



Indonesian Fandom's Donation Practices During Campaign on Twitter Using the Theory of Planned Behavior

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Abstract

The Korean Wave (Hallyu) phenomenon, particularly K-Pop, has evolved beyond just an entertainment industry. K-Pop fandoms, such as ARMY (BTS fans), have actively participated in various social movements, including online donation campaigns. One notable campaign is #ARMY4Palestine on Twitter, where BTS fans in Indonesia collectively raised funds to support Palestine. However, limited research has examined the psychological factors influencing donation intention and behavior within fandom communities. Objective: This study aims to analyze the influence of attitude, subjective norms, and perceived behavioral control on online donation intention and behavior in the #ARMY4Palestine campaign among the Indonesian ARMY fandom, using the Theory of Planned Behavior (TPB) framework. Methods: This study employs a quantitative method using a survey technique, distributing questionnaires to Indonesian ARMY fandom members who participated in the donation campaign. Data were analyzed using the Partial Least Square-Structural Equation Modeling (PLS-SEM) method via SmartPLS 4.0 software. Results: The findings indicate that attitude, subjective norms, and perceived behavioral control significantly influence online donation intention. Moreover, donation intention was found to mediate the relationship between psychological factors (attitude, subjective norms, and perceived behavioral control) and actual donation behavior. Conclusion: This study confirms that the Theory of Planned Behavior can explain online donation decisions within the K-Pop fandom community. A positive attitude toward donation, social pressure from the community, and individuals' confidence in their ability to donate contributes to donation intention and behavior. The findings provide implications for philanthropic organizations and social campaigns to leverage fandom communities as potential actors in digital-based fundraising.

Introduction

The Korean Wave (Hallyu), a cultural trend emanating from South Korea, has had a profound influence on global popular culture, especially among young people who have embraced its unique entertainment landscape. Starting with PSY's viral hit 'Gangnam Style', K-Pop has catalyzed a new era of youth culture, facilitated by the power of social media. The Korean Wave has harnessed the power of the internet to achieve worldwide acclaim and acceptance. BTS, one of the most popular Korean group worldwide, exemplifies this trend. Since their debut in 2013, BTS has garnered a massive and dedicated fanbase, known as the ARMY, who actively promote the group on platforms like Instagram and Twitter, further fueling their international success.

The widespread accessibility of K-Pop has contributed to its global uniqueness. The immense popularity of K-Pop has fostered the creation of fan communities, or fandoms, which are

essentially fan-driven spaces or networks. The term “fandom” is a neologism derived from the word “fan” and the suffix “-dom”, akin to “kingdom” as a rank or controlled territory or a state of condition, as in “wisdom” (Pujiati et al., 2015). Consequently, the term “fandom” has emerged to describe a fan-dominated entertainment sphere, exemplified by the passionate and dedicated communities surrounding K-Pop artists.

In recent years, fan communities which are displayed by K-Pop fandoms, have actively sought to enhance their public perception. K-Pop fandoms are making a significant impact on social movements through their digital activism (Kim & Hutt, 2021), demonstrating their capacity to influence issues beyond the realm of idol culture.

Dr. Lee Jee Young, a scholar at the University of Canberra’s Faculty of Arts and Design, has identified a novel dimension to the K-Pop fandom phenomenon (Hendriyana, 2021). She posits that K-Pop fans are not merely passive consumers but active contributors to the formation of online participatory culture. In an in-depth study of the interaction between digital media and society, Yoon & Chae’s (2009) research revealed that K-Pop fandoms possess robust progressive ideals. Through innovative online strategies, they have successfully initiated substantial social and political movements. By harnessing the influence of their idols, these fandoms actively engage in a broad spectrum of contemporary issues, ranging from human rights advocacy to environmental activism, thereby demonstrating their significant potential as catalysts for change in the digital era.

Joyce (2010) conceptualizes digital activism as the strategic employment of digital technologies to catalyze social and political transformation, underscores the pivotal role of social media in fostering collective self-expression and public oversight.

Examining fandom offers a valuable perspective for understanding the intricate interplay of contemporary social, political, and cultural forces within the technologically mediated landscape. This study adopts the Theory of Planned Behavior (TPB), selected after a thorough review of literature examining the relationship between self and behavior. The TPB offers a robust framework, deemed appropriate for explaining and predicting donation behavior, as supported by existing research (Kenang & Gosal, 2021; Li et al., 2022). Consequently, this research aims to provide a more comprehensive understanding of the factors influencing online donation practices.

Methods

The Theory of Planned Behavior (TPB) is a widely recognized framework used to understand and predict online donation intentions and behaviors. According to TPB, an individual’s intention to perform a specific behavior is influenced by three key factors: attitudes, subjective norms, and perceived behavioral control. In the context of online donations, these elements reflect personal values and beliefs that shape one’s intention, ultimately affecting their willingness to donate online. Therefore, having a positive attitude, supportive subjective norms, and a strong sense of perceived behavioral control increases the likelihood of engaging in online donation practices. On the other hand, negative attitudes, unfavorable subjective norms, and low perceived behavioral control often result in a lack of motivation to participate in online donation campaigns or make donations.

