

# The Impact of Financial and Non-Financial Information Disclosure to Donation Decision in NonProfit Organization by Individual Donor (A True-Experiment Research)

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## Abstract

The purpose of this research is to analyze and evaluate the impact of financial and non-financial information disclosure to donation decision in the nonprofit organization by the individual donor. Using methods of true-experimental research with Posttest-Only Control Design with Completely Randomized Designs-within-subject or CR-p. A total of 16 students selected according to pre-defined categories and divided into 8 groups as proxy decision makers are faced with four manipulation disclosure. Results showed that the average number of the decision against nonprofit donations by individual donors to participants is different between types of disclosure; greater donor preference to non-financial; the decision is based on the type of donation without any disclosure to make sure there are other factors into consideration donor in donating; and this study confirmed the Agency Theory where there is an agency relationship between the donor as principal and NPO as an agent that must be met in order to avoid agency problems resulting condition information gaps. The study was limited to as a quasi-experiments are run in simulation with the students as a proxy decision maker donations have not been able to present a perfect ecological validity in the simulation where students are not the actual decision makers who do not use his own money to the benefit of donation and this study is limited to the type of disclosure of financial and non-financial as independent variables means that there are other factors that may influence the decision of donations that are not investigated in this study.

**Keywords:** Financial and Non-Financial Disclosure, Donation, NonProfit

## 1. Introduction

NonProfit Organization (NPO) exist as a response from government failure in fulfilling public needs (B. A. Weisbrod, 1977). This means that the obligation to provide public services can not be provided by the government can be taken over by NPO, it is then made NPO advantage over private companies are more oriented towards profit (Wallis & Dollery, 2006) because the government has a different policy for NPO example taxation policy. NPO contribution can not be considered small, as a comparison if in the US NPO provides more than 2% of the gross domestic product in Indonesia is in the amount of 4.11% of Indonesia's gross domestic product in 2012 (Produksi, 2016).

Growth in the number NPO also means tax revenue growth of the nonprofit sector, especially in Indonesia. NPO number of a legal entity in Indonesia is quite a lot, until the end of 2011 only for the Foundation recorded around 39.865 and 1,744 for the association, moreover, that has not been registered (Administrasi dan Hukum, 2012). Tax revenues are flawed, total contributions in 2011 (in million Rupiah) to sector 407 518 Educational Services, Health Services and Social Activities and Services for 649 162 Community, social, and Other Activities amounted to 2,048,325 or 1.3% of Total Tax Revenue amounted 237.079.212 (Direktorat Jenderal Pajak, 2012).

NPO is not a public company that has the obligation to disclose information to the public organizations, it is difficult for the public to monitor the performance of an NPO, the difficulty of the public in monitoring the performance of NPO openly unlock the potential of missing information to the public that should be known to the public. In the relationship between principal and agent, public or in this case represented by the donor could be positioned as a principal while the NPO or charity positioned as a management agent (Zainon, Atan, Wah, Yeow, & Nam, 2011). NPO said, because of its resources come from donations given by the donor. Public as principal NPO would want to be present with the governance of a healthy organization so that it can fulfill its duties as a public service with a good agent. Good corporate governance requires both transparency, accountability, independence, responsibility, and fairness (OECD, 2004) and one manifestation of good governance is to do with disclosure.

Disclosures in its various forms are required by donors who require the information to be accountable for making placement decisions charitable funds or help them. Previous research provides evidence that disclosure of financial information directly can impact the decision to donate and at the same time both the disclosure of

financial accounting information and non-financial information can influence how donors to a nonprofit organization (Parsons, 2007). Prospective donors who receive accounting information and receive additional information is likely to contribute (Irvin, 2005), on the other hand, research results from Saunah Zainon, the results of statistical tests performed apparently showing that the total contributions received significantly associated with the level of disclosure (Zainon et al., 2011). In other Zainon Saunah research also found that basic information, financial information, and future information carries the highest weight. They are considered as information perceived importance by most institutional donors but is not regarded as the necessary information to be provided by regulation (Atan, Zainon, & Wah, 2012), so for this reason why disclosure is important for NPO.

