will be received where it adds value to their image. Individual face concern will be awake and saved from being humiliated in a populated society.

According to Bekkers and Wiepking (2011), the significant effect proven by face concern which is a factor of behavioral intention in the context of philanthropy. The nature of philanthropy or generosity requires training and habituation so that it gives an effect to spiritual intentions and purposes in the context of charitable giving. Face concern is enough to take care of the view or perception that is directed at him as well as educate the individual to produce intentions for behavior.

5.3.3 THE RELATIONSHIP BETWEEN PERCEIVED DONOR EFFECTIVENESS AND INTENTION TO DONATE TO THE NON-GOVERNMENT ORGANIZATIONS (NGO) AMONG MALAYSIANS.

The third research question examines whether perceived donor effectiveness leads to factors that influence the intention to donate to NGOs among Malaysians, a discussion of hypotheses that answer the third question based on hypothesis testing (H3).

Hypotheses 3: There is a positive relationship between perceived donor effectiveness and intention to donate for the Non-Government Organization (NGO) among Malaysian.

The findings of this study reveal a significant positive relationship between perceived user effectiveness and factors that influence the intention to donate to NGOs. NGOs get a good and continuous response when their donors see the success and direction of the contributions made by them to the NGO. Therefore, the average donor wants the objective of their contribution to be achieved as intended for the charity. Significant changes in a person's life also greatly influence an individual's decision to donate because they believe their contribution gives meaning and goodness to the lives of others (Wang et al., 2019).

An individual will be more inclined to make any decision when their goals and desires are achieved. They can be more productive and ambitious in the future about what they want to do. Donors will feel happy, proud, and satisfied with what they are doing and consider it a noble act in their lives.

In previous studies, according to Wang (2019), Perceived Effectiveness (PE) was considered an important determinant of behavioral intention. Where it is considered to be an influential driver of behavioral intention, especially in the context of sustainability. Charitable giving to NGOs also increased by donors because of the high trust that was successfully placed in donors. PE can be considered a persuasive process that NGOs try to demonstrate to donors as a continuous donation strategy. It seems to be a subjective message that has a persuasive effect in the long run. Therefore, it is considered a powerful factor in the attraction to donate to any charity. User effectiveness if referred to is the essential achievement of human beings towards anything they try to do in their lives.

Cojuharenco (2016) also asserted that there is a positive relationship between PE and behavior where it influences each other in the context of social responsibility. Where, the context of social responsibility frames the ethical work of individuals who cooperate with other organizations for the benefit of society in the future. In order to achieve the desired effectiveness, social responsibility will play a significant role as a reaction to the behavior.

5.3.4 THE RELATIONSHIP BETWEEN MORAL OBLIGATIONS AND INTENTION TO DONATE FOR THE NON-GOVERNMENT ORGANIZATIONS (NGO) AMONG MALAYSIANS

The fourth research question examines whether moral obligation leads to factors that influence the intention to donate to NGOs among Malaysians, a discussion of hypotheses that answer the fourth question based on hypothesis testing (H4).

Hypotheses 4: There is a positive relationship between moral obligations and intention to donate for the Non-Government Organization (NGO) among Malaysian.

The results of this study show a positive and significant relationship between moral obligation and intention to donate to the NGO among Malaysia. Individuals in particular must feel the need to behave ethically by showing behavior and sacrificing themselves to something in order to present a good personality to society while making them a useful person. Moral obligations get the attention of society as a behavior owned by someone who lives in a society.

In previous research, moral obligation (MO) is recognized as a 'decision-making sub-process that occurs after individuals make moral judgments that previously create moral intentions' (Haines et al., 2008a). MO is considered to be an important predictor of behavioral intentions that motivate generosity to donate. A strong moral obligation serves as a driver to inspire people's participation in righteous behavior (Meijboom & Brom, 2012). A person's awareness or caring nature creates the idea to make a decision in donating which in turn leads to the flow of donations to charities. It is triggered by a feeling of concern in oneself for other human beings who are suffering and lacking behind the pleasure felt by sacrificing property or money to help people in need.

However, moral obligations are different according to a person's character. The better a person's behavior the higher the tendency to take their moral obligations. An individual can pursue what he believes to be true and will take action accordingly. This behavioral factor should be present in a person who awakens their praiseworthy character where it will benefit him and the people around him.

Sanghera (2016) mentions moral oblogation as an important driver in charitable giving that encourages participation in crowdfunding donations that meet individual moral principles. Individuals are motivated to withdraw funds because the motivation is raised by the holding or moral principle to use their wealth for good intentions. The wealth possessed by individuals motivates them to contribute by setting aside some of their possessions to fulfill the pure consciousness that emerges after good intentions come.