In this research, the attitude towards behavior examined is the ARMY fandom’s perspective on donating online through social media platforms. It refers to individual’s cognitive and affective understanding of an attitude (White et al., 2023). For instance, someone might believe that donation behavior is a useful way to build stronger communities or reduce stress and increase life satisfaction. Two components make up this attitude: First, behavioral beliefs refer to an individual’s perceptions regarding the direct outcomes of a particular action.. Essentially,

this is how strongly someone believes a particular action will lead to a certain result. Second, outcome evaluation, which is the personal assessment of how valuable that result is. This refers to how desirable or undesirable the anticipated outcome of an action is perceived to be. Two hypotheses are formulated in this study, exploring the significant influence of attitudes on the donation behavior and decisions of the Indonesian ARMY fandom on Twitter during #ARMY4Palestine campaign. This goal was achieved using an attitude scale that had been adapted from the scales developed by Astuti (2023) and Sufyan & Mas'ud (2022). They confirmed that attitude has a positive influence on donation related behavior. In this study, attitude (X_1) is the first independent variable, influencing Indonesian ARMY fandom's donation practices on Twitter. Consequently, the following hypotheses are proposed: H1: Attitude significantly influences Indonesian ARMY fandom's donation intention on Twitter. H2: Attitude significantly influences Indonesian ARMY fandom's donation behavior on Twitter.

Subjective norm is defined as the perception that a key individual or a group supports and accepts a certain action (Ham et al., 2015). This subjective norm is shaped by the perceived social pressure from that individual or group on others to act similarly, as well as the motivation to conform to their perspectives (Heinicke et al., 2022). In this study, the subjective norm pertaining to behavior is the one held by the Indonesian ARMY fandom regarding online donation behavior. Subjective norm is constructed by normative-injunctive and normative-descriptive beliefs. Statement items adapted from Astuti (2023) are used to measure subjective norms. In this study, subjective norm (X_2) is the second independent variable, influencing Indonesian ARMY fandom's donation practices on Twitter. Consequently, the following hypotheses are proposed: H3: Subjective norms significantly influences Indonesian ARMY fandom's donation intention on Twitter. H4: Subjective norms significantly influences Indonesian ARMY fandom's donation behavior on Twitter.

Ajzen (2002) defines perceived behavioral control (PBC) as an individual's evaluation of how easy or difficult it is to perform a specific behavior. In other words, PBC reflects a person's belief in their ability to carry out a particular action (Ajzen, 1991). This perception is assessed by considering the difficulty of the action in relation to one's perceived capability, which includes factors such as necessary knowledge and skills, the availability of resources like time and money, and the potential for collaboration with others. Prior research across various contexts has consistently identified PBC as a key determinant with strong predictive power over behavioral intentions (Giantari et al., 2013; Godin et al., 1993; Hardin-Fanning & Ricks, 2017). In this study, PBC (X_3) is the third independent variable, influencing Indonesian ARMY fandom's donation practices on Twitter. Consequently, the following hypotheses are proposed: H5: PBC significantly influences Indonesian ARMY fandom's donation intention on Twitter. H6: PBC significantly influences Indonesian ARMY fandom's donation behavior on Twitter.

Behavioral intention represents a complex cognitive process through which individuals thoughtfully consider and decide whether or not to perform a specific behavior (Davis & Warshaw, 1992). A demonstrably positive correlation links the intensity of intention and the probability of the intended behavior. Individuals possessing elevated levels of intention to undertake an action are more inclined to execute the action than individuals with reduced levels of intention (Ajzen, 1991). In essence, the existence of strong intentions suggests an individual's predisposition toward enacting a behavior. Moreover, intentions developed via rational evaluation are generally conducive to constructive actions, while intentions stemming from negative motivation may precipitate destructive behavior (Astuti, 2023). Consistent with the framework articulated by Davis & Warshaw, intention is derived from the interplay of proximal and commitment dimensions. Therefore, research on intention ought to address the

planning and commitment components of individual behavior. Donation intention, in this context, is defined as a cognitive predisposition that embodies: (1) action planning, including mental processes like action visualization; and (2) commitment, representing an individual's determination to perform the act of donation. Consequently, the following hypothesis is proposed: H7: Donation intention significantly influences Indonesian ARMY fandom's donation behavior on Twitter.

In the Theory of Planned Behavior (TPB), intention functions not only as a direct predictor of behavior but also as a mediating factor that connects attitude, subjective norms, and perceived behavioral control (PBC) to actual behavior. This mediation can be partial, where both direct and indirect effects on behavior exist, or complete, where the entire effect is transmitted solely through intention.

Following White's (2023) framework, this study examines a fully mediated model, proposing online donation intention as the sole intermediary between the independent variables (attitude, subjective norms, and perceived behavioral control) and the dependent variable (online donation behavior). The study is set within the context of the Indonesian ARMY fandom's #ARMY4Palestine initiatives on Twitter. Accordingly, the following hypotheses are formulated: H8: Donation intention mediates the relationship between attitude and donation behavior within the Indonesian ARMY fandom on Twitter. H9: Donation intention mediates the relationship between subjective norms and donation behavior within the Indonesian ARMY fandom on Twitter. H10: Donation intention mediates the relationship between perceived behavioral control and donation behavior within the Indonesian ARMY fandom on Twitter.