The presence of NPO as a form of response from the government's failure to meet the needs of the public to contribute significantly a country primarily from tax revenues. Provisions government against NPOs that are not as strict as in the private sector led to the public difficult to assess the performance of NPO proportionally because of the opportunities of information that may be hidden by the NPO, while public interest in the governance of NPOs good as a basis for decision-making donations or their resource allocation to the NPO , Disclosure of financial information or disclosures that are voluntary is one manifestation of the application of NPO good governance and donor preferences on the type of disclosure becomes quite interesting phenomenon to be answered.

Based on the background of the above problems, the question in this research is "What is the impact Disclosure of Financial Information and Non-Financial Decision to Donate to Nonprofit by Individual Donors?" To answer the purpose of the research is to understand How Impact Disclosure financial and Non-financial Decision to Donate to Nonprofit by individual donors.

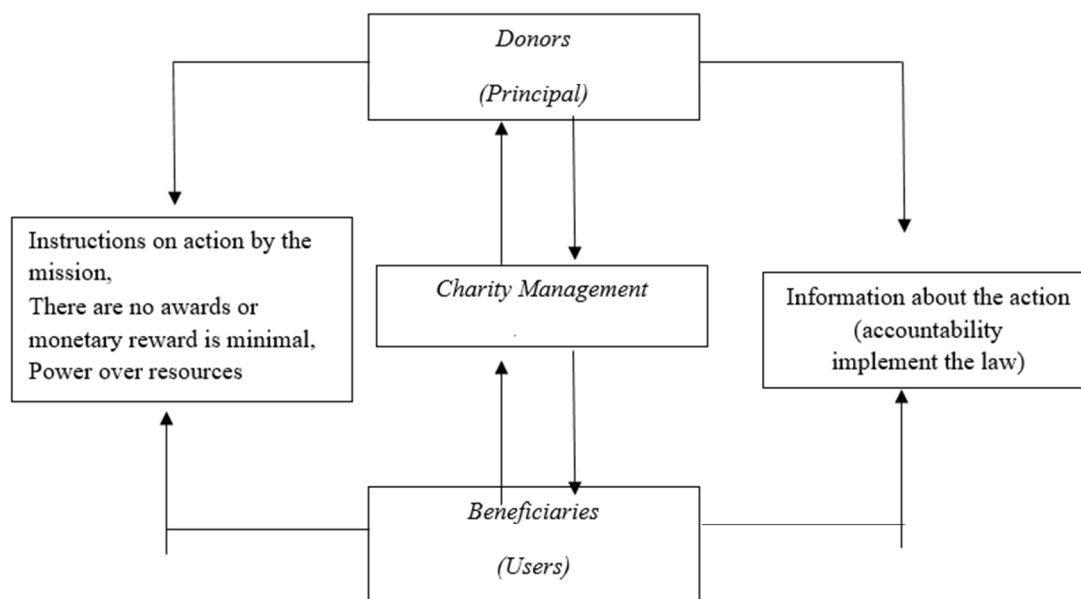
## 2. Literature Review

Disclosure is defined as the provision of some information needed for optimal operation of an efficient capital market (Hendriksen, 1992). As shown by some examples of research related to the needs of disclosures in the decision-making process of donating by donors from a number of studies, in addition to financial accounting information turned out to donors more in need of non-financial information (Gordon & Khumawala, 1999), the disclosure of organizational performance through non-financial information (Buchheit & Parsons, 2006), voluntary information (Parsons, 2007), information on the efficiency in non-financial information (McDowell, 2007), basic information and future information (Zainon et al., 2011) as well as the need for disclosure of information that extends more beyond the need for more financial disclosures (Atan et al., 2012). Furthermore, in a simple kind of disclosure in this study were divided into the disclosure of financial information and non-financial information.

Financial Information. The financial statements are the main tool to demonstrate the effectiveness of management objectives and to perform the functions of accountability for the resources entrusted to an organization (Munawir, 2002) and should be used as a basis for making decisions regarding the allocation of the resources (Harahap, 2011). The example of financial information is a nonprofit organization referred to in this context is the IAS 45 Revised 2010 (Ikatan Akuntan Indonesia, 2011) which consists of a statement of financial position (balance sheet) at the end of the reporting period Activity Report for the reporting period, cash flow statement for the reporting period and notes to the financial statements. Where such financial statements provide an overview of financial performance presented separately bound and not bound assets and accountability of managers the ability to manage the resources of the organization received from contributors presented through activity report and statement of cash flows.

