

ABSTRACT

The social conditions of the Indonesian people in the era of globalization have seen many social changes in mindset, social behavior, and material culture since the use of new media is increasing. This study aims to determine how many influences that new media has on the motivation to donate through the Rumah Zakat in Bandung. This study uses independent variables namely new media with digital, interactive, hypertext, network, virtual, and simulation sub-variables. While the dependent variable is a motivation to donate with sub-variables of knowledge, religiosity, and trust.

The type of research used is descriptive with a quantitative approach. The sample in this study was the people of Bandung city who were donors totaling 100 respondents. In this study, researchers used a purposive sampling technique. The analysis technique used in this study is descriptive analysis, normality test, simple linear regression analysis, coefficient of determination and Pearson correlation analysis. The results of hypothesis testing produced a value of t count of 10,434 due to t count (10,434) > t table (1,660), then H₀ was rejected, which means that there is a new media influence on motivation to donate. The determination coefficient value is 56.70% which indicates that it has a new media influence of 53% on donating motivation and the remaining 47% is influenced by other factors that are not examined.

Keywords: *New Media, Motivation, Donation, Rumah Zakat*