The hypothesized structural model is shown in the following diagram:

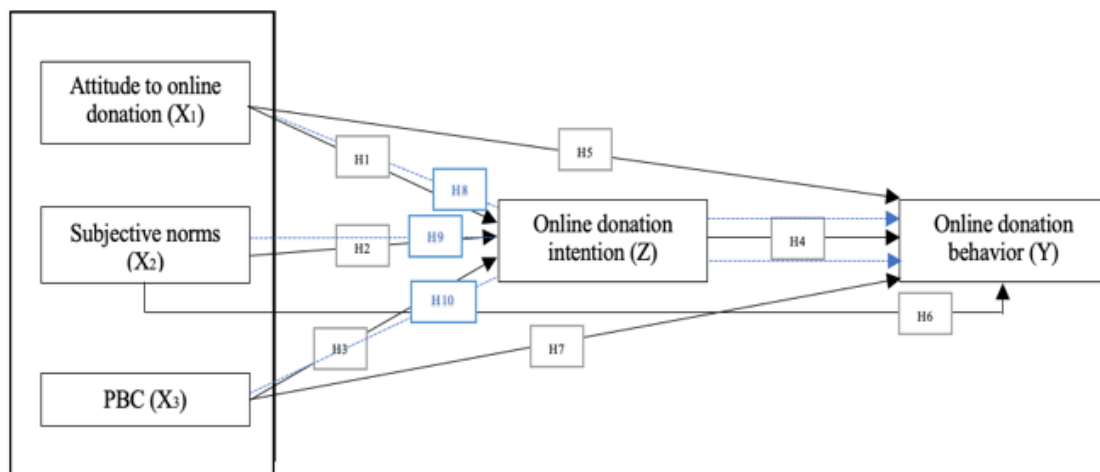


Figure 1. Hypothesis Structure

Source: Processed by Researchers (2025)

Sample Data

Data were collected through literature review and questionnaires. Validity and reliability were assessed, and the inner and outer models were analyzed using the PLS-SEM algorithm in SmartPLS version 4.0 software. PLS-SEM is compelling approach due to its flexibility in handling data without strict distributional assumptions, enabling the estimation of model involving multiple constructs, indicators, and structural paths, while also offering a predictive-causal framework centered on prediction for generating causal explanation (Hair et al., 2019). Simple random sampling was employed with the sampling process executed randomly using Microsoft Excel software. The sample comprised individuals within the Indonesian ARMY

fandom who participated in the #ARMY4Palestine campaign and donated. A sample size of 216 was calculated using Slovin formula. While the study initially aimed to include 216 #ARMY4Palestine campaign donors, 202 usable responses were collected. This discrepancy resulted from some potential respondents declining participation. Nevertheless, the resulting 93.51% response rate is considered exceptionally high. This percentage substantially surpasses the average online survey response rate of 44.1% as reported in the meta-analysis by Wu, et. al. (2022).

Research Instruments

Data were collected through a series of surveys and observations, followed by statistical analysis using a descriptive framework. A 5-point Likert scale was utilized for measurement, where respondents expressed their level of agreement on a scale from 1 (strongly disagree) to 5 (strongly agree). This study examines the influence of three independent variables (attitude, subjective norms, and perceived behavioral control) on the dependent variable, donation behavior, with donation intention acting as a mediator. The research instruments are derived from established theories and previous studies, providing a strong theoretical and conceptual foundation for the study. The Theory of Planned Behavior (TPB) serves as the guiding framework for assessing attitudes, subjective norms, and perceived behavioral control.

Table 1. Operational Variables

Variables	Dimension	Indicator
Attitude	Behavioral beliefs and outcome evaluation	A belief in the potential of online donations to bolster both individual and communal values, coupled with the perception of donating as a pleasurable, rewarding, and inherently important act, motivates charitable giving.
Subjective norm	Normative-injunctive and normative-descriptive	Perceptions of the opinions and behaviors of both social media friends and those involved in the campaign and donation efforts.
Perceived behavioral control	Self-efficacy and controllability	Assessment across domains of ability, experience, resource, opportunity availability, and technological ease of use.
Donation behavior	Donation decision and post-donation behavior	Assessment of actual ease of accessing donation information, and completing the donation process, the relevance of the campaign's tagline, donor satisfaction, positive word-of-mouth, and the intention to donate again.
Donation intention	Clear and conscious planning and commitment to action	Intention regarding donating, including planned donation methods, allocated funds, and commitment to donate.

Source: Data processed by researchers with SmartPLS 3.0, 2025

Results and Discussion

In this section, several systematic steps or procedures will be outlined to test the causal relationship of research variables as formulated in the hypothesis, namely:

Structural Equation Modeling-Partial Least Square (PLS-SEM) Analysis

The structural model (inner model) is designed to illustrate the relationships between latent variables, based on the hypotheses formulated in advance. Using data collected from the questionnaire and analyzed with the Partial Least Squares (PLS) estimation method through the PLS algorithm, a full model path diagram is generated, as shown in the following figure:

