



The Effect of Religiosity, Demography, and Motivation on Student Sharing Behavior Patterns

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Abstract. Provision of donations in Indonesia has increasingly experienced significant development. The purpose of this study was to determine how the influence of religiosity, demographic, and motivation level variables of Surabaya State University Economics Faculty students on patterns of sharing behavior. Based on these results it can be concluded that the Faculty of Economics students do sharing behavior because it is influenced by demographic factors and motivation not because of the factor of religiosity, so that the higher or lower levels of student religiosity do not determine the amount of sharing made by students.

Keywords: *Religiosity, Demographic, Motivation, Students Sharing Behavior*

INTRODUCTION

The Indonesian nation is a generous nation. Of course, this is a jargon that is often heard in the ears of the Indonesian people. Community values as mutual cooperation have been embedded in the Indonesian people. This value has existed through several aspects, namely: religious teachings, ancestral culture, community traditions, and social norms (BAZNAS, 2017: 1). In addition, Indonesia, with its population of the largest Muslim community in the world, certainly has various types of social activities which are often known as Islamic philanthropy. Judging from the culprit, currently, the distribution of Islamic philanthropy is not the only individual but also communities/ small groups, institutions, and corporations also become actors of the collection and distribution of Islamic philanthropy.

Islamic philanthropy has many potentials in Indonesia. Zakat collection in Indonesia in 2015 amounted to IDR 3.6 trillion and increased significantly in 2016 to reach IDR 5 trillion (BAZNAS, 2016: 22), while for *infaq* and charity at the end of Ramadhan 1438 H / 2017 M reached IDR 5 - IDR 6 Trillion (BAZNAS, 2017).

The allocation of funding zakat, *infaq*, and charity distributed to fields, including social humanity (26.51%), education (31.28%), economy (18.30%), *da'wah* (15.53), and health (8.39) (BAZNAS, 2016: 30). This means that there are still many Indonesians who have the potential to share through the zakat sector only. This potential will be achieved if the Indonesian people fully understand the importance of sharing.

The collection of donations in Indonesia has also experienced very significant development. In addition to individuals, communities and institutions, as well as companies also actively participate in contributing to social funds, either for charity or obligations towards their religion. This is also indicated by the establishment of *amil* zakat institutions the STATE-OWNED corporate entities, and other government offices in accordance with the mandate of Paragraph 1 Article 16 of UU RI No. 23 of 2011 are:

“In carrying out the tasks and functions, BAZNAS, provincial BAZNAS, and district/city BAZNAS can form UPZ in government agencies, regionally owned enterprises, private companies, and representatives of the Republic of

Indonesia abroad and can form UPZs at the sub-district, sub-district, or name level others, and other places. "

In Islam, humans are encouraged to work hard to get wealth. The essence of consumption is to create benefits in the present and future. This benefit can be interpreted through several principles of Islamic trends i.e. embodies the goodness while avoiding the ugliness or attracting benefits and refused to regard (Shidiq, 2009: 118). Along with the era of information technology is getting advanced, then share also experienced a shift in behavior. Behaviors that tend to change along with technological shifts include ways of sharing, sharing programs, continuing sharing (viral) information to share through social media, and sharing motivation.

The focus of the discussion is the students of the Faculty of Economics, Universitas Negeri Surabaya. This is because students of the Faculty of Economics certainly have the knowledge of doing business strategically, moreover, there are Islamic Economics Study Programs so that they certainly gain in-depth knowledge of the business and ethical comparison of Islam. In addition, the Faculty of Economics students have Entrepreneurship courses so it is certainly appropriate to do business science. Therefore, this study aims to determine the effect of religiosity, demography, and motivation on how students share behavior.

LITERATURE REVIEW

A. *Maqasid Syariah*

According to *maqashid sharia* theory of Izzuddin bin Abs al-Salam, and quoted by Shiddiq (2009) says that all legal *taklif* always aim for the benefit of servants in the life of the world and the hereafter. God does not require someone's worship because servant obedience and immorality do not affect God's glory. So the goal of legal benefits is human interests.