As the company, the main purpose of the financial statements of the nonprofit organization is to provide relevant information to meet the interests of contributors, members of nonprofit entities, creditors, and others that provide resources for non-profit entities.

**Figure 1. Nonprofit Accountability Organization Model**



Source: Saunah Zainon, 2011

Figure 1 shows that Nonprofits (Charity Management) is in the middle of the relationship between donors and beneficiaries. Relationships provide a key tool for the sustainability of Nonprofit Organizations to develop lasting relationships with donors, which in turn produces a flow of donor funds (Zainon et al., 2011). When there is a bad relationship between Nonprofit and donors, it could affect the decision of donors to (Belkaoui, 2004) does not provide financial support to the Non-Profit Organization for the benefit of beneficiaries (Zainon et al., 2011).

**Non-Financial Information.** Urgency needs of non-financial information have been demonstrated by a series of studies (Atan et al., 2012; Buchheit & Parsons, 2006; Gordon & Khumawala, 1999; McDowell, 2007; Parsons, 2007; Zainon et al., 2011). Some of the most empirical evidence which refers to "the performance of the organization" as a reference to non-financial information even though there is no universally accepted term for measuring the performance of an organization (GASB, 2015). As a result, many terms such as productivity, work measurement and effectiveness has been used synonymously with 'performance measurement'. One of them, as stated by the Government Accountability Office (GAO): 1980 as defined performance measurement as a "performance assessment organization".

One of them is the SEA or Service Efforts and accomplishment that is a form of external financial reporting with a common goal which meant that includes information about the services provided and the effect of such services to assist users in assessing the extent to which the government achieves the objectives of government programs in a broad sense. SEA reporting purposes are to help the citizens, government officials, and other interested parties (collectively referred to as "users") in assessing the performance of the services provided (GASB, 2015).

**Decision and Decision Theory.** Generally, in some sense reference who took the decision as a result of a problem-solving activity that is done explicitly, the answer will definitely be a question, or the implementation of the action (Davis, 1951). Here in detail, the decision is also interpreted as a series of activities available alternative vote (Stoner & Wankel, 1982). Donate or not in this case also a decision or the result of a series of problem-solving activity. Furthermore, the deeper is described in decision theory as the analysis of individual behavior when faced with the uncertainty of not strategic-namely, the uncertainty of the so-called "natural" (natural event stochastic-like coin flip, crop losses seasonal, personal illness, and the like) or, if the other individual involved, their behavior is treated as a statistical distribution known by decision makers donation activities. It also depends on probability theory, which was developed in the seventeenth and eighteenth centuries by figures such as Blaise Pascal, Daniel Bernoulli, and Thomas Bayes (Gintis, Bernoulli, & Einstein, 2009). Or it can also be described as the study of how the choice should be made in a variety of different contexts (Bradley, 2014), such as whether the donation is a decision based on the information provided or without any information for consideration decision.

**Donation.** Actually, contributions or donations or charity (English: a contribution that comes from Latin: Donum) [1] is a gift generally physically by a person or legal entity, this provision has a voluntary nature, in return for no gain, although donations may be food, goods, clothing, toys or vehicles, but not always the case, in the event of a disaster or emergency situation certain other circumstances, the contribution may be in the form of

humanitarian aid or in the form of development, in terms of medical care can donate blood transfusion or in the case of transplantation may also supply replacement organs Your donation can be done not only through the provision of services or goods alone but can be done also in the form of unconditional funding. ([Http: // id.wikipedia.org / wiki / Donate](http://id.wikipedia.org/wiki/Donate)).

**Individual Donors For Decision Makers.** In the discussion about the social exchange theory, the motivation to give, and the principles of financial reporting in the decision (Gordon & Khumawala, 1999) shows the response of donors as individuals to request depends on external influences and internal motivation, where there is a reciprocal relationship between donors and recipients, as which is described in the basic model of philanthropy. This has become a reference some subsequent research that takes individual donors as a subject in the study do with the decision to give (Buchheit & Parsons, 2006; Calabrese & Grizzle, 2012; Eveland & Crutchfield, 2007; Iwaarden, Wiele, Williams, & Moxham, 2009; Li, McDowell, & Hu, 2012; McDowell, 2007; McDowell, Li, & Smith, 2013; Muslim & Purwanto, 2013; Parsons, 2001) and many other similar studies.