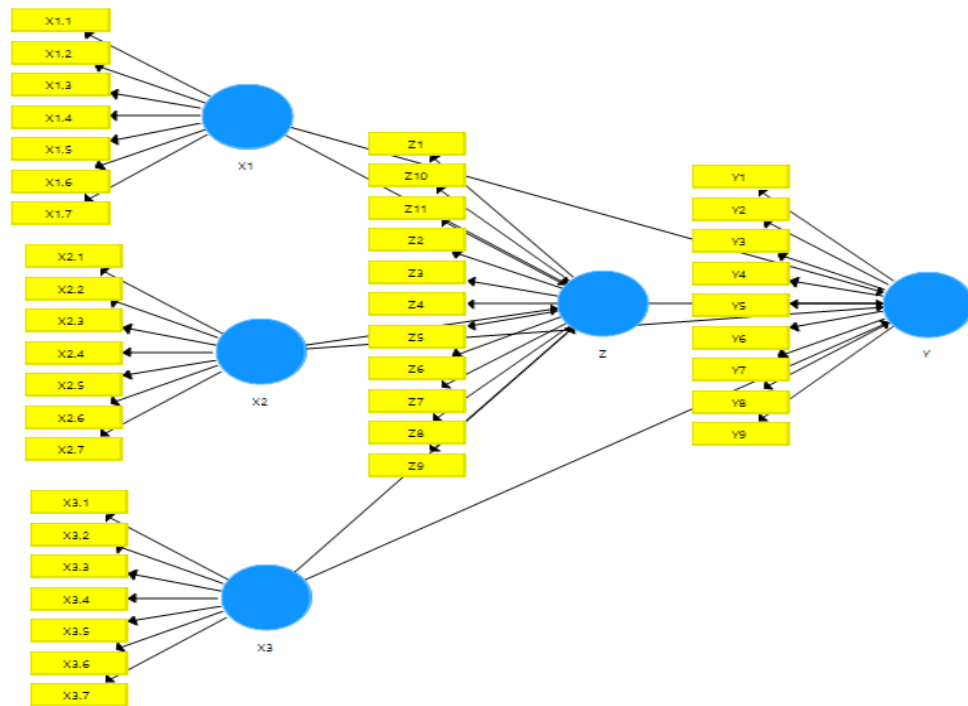


Figure 2. Inner Model Design

(Source: Data processed by researchers with SmartPLS 3.0, 2025)

Evaluation of Measurement Model (Outer Model)

Convergent Validity Results

Loading Factor

Convergent validity testing on SmartPLS using reflective statements as in this study, based on the loading factor of the statement used as a research instrument is measured using the construct. A statement is said to be sufficient if the loading factor value is > 0.7 . The following are the results of the loading factor test using SmartPLS software:

Table 2. Outer Loadings (Measurement Model)

	X1	X2	X3	Y	Z
X1.1	0.922				
X1.2	0.905				
X1.3	0.919				
X1.4	0.906				
X1.5	0.909				
X1.6	0.911				
X1.7	0.902				
X2.1		0.896			
X2.2		0.876			
X2.3		0.885			
X2.4		0.879			

X2.5		0.870			
X2.6		0.892			
X2.7		0.890			
X3.1			0.886		
X3.2			0.919		
X3.3			0.890		
X3.4			0.927		
X3.5			0.888		
X3.6			0.905		
X3.7			0.911		
Y1				0.893	
Y2				0.908	
Y3				0.882	
Y4				0.878	
Y5				0.895	
Y6				0.892	
Y7				0.909	
Y8				0.894	
Y9				0.906	
Z1					0.901
Z2					0.905
Z3					0.881
Z4					0.894
Z5					0.863
Z6					0.868
Z7					0.891
Z8					0.925
Z9					0.890
Z10					0.864
Z11					0.895

Source: Data processed by researchers with SmartPLS 3.0, 2025

Table 2 above indicates that the loading factor values for all indicators exceed 0.70, confirming that all manifest variables in this study are valid for use.

Average Variance Extracted (AVE)

Beyond factor loadings, convergent validity is also assessed through the Average Variance Extracted (AVE). In this study, each construct's AVE value exceeds 0.5, indicating that the model meets the criteria for convergent validity. Therefore, there are no convergent validity concerns in the tested model.

The following table presents the AVE values for this study:

Table 3. Average Variance Extracted (AVE)

Variable	Average Variance Extracted (AVE)	Critical value
X1	0.829	0.5
X2	0.781	
X3	0.817	

Y	0.802	
Z	0.790	

Source: Data processed by researchers with SmartPLS 3.0, 2025

Based on Table 1.3, the results of convergent validity are evaluated using the Average Variance Extracted (AVE) values. The findings indicate that all latent variables have an AVE value greater than 0.5, confirming that the statements forming each latent construct exhibit strong convergent validity when assessed through AVE.

Discriminant Validity Results

Cross Loading

At the Discriminant Validity stage, each statement from every variable must be tested. This is done by examining the cross-loading values, where each indicator is expected to have a higher cross-loading value for its respective variable than for other variables within the same model. The following table presents the cross-loading model for this study:

Table 4. Cross Loading Model

	X1	X2	X3	Y	Z
X1.1	0.922	0.868	0.881	0.857	0.885
X1.2	0.905	0.864	0.864	0.849	0.860
X1.3	0.919	0.868	0.896	0.893	0.886
X1.4	0.906	0.866	0.857	0.868	0.861
X1.5	0.909	0.860	0.857	0.871	0.864
X1.6	0.911	0.877	0.872	0.875	0.872
X1.7	0.902	0.861	0.884	0.857	0.872
X2.1	0.893	0.896	0.894	0.877	0.876
X2.2	0.827	0.876	0.830	0.828	0.822
X2.3	0.838	0.885	0.825	0.819	0.812
X2.4	0.821	0.879	0.831	0.834	0.816
X2.5	0.794	0.870	0.792	0.806	0.801
X2.6	0.870	0.892	0.855	0.862	0.859
X2.7	0.839	0.890	0.824	0.842	0.854
X3.1	0.849	0.857	0.886	0.858	0.833
X3.2	0.883	0.864	0.919	0.887	0.871
X3.3	0.848	0.832	0.890	0.836	0.849
X3.4	0.888	0.872	0.927	0.890	0.867
X3.5	0.840	0.838	0.888	0.809	0.834
X3.6	0.876	0.862	0.905	0.845	0.880
X3.7	0.880	0.864	0.911	0.881	0.864
Y1	0.838	0.826	0.838	0.893	0.829
Y2	0.859	0.870	0.885	0.908	0.869
Y3	0.828	0.833	0.855	0.882	0.839
Y4	0.803	0.819	0.841	0.878	0.812
Y5	0.865	0.853	0.832	0.895	0.845
Y6	0.858	0.856	0.849	0.892	0.849
Y7	0.861	0.867	0.849	0.909	0.863
Y8	0.864	0.842	0.845	0.894	0.864