5.4 IMPLICATIONS OF THE STUDY

5.4.1 THEORETICAL IMPLICATION

The findings of this research provide several valuable implications, especially the rapid increase of NGO organizations. The purpose of establishing an NGO may be hidden behind various purposes by some parties. It may stem from the desire to do charity or the hidden intention of wanting to increase pocket money for self-interest. There is no denying that NGOs may be a pit to earn for a few people to get the pleasures of life. moreover, Bank Negara Malaysia (BNM) has issued a statement authorizing any NGO to collect public contributions up to 30% of the fund as a management charge. The goal of establishing an NGO is already different from its original goal, which is as a place for volunteer activities and doing charity work.

Fund management becomes an important aspect when it comes to the transparent distribution of funds to the recipient of donations after many defects in fund management were reported to the responsible party (Hassan et al.). Transparency is an important element that must be recognized by registered NGOs so that real goals can be achieved with an attitude of integrity. Publishing an annual activity report book is enough in addition to sending an annual expenditure review to a certified auditor organization to prove that NGO management is truly transparent.

In addition, literature has shown that current research mainly focuses on extrinsic motivation only, whereas Intrinsic Motivation (IM) has a more conscientious nature where this donation behavior tends to be done to satisfy the inherent desire to obtain a sense of happiness, satisfaction and appreciation (Ryan & Deci, 2000). IM is triggered by the will of conscience and does not accept pressure even without receiving any reward or gift. IM is not instrumental in nature; it does not depend on any external factors to justify its own actions. IM may collapse if the intention to obtain pleasure and satisfaction is hindered by the offer of rewards where reward is an element of Extrinsic Motivation (EM) that can weaken IM for an activity (Deci & Cascio, 1972). EM is raised to meet external goals that demand praise, appreciation, and attention (Ryan & Deci, 2000).

IM is considered the most optimal form of motivation and related to psychological well-being because it gives control over self-acceptance and people around, purpose and meaning in life as well as personal growth and development. It's as if the acceptance of all the positive traits in them acknowledges that these traits are part of who they are. This makes them happier because the fun has supported their conscience to be a good person.

5.4.2 METHODOLOGICAL IMPLICATIONS

The methodological contribution is found in the development od measurement item for factors that contribute towards financial performance constructs in charitable organisations. These items have been developed through an extensive review of the literature as well as received and validated by practitioners in private Islamic schools. Future studies should adopt or adapt these items in order to measure the factors influencing financial performance in the fields of philanthropy or charity or other fields.

5.4.3 PRACTICAL IMPLICATIONS

For a practical perspective, this study is expected to contribute to NGO management. The findings of this study can help NGOs to obtain more donations by implementing fundraising strategies from the public and other organizations to strengthen the financial performance received by NGOs. Among the strategies that can be done is to gain the trust of the donor. One of the ways to gain the trust of donors is to show results or evidence of the direction of donations. Donors are more confident and interested in continuing to donate to NGOs when they see the current development of projects carried out by NGOs as a result of using the money donated by donors.

NGOs should also maintain a good name as an organization that carries out community welfare work that acts on a phenomenon that occurs or fulfills the wishes of the community. NGOs can highlight their strengths by achieving various objectives such as women's economic empowerment, educational opportunities, helping victims of natural disasters and so on. This can make many people get to know NGOs better because the role they play is quite significant in looking after the welfare of the community.

5.5 LIMITATION OF STUDY

This study involves various limitations that require careful consideration when interpreting its findings. One of these limitations is the study's limited focus on investigating the relationship between independent and dependent elements. Future research may look into the moderating and mediating impacts of the intention to donate to non-governmental organizations among Malaysians. The study conducted an online survey to collect data directly from individuals who had made contributions, whether financial, material, or otherwise, to non-governmental organizations (NGOs). The issue confronting the researcher is the uncertainty of information provided by respondents, making it difficult to determine its validity. This is because most of individuals may not thoroughly study the question. Additionally, the process of conducting an internet survey is time-consuming as it involves gathering data from respondents and subsequently organizing them. Subsequently, the respondents had limited opportunities to provide their genuine responses via the online questionnaires, as they were only allowed to select from the selected options.

Furthermore, the study focused on the factor influencing people intention to donate to the non-government organization among Malaysian. The study strictly included persons who have made contributions, whether through financial means, material donations, or other forms of support, to NGOs. Moreover, this study analysed the performance of non-governmental organizations (NGOs) to establish confidence among individuals and encourage donations. It is important to mention that the survey instrument asked respondents about their perceptions of their intention to donate to the NGOs, their sense of self-worth, face concern, perceived donor effectiveness and moral obligations.

5.6 RECOMMENDATIONS FOR FUTURE RESEARCH

Every research has its own limitation, but most importantly, the research project provides new niche findings and forms the foundation for future research to build on. Therefore, this section discusses the possible areas of future research.