Maslahah in this *maqashid syariah* can be accepted with common sense, which means that *maqashid syariah* can influence reason in

knowing and understanding legal motives so that it influences a person's behavior in doing something.

B. *The pattern of Sharing Behavior*

Generally affecting the behavior of individuals is determined by intrinsic factors and extrinsic factors. These extrinsic factors include demographic and non-social demographics such as age, gender, income level, and education level. Some of these factors have a positive influence on behavior.

People who have altruistic values are more likely to contribute because they are motivated to create a better world. (Bekkers and Wiepking, 2007 (in Alawiyah, 2009). From some studies and definitions above, it can be concluded that outline the factors that influence the behavior of the share or charitable behavior are religiosity, demographic, and motivation. In addition, the indicators of sharing behavior are because of due to one's intention or willingness to share with others and the actions taken in the form of an attitude of wanting to help others.

C. *Religiosity*

According to the term, religiosity comes from the English "religion" which means religion. Then it becomes a religious adjective which means religious and becomes a word of the state of "religiosity" which means diversity so that it can be said that reliability has the same meaning namely diversity. The meaning of religiosity is how far the level of one's knowledge, how the firm is the belief, perseverance in worship, and the appreciation of religion. According to Glock and Stark (in Sari, 2018) there are five dimensions of religiosity as follows:

- a. The dimension of belief
- b. The Dimensions of rhythm
- c. The dimension of experience
- d. The dimension of religious knowledge
- e. The Dimension of consequences

According to some expert opinions about factors that influence someone's sharing behavior, it can be concluded that there are

three main factors that can influence one's sharing behavior based on the level of religiosity, namely: the dimension of rhythm, the dimension of religious knowledge, and the dimensions of consequences.

D. Demography

Demography is the study of the problems and conditions of change in human population concerning density, location, age, sex, race, employment, and other statistical data. Furthermore, this demographic also affects a person's behavior in channeling some of his property to others. As mentioned in the behavior pattern theory above, there are demographic factors relating to acts of charity, namely education, income, age, gender, marital status, families, and residence.

The composition of the population in demographics is divided into several aspects, such as biological aspects (age, sex), social (education, status), economy (job, income level), geography, residence, and culture such as religion, customs, and so on.

E. Motivation

According to Gibson, 2004 (Noor, 2011), "*motivation is forces on an employee that initiates and direct behavior*".

According to Herzberg (Noor, 2011), there are two types of factors that encourage someone trying to achieve satisfaction and keep away from dissatisfaction. These two factors include extrinsic factors and intrinsic factors. Extrinsic factors include human relations, rewards, and environmental conditions. While intrinsic factors include achievement, recognition, and progress in the level of life. Colquitt, 2009 (Noor, 2011) suggests that there are five characteristics of employees who have high motivation as criteria for measuring motivation, namely the encouragement from inside and outside, positive work behavior, initiative, work goals, and perseverance in the work.

METHOD

This research is using kind of quantitative research. The sampling technique in this study uses a nonprobability sampling technique. The type of data used by the author in this study is primary data using questionnaires or question form. Based on the results of the questionnaire can be known to influence the level of Religiosity, Demography and Motivation. The research instrument test is validity, reliability, and classic assumption test. While the data analysis technique consists of: measurement scale and multiple linear regression analysis.

RESULT AND DISCUSSION

A. *The Effect of Religiousism on Student Sharing Behavior Patterns*

In this study, variable X1 (religiosity) does not have a significant effect on variable Y (pattern of sharing behavior). This is indicated by the significance value of 0.064 is greater than the alpha value of 5% or 0.05. This indicates that the higher or lower level of religiosity does not affect the sharing behavior of a student at the Faculty of Economics, Surabaya State University, so the hypothesis H1 which states the level of religiosity has a direct and significant effect on student sharing behavior patterns is rejected and H0 is accepted. This research is in line with several previous studies that were used as references. Maulida (2013) suggest that religiosity had a significant effect on charitable behavior. It's just that the contribution of religiosity towards charitable behavior is still small compared with other variables outside the model. The higher a person's religiosity is not necessarily a factor that causes a person to do charity.