The response of donors in the form of decision-making in Decision Theory, departing from around the issue of decision-making (donation). Who actually makes the decisions (donation) ?. It said individual as either a stand-alone agent or as a single entity with the existence of resources, evaluate and change their environment in any way possible - usually depends on the context of the ongoing whether in the context of personal and institutional (Bradley, 2014). It is then confirmed that the individual is the real decision makers in the organization (Siegel & Marconi, 1989).

**Non-profit organizations** is an organization whose main targeted to support an issue or a subject for public use for non-commercial, without notice things that non-profit (monetary). Non-profit organizations include churches, public schools, public charities, hospitals and public clinics, political organizations, public assistance in terms of legislation, volunteer service organizations, trade unions, professional associations, research institutions, museums, and government officials (Wikipedia, 2014), The nonprofit organization is identical with the donation, this is due to non-profit organizations obtain resources from members' contributions and contributors to both individuals and institutions that do not expect anything in return.

## 2.1. Related Theory

**Agency Theory.** The concept of agency theory is a relationship or contract occurs between the principal and the agent. A principal agent hired to perform tasks for the benefit of the principal, including the delegation of authority and decision-making from the principal to the agent (Anthony & Govindarajan, 1995). In the context of this study acts as the principal donors who have the resources while the non-profit organization acting as agent donor. And the agency problem occurs when one of the parties (whether donors or non-profit organizations) to have information that is not owned by the other party (Pawlina & Renneboog, 2005) condition is the underlying information gap **Asymmetric Information Theory** (Brigham & Houston, 2013).

## 2.2. The relationship between of Financial Information Disclosure (X1) with Donation Decisions on NPO (Y): Receive versus Not Received

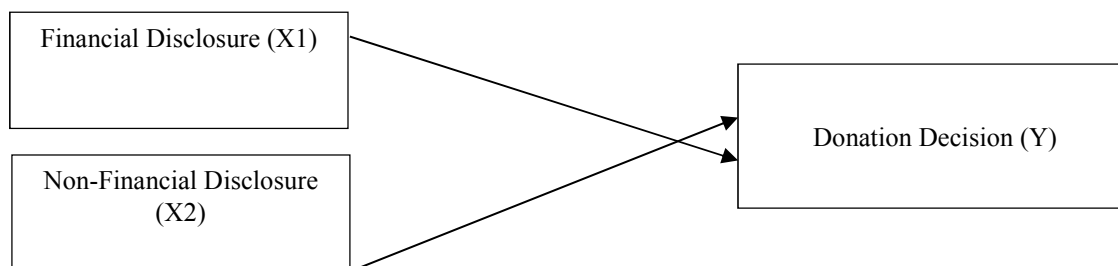
Several previous studies have found that (a) the donor to consider the performance of the financial statements are important in the decision of donation and (b) donor view critical financial information to make donation decisions (Hyndman, 1990, 1991), ranked financial information, specifically the ratio of the program, as an important element in the process of decision making donations (Khumawala & Gordon, 1997), donor using financial data and after seeing the positive information, it may be contributing to the organization (Callen, 1994; Posnett & Sandler, 1989; Tinkelman, 1998, 2004; B. a. Weisbrod & Dominguez, 1986), several donors who have previously made some amount of donations using financial accounting information when making donation decisions (Trussel & Parsons, 2007), some other information can also affect to donations such as information about the efficiency in allocating resources to programs, the financial stability of the organization, the information available to the donor and the organization's reputation (Trussel & Parsons, 2007), and efficiency Finance Non-Profit organization indirectly affect individual donations (Li et al., 2012), previously stated that donors tend to react positively on the disclosure of financial information that is positive (Howson & Barnes, 2009).

## 2.3. The relationship between of Non-Financial Disclosure (X2) with Donation Decisions on NPO (Y). Receive versus Not Received

Revealed that the additional disclosure or non-financial information is significant in predicting the contributions received in the following year (B. a. Weisbrod & Dominguez, 1986) and can affect the donor view of a non-profit organization (Parsons, 2007), this is because the donor can influence both by the content or increased transparency so that the donor is more likely to contribute if the recipient organization is considered more "viable" (Eckel & Grossman, 1996). In addition, many individual contributors did not review the financial statements of a charity before they make a decision contribution (Gordon & Khumawala, 1999).