Y9	0.895	0.879	0.856	0.906	0.872
Z1	0.861	0.851	0.845	0.861	0.901
Z10	0.806	0.809	0.806	0.786	0.864
Z11	0.852	0.842	0.854	0.836	0.894
Z2	0.865	0.845	0.853	0.846	0.905
Z3	0.838	0.836	0.829	0.821	0.881
Z4	0.864	0.835	0.841	0.865	0.894
Z5	0.833	0.828	0.831	0.859	0.863
Z6	0.834	0.833	0.847	0.846	0.868
Z7	0.848	0.833	0.844	0.819	0.891
Z8	0.899	0.888	0.881	0.882	0.925
Z9	0.856	0.834	0.836	0.846	0.890

Source: Data processed by researchers with SmartPLS 3.0, 2025

A larger loading value indicates the accuracy of a manifest variable in explaining its association construct than explaining other constructs. Table 1.4 shows that all manifest variables in this study show a larger loading value on their constructs than the loading value on other constructs.

AVE Root and Correlation between Latent Constructs (Fornell-Larcker)

The next step in the discriminant validity test involves using the Fornell-Larcker criterion, which compares the square root of AVE ($\sqrt{\text{AVE}}$) with the correlation values between constructs. For discriminant validity to be confirmed, the $\sqrt{\text{AVE}}$ value must be greater than the correlation between constructs. The square root of AVE can be obtained from the PLS algorithm output, specifically in the Fornell-Larcker criterion table. Table 1.5 below presents the results of this analysis, derived from the data processing in this study.

Table 5. Fornell Larcker Criterion

	X1	X2	X3	Y	Z
X1	0.911				
X2	0.851	0.884			
X3	0.859	0.846	0.904		
Y	0.852	0.849	0.849	0.895	
Z	0.857	0.844	0.848	0.848	0.889

*) the values in the diagonal direction in bold are the AVE root values.

Source: Data processed by researchers with SmartPLS 3.0, 2025

Based on the values presented in Table 1.5, it can be concluded that all constructs in this study demonstrate good discriminant validity, as the square root of AVE ($\sqrt{\text{AVE}}$) values exceed the highest correlation values between constructs.

Reliability Results

Following the validity test, the next step is the reliability test, which aims to assess internal consistency within the constructs. This is determined using: Cronbach's Alpha (α) \geq 0.7, Composite Reliability (CR) \geq 0.7. The following Table 1.6 presents the reliability results for the construct variables examined in this study.

Table 6. Composite Reliability and Cronbach Alpha

Variable	Cronbach's Alpha	Composite Reliability	critical value	Note
X1	0.966	0.971	0.7	Reliable

Variable	Cronbach's Alpha	Composite Reliability	critical value	Note
X2	0.953	0.962		Reliable
X3	0.963	0.969		Reliable
Y	0.969	0.973		Reliable
Z	0.973	0.976		Reliable

Source: Data processed by researchers with SmartPLS 3.0, 2025

Based on the values in the table above, it is evident that each variable has a Cronbach's Alpha and Composite Reliability value greater than 0.7, indicating that the constructs and dimensions are reliable and meet the necessary requirements for internal consistency.

Structural Model Evaluation (Inner Model)

The inner model evaluation analyzes the relationships between latent constructs within the structural model. This evaluation includes the following key tests: a) R-Square (R^2): Measures the explanatory power of independent variables on the dependent variable; b) F-Square (F^2): Assesses the effect size of each predictor variable within the model; c) Q-Square (Q^2) Predictive Relevance: Evaluates the model's predictive accuracy.

The following table presents a summary of the values used in the structural model evaluation.

R-Square Test Results

Table 7. R-Square

	R Square	R Square Adjusted	Information
Y	0.937	0.935	Strong
Z	0.933	0.932	Strong

Source: Data processed by researchers with SmartPLS 3.0, 2025

Based on Table 1.7, the results of the structural model analysis using R-Square (R^2) on the dependent constructs indicate the following: 1) The R-Square value for construct Y is 0.937, which falls within the strong criteria; 2) The R-Square value for construct Z is 0.933, also meeting the strong criteria.

These results demonstrate that the model has high explanatory power, indicating that the independent variables effectively explain the variance in the dependent variables. Therefore, the proposed model is strong and well-fitted to the data.

f-square test results

Based on the test results with SmartPLS 3.0, the following f-Square results were obtained:

Table 8. F-Square Test

	Y	Z
X1	0.042	0.194
X2	0.092	0.082
X3	0.059	0.072
Y		
Z	0.060	

Source: Data processed by researchers with SmartPLS 3.0, 2025

Based on Table 8, the F-Square (F^2) value is used to assess the Effect Size, which indicates the magnitude of influence that each independent variable has on the dependent variable in the research model. Referring to Cohen (2013):

$F^2 = 0.02 \rightarrow$ Small effect

$F^2 = 0.15 \rightarrow$ Moderate effect

$F^2 = 0.35 \rightarrow$ Large effect

The data analysis performed using SmartPLS 3.0 provides these F-Square values, helping to determine the relative impact of each predictor in the model., it can be interpreted that variable X1 has a small influence on Y (0.042) and a moderate influence on Z (0.194). Meanwhile, X2 has a small influence on Y (0.092) and Z (0.082). For variable X3, the influence on Y is 0.059 and on Z is 0.072, which are also in the small category. In addition, variable Z has a small influence on Y with a value of 0.060.

Q-Square Test Results

The Q-Square (Q^2) value is used to evaluate the predictive relevance of the structural model, indicating how well the model predicts observed values. For the model to have good predictive relevance, the Q-Square value must be greater than 0 ($Q^2 > 0$). A positive Q^2 value suggests that the model effectively explains the variance in the dependent variable, further supporting its reliability (Ghozali, 2015).