Future studies should consider the donor's income level so that a comprehensive financial study can be conducted. The level of income may be the main motivator for contributors to donate to NGOs where a lot of funds are needed to carry out welfare activities. People with high income are not stingy to donate to help the needy because they have enough money. People with low income don't make donations because they only have enough money to support their daily life.

In addition, donations can be in the form of money, clothing, food, or energy according to the donor's willingness to donate to the NGO. Future studies are suggested to separate these four types into individual studies to gain a deeper understanding of the phenomenon in each donation category. Since each of these categories has its own character and style, the results may be different.

5.7 CONCLUSION

The research convincingly illustrates the key determinants that impact individuals' inclination to contribute to non-government organizations (NGOs) in Malaysia. The study's findings have significant implications for the transparency of money management in non-governmental organizations (NGOs) and the crucial role of intrinsic motivation in influencing contribution behaviours. The created measurement items for elements that influence financial performance in charitable organizations might assist NGOs in acquiring additional donations and enhancing their financial performance. Nevertheless, there are several constraints to consider, such as the inherent ambiguity of data provided by participants and the laborious nature of carrying out an online survey. Subsequent investigations should consider the donor's socioeconomic status and categorize distinct forms of contributions to achieve a more comprehensive comprehension. This study offers useful insights for non-governmental organizations (NGOs) and scholars to comprehend and enhance donation behaviours and financial performance in charity institutions.

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APPENDIX A - DRAFT OF QUESTIONNAIRE

SECTION A: INVOLVEMENT IN CONTRIBUTIONS

	Yes	No
Have you ever given any kind of donation through a Non-Governmental Organization (NGO) to people who are in need? / Adakah anda pernah memberi apa-apa jenis sumbangan melalui Pertubuhan Bukan Kerajaan kepada orang yang memerlukan?		

SECTION B: RESPONDENT PROFILE

Please mark the space provided.

Age	
18 – 25	
26 – 35	
36 – 45	
46 – 55	
>55	

Gender	
Male/Lelaki	
Female/Perempuan	

Employment Level	
Student/Pelajar	
Self-Employed/Bekerja sendiri	
Government servant/Kakitangan kerajaan	
Private employees/Pekerja swasta	
Pension/Pencen	
Others/Lain-lain	

How often do you donate?	
Weekly/Setiap minggu	
Monthly/Setiap bulan	
Yearly/Setiap tahun	

SECTION C: DEPENDENT VARIABLE

In this section, the researcher wants to know the extent of the respondents' attitudes and views on the intention to donate to Non-Governmental Organizations (NGOs). Please mark your answers to the given questions based on the following scale: 1 – strongly disagree, 2 – disagree, 3 – neutral, 4 – agree and 5 – strongly agree.

The Intention to Donate to the NGOs						
1	Assuming I have to access to the donation to the NGOs, I intend to participate it. / Dengan mengandaikan saya perlu mengakses derma kepada NGO, saya berhasrat untuk menyertainya.	1	2	3	4	5
2	I intend to participate in donation to the NGOs in the future. / Saya berhasrat untuk mengambil bahagian dalam sumbangan kepada NGO pada masa akan datang.	1	2	3	4	5
3	I would use the donation to the NGOs as a platform to help others. / Saya akan menggunakan sumbangan kepada NGO sebagai platform untuk membantu orang lain.	1	2	3	4	5
4	Participating in the donation to the NGOs is something I would do. / Mengambil bahagian dalam sumbangan kepada NGO adalah sesuatu yang saya akan lakukan.	1	2	3	4	5

SECTION D: INDEPENDENT VARIABLE 1

In this section, the researcher wants to find out the extent to which the respondents' attitudes and views on sense of self-worth can influence the intention to donate to Non-Governmental

Organizations (NGOs). Please mark your answers to the given questions based on the following scale: 1 – strongly disagree, 2 – disagree, 3 – neutral, 4 – agree and 5 – strongly agree.

Sense of Self-worth						
1	Donating to the NGOs will give me a feeling of happiness. / Menderma kepada NGO akan memberikan saya rasa gembira.	1	2	3	4	5
2	Donating to the NGOs will give me a sense of accomplishment. / Menderma kepada NGO akan memberikan saya rasa pencapaian.	1	2	3	4	5
3	Donating to the NGOs will realize my personal value. / Menderma kepada NGO akan menyedari nilai peribadi saya.	1	2	3	4	5

SECTION E: INDEPENDENT VARIABLE 2

In this section, the researcher wants to find out the extent to which the respondents' attitudes and views on face concern can influence the intention to donate to Non-Governmental Organizations (NGOs). Please mark your answers to the given questions based on the following scale: 1 – strongly disagree, 2 – disagree, 3 – neutral, 4 – agree and 5 – strongly agree.