B. *Effect of Demography on Student Sharing Behavior Patterns*

The variable X2 (demographics) has a significant influence on the variable Y (pattern of sharing behavior). This is indicated by the significance value of 0,000 which is less than the alpha value of 5% or 0.05. This indicates that work experience, level of education, and income of a student influence student sharing behavior at the Faculty of Economics,

Surabaya State University, so the H2 hypothesis which states the demographics directly and significantly influences the student sharing behavior pattern is accepted and H0 is rejected.

This is in line with the research conducted by Alawiyah (2009) in his research entitled "*correlation of deeds of charity with the nominal magnitude of Indonesian Muslims*". The results of the research that have been conducted show that there are differences in the level of giving due to differences in age, income, education, family size, and residence. Older people, larger families, people who live in cities and have higher levels of education and income tend to contribute more, so three demographic factors (age, education, and income) have a relationship with one's charity.

C. Effect of Motivation on the Pattern of Student Sharing Behavior

In this study, the X3 variable (motivation) has a significant influence on the Y variable (sharing behavior pattern). This is indicated by the significance value of 0,000 which is less than the alpha value of 5% or 0.05. This indicates that the intrinsic and external factors of a student influence the sharing behavior of students at the Faculty of Economics, Surabaya State University, so that the H3 hypothesis which states motivation directly and significantly influences the student sharing behavior pattern is accepted and H0 is rejected.

This is in line with the research conducted by Anoraga and Ari (2015), which analyzes the motivation of Islamic work and the Islamic work ethic of the Surabaya branch of Bank of Jatim Syariah, which states that one's work motivation has a significant positive influence on the work ethic of Bank of Jatim Syariah employees. Surabaya. Based on the results of this study it means that motivation has a positive relationship and has a significant effect on a person's behavior patterns. In addition, this study is also in line with the research conducted by Nurhidayati (2012),

which analyzes empathy and the emergence of altruistic behavior in adolescence, the results of his research state that someone who is able to feel the difficulties of others (empathizing), will foster a strong urge to do altruistic behavior. This shows that someone's motivation for having empathy for others influences sharing behavior or helping behavior with others.

D. Joint Effects of Levels of Religiosity, Demography, and Motivation on the Pattern of Sharing Behavior

Based on the simultaneous testing that has been done, it is known that the significance value is 0,000 less than 0,005 and the F value calculated F-count is 40,381 greater than the F-table 2,67, so it can be concluded that there is an effect of X1 (religiosity), X2 (demographics), and X3 (motivation) simultaneously towards Y (sharing behavior). Thus in addition to religiosity and demography, motivation also has a very important role in the pattern of student sharing. in line with research from Chatijah and Purwadi (2007), analyzing the relationship between religiosity and adolescent consumptive attitudes, the results of the study state that there is a significant negative relationship between the level of religiosity and one's consumptive attitude. This means that in this case religiosity has a significant effect on a person's attitude or behavior.

The researcher got findings that were in line and not much different from the previous research which showed that based on the coefficient of determination the level of religiosity, demography and motivation had a major contribution in influencing patterns of student sharing. It's just that in the X1 variable the researchers found results that the level of religiosity did not affect the pattern of student sharing behavior.

There is a conclusion that the pattern of sharing behavior of students at the Faculty of Economics, Surabaya State University does not depend on the level of religiosity, so that

the higher the level of religiosity of students is not necessarily and does not rule out the possibility of having an attitude or behavior not sharing. This also applies the opposite, that the lower the level of religiosity of students is not necessarily and does not rule out the possibility of having a willing or happy attitude or behavior. While the behavior of Faculty of Economics students in sharing is more influenced by demographic and motivational factors.

CONCLUSION

Based on the results of the research conducted, it can be concluded that: religiosity there is no significant influence on student sharing behavior patterns, demographics have a significant influence on student sharing behavior patterns, and motivation has a significant influence on sharing behavior patterns.

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