Table 9. Q-Square Predictive Relevance

Variables	R-Square	1-R Square
(Y)	0.937	0.063
(Z)	0.933	0.066
$Q^2 =$	$Q^2 = 1 - ((1 - R_1^2) \times (1 - R_2^2))$ $Q^2 = 1 - ((1 - 0,937) \times (1 - 0,933)) = 0,995$	
Error =	$= 100\% - 99.5\% = 0.5\%$	

Source: Data processed by researchers with SmartPLS 3.0, 2025

Based on Table 9, the Q^2 value is calculated to be 0.995, indicating that the independent variables have a high level of predictive power over the dependent variable. Since $Q^2 > 0$, this confirms that the research model has strong predictive relevance. Considering the results of both R-Square (R^2) and Q^2 calculations, it is evident that the model is robust, making it suitable for hypothesis testing.

Model Fit Test Results

The test is conducted in two stages, namely standardized root-mean square residual (SRMR). The SRMR test is conducted to assess how well and empirically it fits the model.

Table 10. Standardized Root Mean Square Residual (SRMR)

	Saturated Model	Estimated Model
SRMR	0.028	0.028

(Source: Data processed by researchers with SmartPLS 3.0, 2025)

From Table 10, it is known that the SRMR value (0.026) $<$ 0.10 which indicates that the model meets the model fit criteria. Thus, it can be stated that the research model used has the ability to explain data empirically.

Hypothesis Test Results (Direct and Indirect)

Hypothesis testing in this study was conducted using: a) Path Coefficient; b) T-Value; c) P-Value

To evaluate the significance and predictive power in hypothesis testing, the path coefficient and t-value are analyzed (Kock, 2016). Additionally, according to Kock (2016), hypothesis significance is assessed using the p-value. The t-table value used for comparison is presented in the following table:

Table 11. T-table value

	Two tailed
T-table	1,972

Source: Data processed by researchers with SmartPLS 3.0, 2025

According to Kock (2016), with a confidence level of 95% (alpha 5%), two tailed, the following t-table values were obtained: 1) If the t-statistic value > 1.972, then H₀ is rejected and H₁ is accepted; 2) If the t-statistic value < 1.972, then H₀ is accepted and H₁ is rejected.

Direct Influence

The Influence of Attitudes on Online Donation Intentions by Indonesian ARMY Fandom for #ARMY4Palestine on X

Hypothesis:

H₀: Attitude does not have a significant effect on the intention to donate

H₁: Attitude has a significant influence on the intention to donate

Table 12. Results of Hypothesis Testing of the Influence of Attitude on Intention

Track	Original Sample(O)	T-Statistics	P-value	Conclusion
X1 -> Z	0.445	4,686	0.000	H ₀ is rejected

Source: Data processed by researchers with SmartPLS 3.0, 2025

According to the hypothesis testing results presented in Table 1.12, attitude has a significant impact on the intention to donate online for the #ARMY4Palestine campaign in X by the Indonesian ARMY fandom. This conclusion is supported by an Original Sample (O) value of 0.445, indicating a positive relationship between attitude and donation intention. Furthermore, the T-Statistics value of 4.686, which surpasses the critical threshold of 1.97, along with a P-value of 0.000 (which is below 0.05), confirms that this effect is statistically significant. As a result, the null hypothesis (H₀)—which suggests that attitude has no significant effect on donation intention—is rejected, while the alternative hypothesis (H₁) is accepted. This finding implies that the more positive an individual's attitude toward online donation, the greater their intention to contribute to the #ARMY4Palestine campaign.

The Influence of Subjective Norms on Online Donation Intention by Indonesian ARMY Fandom for #ARMY4Palestine on X

Hypothesis:

H₀: Norms do not have a significant effect on donation intentions

H₁: Attitude norms have a significant influence on donation intentions

Table 13. Results of Hypothesis Testing of the Influence of Subjective Norms on Intention

Track	Original Sample(O)	T-Statistics	P-value	Conclusion
X2 -> Z	0.265	3,352	0.001	H0 is rejected

Source: Data processed by researchers with SmartPLS 3.0, 2025

The hypothesis testing results in Table 1.13 confirm that subjective norms have a significant impact on the intention to donate online for the #ARMY4Palestine campaign in X by the Indonesian ARMY fandom. This conclusion is supported by an Original Sample (O) value of 0.265, indicating a positive relationship between subjective norms and donation intention. Additionally, the T-Statistics value of 3.352, which exceeds the critical threshold of 1.97, and a P-value of 0.001 (below 0.05) confirm that this influence is statistically significant. Consequently, the null hypothesis (H₀)—which suggests that subjective norms do not significantly affect donation intention—is rejected, while the alternative hypothesis (H₁) is accepted. These findings indicate that the stronger the subjective norms, meaning the greater the influence from close relationships or community support in encouraging donations, the higher an individual's intention to contribute to the #ARMY4Palestine campaign.

The Influence of Perceived Behavioral Control on Online Donation Intention by Indonesian ARMY Fandom for #ARMY4Palestine On X

Hypothesis:

H₀: Perceived Control does not have a significant effect on the intention to donate

H₁: Perceived Control has a significant influence on the intention to donate

Table 14. Results of Hypothesis Testing of the Influence of Perceived Behavioral Control on Intention

Track	Original Sample (O)	T-Statistics	P-value	Conclusion
X3 -> Z	0.261	3,694	0.000	H0 is rejected

Source: Data processed by researchers with SmartPLS 3.0, 2025

Based on the results of the hypothesis testing in Table 1.14, it can be concluded that perceived behavioral control has a significant effect on the intention to donate online for #ARMY4Palestine on X by the Indonesian ARMY fandom. This is indicated by the Original Sample (O) value of 0.261, which indicates that the higher a person's perceived behavioral control, the greater their intention to donate. In addition, the T-Statistics value of 3.694 which exceeds the critical limit of 1.97 and the P-value of 0.000 (below 0.05) indicates that this relationship is statistically significant. Thus, the null hypothesis (H₀) which states that perceived behavioral control does not have a significant effect on the intention to donate is rejected, while the alternative hypothesis (H₁) is accepted. This means that individuals who feel they have more control over the act of donating.

