

**ABSTRAK**

Penelitian ini menguji perbedaan penggunaan *temporal distance* dan daya tarik emosional terhadap empati, *perceived credibility* badan amal, dan niat berdonasi. Pengujian statistik dalam penelitian ini dilakukan menggunakan uji MANOVA yang kemudian dilanjutkan dengan menggunakan uji *structural equation modelling* (SEM) dengan aplikasi SmartPLS 3.2.8. Penelitian ini menggunakan desain factorial 2 (*far temporal distance* vs *near temporal distance*) x 2 (daya tarik emosional *pride* vs daya tarik emosional *compassion*) dan mengumpulkan data dari 160 partisipan dari kalangan mahasiswa. Variabel terukur empati (5 indikator), *perceived credibility* (5 indikator), *altruism* (6 indikator), dan niat berdonasi (5 indikator) masing-masing diukur menggunakan skala Likert 5 poin. Dalam *main effect* penelitian ini, ditemukan bahwa penggunaan *temporal distance* yang berbeda memberikan pengaruh yang berbeda pada respon empati namun tidak pada *perceived credibility*. Daya tarik emosional yang berbeda juga memberikan pengaruh yang berbeda pada respon empati namun tidak pada *perceived credibility*. Ditemukan pula *interaction effect* antara *temporal distance* dengan daya tarik emosional pada empati namun tidak pada *perceived credibility*. Kemudian, dalam penelitian ini, terbukti bahwa empati dan *perceived credibility* berpengaruh positif terhadap niat berdonasi, di mana *altruism* memperkuat hubungan antara empati dengan niat berdonasi namun tidak memiliki efek moderasi pada hubungan antara *perceived credibility* dengan niat berdonasi.

**Kata kunci:** *temporal distance*, daya tarik emosional, empati, *perceived credibility*, niat berdonasi, badan amal, MANOVA, *structural equation modelling*

**ABSTRACT**

*This study examined the differences of using temporal distance and emotional appeals toward empathy, charitable organization perceived credibility, and intention to donate. Statistical equation in this study was done using MANOVA test, which was then continued with a structural equation modelling (SEM) test using SmartPLS 3.2.8 software. This study used 2 (far temporal distance vs near temporal distance) x 2 (pride emotional appeals vs compassion emotional appeals) factorial design with data collected from 160 undergraduate student participants. Measured variables of empathy (5 indicators), perceived credibility (5 indicators), altruism (6 indicators), and intention to donate (5 indicators) were each measured with 5-point Likert scale. In the main effect of the study, it was found that the usage of different temporal distance had different effect on empathy but not on perceived credibility. The usage of different emotional appeals was found to have a different effect on empathy but not on perceived credibility. It was also found that the interaction between temporal distance and perceived credibility had different effect on empathy but not on perceived credibility. Moreover, this study had proven that empathy and perceived credibility positively affect intention to donate. In addition, altruism moderated the correlation between empathy and intention to donate but not the correlation between perceived credibility and intention to donate.*

**Keywords:** *temporal distance, emotional appeals, empathy, perceived credibility, altruism, intention to donate, charitable organization, MANOVA, structural equation modelling*