Face Concern						
1	I do not want others to say I am stingy. / Saya tidak mahu orang lain kata saya kedekut.	1	2	3	4	5
2	I pay considerable attention to how others see me. / Saya memberi perhatian yang cukup kepada bagaimana orang lain melihat saya.	1	2	3	4	5
3	I do not want people around me to feel I am indifferent. / Saya tidak mahu orang sekeliling saya rasa saya tidak ambil peduli.	1	2	3	4	5
4	I am concerned with not bringing shame to myself. / Saya bimbang untuk tidak membawa malu kepada diri sendiri.	1	2	3	4	5

SECTION F: INDEPENDENT VARIABLE 3

In this section, the researcher wants to find out the extent to which the respondents' attitudes and views on perceived donor effectiveness can influence the intention to donate to Non-Governmental Organizations (NGOs). Please mark your answers to the given questions based on the following scale: 1 – strongly disagree, 2 – disagree, 3 – neutral, 4 – agree and 5 – strongly agree.

Perceived Donor Effectiveness						
1	I try to consider my donation behavior will affect the objective of the fundraiser of the NGOs. / Saya cuba menganggap tingkah laku menderma saya akan menjejaskan objektif kutipan derma NGO.	1	2	3	4	5
2	It is worthless for the individual donor to do anything for the fundraiser. / Adalah tidak bernilai bagi penderma individu untuk melakukan apa sahaja untuk pengumpulan dana.	1	2	3	4	5
3	Since one person cannot have any effect upon the fundraiser of the NGOs, it does not make any difference what I do. / Memandangkan satu orang tidak boleh memberi apa-apa kesan kepada pengumpul dana NGO, ia tidak ada perbezaan apa yang saya lakukan.	1	2	3	4	5
4	Each donor's behavior can have a positive effect on the fundraiser's life by donating to the NGOs. / Setiap tingkah laku penderma boleh memberi kesan positif kepada kehidupan pengumpul dana dengan menderma kepada NGO.	1	2	3	4	5

SECTION G: INDEPENDENT VARIABLE 4

In this section, the researcher wants to find out the extent to which the respondents' attitudes and views on moral obligation can influence the intention to donate to Non-Governmental

Organizations (NGOs). Please mark your answers to the given questions based on the following scale: 1 – strongly disagree, 2 – disagree, 3 – neutral, 4 – agree and 5 – strongly agree.

Moral Obligation						
1	I would feel guilty if I do not help others. / Saya akan rasa bersalah jika saya tidak membantu orang lain.	1	2	3	4	5
2	Not helping others goes against my principles. / Tidak membantu orang lain bertentangan dengan prinsip saya.	1	2	3	4	5
3	It would be morally wrong for me not to help others. / Adalah salah dari segi moral jika saya tidak membantu orang lain.	1	2	3	4	5

APPENDIX B: GANTT CHART

GANTT CHART OF THE RESEARCH ACTIVITIES ON PROPOSAL (PPTA 1)-FEB 2023

MONTH / ACTIVITY	WEEK									
	4	5	6	7	8	9	10	11	12	13
Chapter 1: Introduction										
Discussion and division of tasks										
Starting up with chapter 1										
End of chapter 1										
Submission first draft (chapter 1) to the Supervisor.										
Chapter 2: Literature Review										
Review in literature of the research studies and division of tasks										
Starting up chapter 2 and make a correction of chapter 1										
End of chapter 2 and the correction of chapter 1										
Submission second draft (chapter 1 and 2) to the Supervisor										
Chapter 3: Research Method										
Division the tasks and do the correction for chapter 1 and 2.										
Starting up with chapter 3 and the correction.										
End of chapter 3 and the correction.										
Submission the third draft (chapter 1,2 and 3)										
Final Submission of PPTA 1										
Presentation for Final Year Project 1 (PPTA 1)										

GANTT CHART OF THE RESEARCH ACTIVITIES ON PROPOSAL (PPTA 2)-OCT 2023

MONTH / ACTIVITY		WEEK									
	4	5	6	7	8	9	10	11	12	13	14
PPTA 2 Briefing Recording											
Questionnaire distribution (Google Form)											
Questionnaire correction											
Make a pilot test for the Questionnaire											
Redistribution of Questionnaire											
Remake a pilot test for the Questionnaire											
Chapter 4: Data Analysis and Findings											
Discussion and division of tasks											
Doing the data analysis using SPSS											
End of chapter 4											
Chapter 5: Discussion and Conclusion											
Discussion and Division of tasks											
Doing the discussion for the Data Analysis											
End of chapter 5											
Submission the draft (full report)											
Final Submission of PPTA 2											
Presentation for Final Year Project 2 (PPTA 2)											