The Influence of Intention on Online Donation Behavior for #ARMY4Palestine on X by Indonesian ARMY Fandom

Hypothesis:

H₀: Intention does not have a significant effect on donation behavior

H₁: Intention has a significant influence on donation behavior

Table 16. Results of Hypothesis Testing of the Influence of Intention on Donation Behavior

Track	Original Sample(O)	T-Statistics	P-value	Conclusion
Z -> Y	0.239	2,587	0.010	H0 is rejected

Source: Data processed by researchers with SmartPLS 3.0, 2025

Based on the results of the hypothesis testing in Table 1.16, intention is proven to have a significant influence on online donation behavior for #ARMY4Palestine on X by the Indonesian ARMY fandom. This is indicated by the Original Sample (O) value of 0.239, which indicates that the higher a person's intention to donate, the more likely the individual is to actually donate. In addition, the T-Statistics value of 2.587 which is greater than the critical limit of 1.97 and the P-value of 0.010 (below 0.05) indicate that this influence is statistically significant. Thus, the null hypothesis (H0) which states that intention has no significant effect on donation behavior is rejected, while the alternative hypothesis (H1) is accepted. This means that a person's intention or desire to donate plays an important role in determining whether the individual will actually donate to the #ARMY4Palestine campaign. The stronger a person's intention, the more likely they are to realize that intention in the form of real action in the form of online donations.

The Influence of Attitudes on Online Donation Behavior for #ARMY4Palestine on X by Indonesian ARMY Fandom

Hypothesis:

H₀: Attitude does not have a significant effect on online donation behavior

H₁: Attitude does not have a significant effect on online donation behavior

Table 17. Results of Hypothesis Testing of the Influence of Attitude on Intention

Track	Original Sample(O)	T-Statistics	P-value	Conclusion
X2 -> Y	0.226	3,042	0.002	H0 is rejected

Source: Data processed by researchers with SmartPLS 3.0, 2025

Based on the results of the hypothesis testing in Table 1.18, attitude is proven to have a significant influence on online donation behavior for #ARMY4Palestine in X by the Indonesian ARMY fandom. The Original Sample (O) value of 0.226 indicates that the more positive a person's attitude is towards online donation, the more likely the individual is to actually donate. In addition, the T-Statistics value of 3.042 which is greater than the critical limit of 1.97 and the P-value of 0.002 (below 0.05) indicate that this relationship is statistically significant. Thus, the null hypothesis (H0) which states that attitude has no significant effect on online donation behavior is rejected, while the alternative hypothesis (H1) is accepted. These results indicate that individuals who have a positive view of online donation, such as considering it an important and beneficial action, are more likely to realize their intentions in the form of real donation behavior in the #ARMY4Palestine campaign.

The Influence of Subjective Norms on Online Donation Behavior for #ARMY4Palestine on X by Indonesian ARMY Fandom

Hypothesis:

H₀: Subjective norms do not have a significant effect on online donation behavior

H₁: Subjective norms have a significant influence on online donation behavior

Table 18. Results of Hypothesis Testing of the Influence of Subjective Norms on Online Donation Behavior

Track	Original Sample(O)	T-Statistics	P-value	Conclusion
X2 -> Y	0.280	2,929	0.004	H0 is rejected

Source: Data processed by researchers with SmartPLS 3.0, 2025

Based on the results of the hypothesis testing in Table 1.19, subjective norms are proven to have a significant influence on online donation behavior for #ARMY4Palestine on X by the Indonesian ARMY fandom. The Original Sample (O) value of 0.280 indicates that the stronger the subjective norm, namely social encouragement from close people or the community, the greater the possibility of individuals to actually donate. In addition, the T-Statistics value of 2.929 which is greater than the critical limit of 1.97 and the P-value of 0.004 (below 0.05) indicate that this relationship is statistically significant. Thus, the null hypothesis (H0) which states that subjective norms do not have a significant effect on online donation behavior is rejected, while the alternative hypothesis (H1) is accepted.

The Influence of Perceived Behavioral Control on Online Donation Behavior for #ARMY4Palestine on X by Indonesian ARMY Fandom

Hypothesis:

H0: Perception of behavioral control does not have a significant effect on online donation behavior.

H1: Perception of behavioral control has a significant influence on online donation behavior

Table 19. Results of Hypothesis Testing of the Influence of Subjective Norms on Online Donation Behavior

Track	Original Sample(O)	T-Statistics	P-value	Conclusion
X3->Y	0.241	2,400	0.017	H0 is rejected

Source: Data processed by researchers with SmartPLS 3.0, 2025

Based on the results of the hypothesis testing in Table 1.20, perceived behavioral control is proven to have a significant influence on online donation behavior for #ARMY4Palestine on X by the Indonesian ARMY fandom. The Original Sample (O) value of 0.241 indicates that the higher a person's perception of the ease and ability to donate, the greater the likelihood that the individual will actually donate. In addition, the T-Statistics value of 2.400 which is greater than the critical limit of 1.97 and the P-value of 0.017 (below 0.05) indicate that this influence is statistically significant. Thus, the null hypothesis (H0) which states that perceived behavioral control does not have a significant influence on online donation behavior is rejected, while the alternative hypothesis (H1) is accepted

Indirect Influence

Online Donation Intention Mediates the Relationship between Attitude and Online Donation Behavior for #ARMY4Palestine on X by Indonesian ARMY Fandom

Hypothesis:

H0: Online Donation Intention Does Not Mediate the Relationship between Attitude and Online Donation Behavior

H1: Online Donation Intention Mediates the Relationship between Attitude and Online Donation Behavior

Table 20. Hypothesis Testing Results

Track	Original Sample(O)	T-Statistics	P-value	Conclusion
X1 -> Z-> Y	0.109	1,990	0.047	H0 is rejected

Source: Data processed by researchers with SmartPLS 3.0, 2025

Based on the results of the hypothesis testing in Table 1.21, it can be concluded that the intention to donate online mediates the relationship between attitude and online donation behavior for #ARMY4Palestine on X by the Indonesian ARMY fandom. The Original Sample (O) value of 0.109 indicates that a positive attitude towards online donation can increase a person's intention to donate, which then affects real donation behavior. In addition, the T-Statistics value of 1.990 which exceeds the critical limit of 1.97 and the P-value of 0.047 (below 0.05) indicate that this relationship is statistically significant. Thus, the null hypothesis (H0) which states that attitude does not have a significant effect on online donation behavior through the intention to donate is rejected, while the alternative hypothesis (H1) is accepted. These results indicate that a person's attitude towards online donation does affect their donation behavior, but this influence is mediated first through the intention or intention to donate. This means that someone who has a positive attitude towards donating is more likely to have the intention to donate, which in turn increases their likelihood of making an online donation.

Online Donation Intention Mediates the Relationship between Subjective Norms and Online Donation Behavior for #ARMY4Palestine on X by Indonesian ARMY Fandom

Hypothesis:

H0: Online Donation Intention Does Not Mediate the Relationship between Subjective Norms and Online Donation Behavior

H1: Online Donation Intention Mediates the Relationship between Subjective Norms and Online Donation Behavior

Table 21. Hypothesis Testing Results

Track	Original Sample(O)	T-Statistics	P-value	Conclusion
X2 -> Z-> Y	0.062	2,345	0.019	H0 is rejected

Source: Data processed by researchers with SmartPLS 3.0, 2025

Based on the results of hypothesis testing in Table 21, online donation intention also mediates the relationship between subjective norms and online donation behavior for #ARMY4Palestine on X by the Indonesian ARMY fandom. The Original Sample (O) value of 0.062 indicates that subjective norms of social influence from close people or communities have an influence on online donation behavior, but this influence is mediated through donation intention. This means that subjective norms increase the intention to donate, which then drives real donation behavior. In addition, the T-Statistics value of 2.345 which is greater than the critical limit of 1.97 and the P-value of 0.019 (below 0.05) indicate that this influence is statistically significant. Thus, the null hypothesis (H0) which states that subjective norms do not have a significant effect on online donation behavior through donation intention is rejected, while the alternative hypothesis (H1) is accepted.

Online Donation Intention

Hypothesis:

H0: Online Donation Intention Does Not Mediate the Relationship between Perceived Behavioral Control and Online Donation Behavior

H1: Online Donation Intention Mediates the Relationship between Perceived Behavioral Control and Online Donation Behavior

Table 22. Hypothesis Testing Results

Track	Original Sample(O)	T-Statistics	P-value	Conclusion
X3 -> Z-> Y	0.063	2,223	0.027	H0 is rejected

Source: Data processed by researchers with SmartPLS 3.0, 2025

Based on the results of the hypothesis testing in Table 1.23, online donation intention also mediates the relationship between perceived behavioral control and online donation behavior for #ARMY4Palestine on X by the Indonesian ARMY fandom. The Original Sample (O) value of 0.063 indicates that perceived behavioral control, a person's perception of the ease or ability to donate, influences donation behavior, but this influence occurs through donation intention. In other words, the higher a person's perceived behavioral control, the greater their intention to donate, which ultimately increases actual donation behavior. In addition, the T-Statistics value of 2.223, which is greater than the critical limit of 1.97, and the P-value of 0.027 (below 0.05), indicate that this influence is statistically significant. Thus, the null hypothesis (H0) which states that perceived control does not have a significant effect on online donation behavior through donation intention is rejected, while the alternative hypothesis (H1) is accepted. These results indicate that perceived behavioral control such as feeling easy access and ability to donate encourages someone to have a stronger intention to donate, which ultimately influences their donation behavior in the #ARMY4Palestine campaign.

Conclusion

Based on the results of data analysis and discussion, this study concludes that attitudes, subjective norms, and perceived behavioral control significantly influence both online donation intentions and behavior. A positive attitude toward donation motivates individuals to develop intentions and take real action in supporting donation campaigns. Subjective norms, which represent social pressure from one's environment, also play a crucial role in shaping an individual's donation intentions and behavior. Additionally, perceived behavioral control—which encompasses beliefs about one's ability and control over the donation process—further impacts a person's likelihood of donating. Moreover, behavioral intention serves as a key factor in translating donation intentions into actual behavior, making it a mediating variable that links attitudes, subjective norms, and perceived behavioral control with actual donation behavior. The findings of this study also confirm that donation intentions significantly mediate the relationships between attitudes and donation behavior, as well as between subjective norms and donation behavior. Therefore, this study reinforces the idea that psychological factors, as outlined in the Theory of Planned Behavior (TPB), play a fundamental role in driving individual participation in online donation campaigns.

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