This leads to the following hypothesis:  
 HA: The average number of results Decision to Grant Assistance to Individual Donors Nonprofits by the different participants among Disclosure Type A, B, C, and D ( $\mu_a \neq \mu_b \neq \mu_c \neq \mu_d$ ).

Figure 2. Framework



### 3. Experiment

#### 3.1. Design

The design used in this study is Posttest-Only Control Design with Completely Randomized Designs-within-subject abbreviated as CR-p is an experimental study that compares two groups were given different treatment (Campbell & Stanley, 1963; Ghazali, 2008).

To test this hypothesis, two manipulation headline conducted experiments 2x2 between-participants, crossing the information level of financial efficiency a non-profit organization Yayasan Kasih Anak Kanker Indonesia (YKAKI) through the financial statements (Received vs. Not Received) audited information program effectiveness through Non-financial information (Received vs. Not Received) which has been previously manipulated. Yayasan Kasih Anak Kanker Indonesia (YKAKI) was chosen as the base for building experiment materials thus serve as the actual recipients in this experiment.

Donation Decision equation model experiments on NPO by donors can be written as follows:

$$Y_{ij} = \mu + a_j + \epsilon_i(j) \quad (i = 1, \dots, n; j = 1, \dots, p), \text{ where:}$$

$Y_{ij}$  = Decision to Grant Assistance to Nonprofits by Individual Donors  
 participant  $i$  with treatments level (disclosure)  $a_j$

$\mu$  = Grand mean of eight groups of participants mean donations.

$a_j$  = Effect of treatment / disclosure of the population is equal to  $j$  and  $\mu_j - \mu$ .  
 and reflects the effect of treatment /  $a_j$  disclosure.

$\epsilon_i(j)$  = Influence of errors within the group associated with  $y_{ij}$  and the same  
 with  $y_{ij} - \mu - a_j$ . Reflects all the influences that can be attributed by  $a_j$  level.

#### 3.2. Participant

As for the participants in this study were students undergraduate degree majoring in accounting who have the experience and inexperienced donate funds to nonprofit organizations, student undergraduate degree majoring in non-accounting who has the experience and inexperienced donate funds to nonprofit organizations, graduate student majoring in accounting who have the experience and inexperienced donate funds to nonprofit organizations, and graduate students of non-accounting majors who have the experience and inexperienced donate funds to nonprofit organizations each 2 for a total of 16 participants were divided into 8 groups. After previous studies that also use students as a proxy for individual donors. Students are seen as a reasonable proxy for individual donors, especially since they have been used as a donor in previous studies (Buchheit & Parsons, 2006; Eckel & Grossman, 1996; Khumawala & Gordon, 1997; Parsons, 2007).

#### 3.3. Manipulation

In this experiment, the participants were asked to become a dictator who has the full right to decide to allocate Rp. 20.000, - between the participants themselves and Yayasan Kasih Anak Kanker Indonesia (YKAKI) in the manipulation of four different disclosure conditions:

- In the first disclosure or T1, participants receive financial information non-profit organization that has been audited before and receive non-financial information about non-profit organizations (X1a, X2a),
- In the second disclosure or T2, participants receive financial information has been audited profit organization in the past but did not receive non-financial information (X1a, X2b),
- In the third disclosure or T3, the participants do not receive financial information but received non-financial information about non-profit organizations (X1b, X2a), and
- In the fourth disclosure or T4, participants do not receive financial information at the same time do not accept non-financial information (X1b, X2b).



### 3.4. Procedure

Subjects who participated in the dictator game in which the dictator asked to determine the distribution of Rp. 20.000, - between himself and nonprofit organizations. Researchers reported the results of the 4 treatment (treatment) .For each session of treatment, each received payment fee of Rp. 20.000, - upfront. After signing the release authorization, the subjects were given instructions for the experiment. A supervisory board is selected from the Student Association of Accounting Department by the experimenter in the dictator room, and he conducted surveillance for 2 blocks, maximal participants. The experimenter (participants, supervisors, and the experimenter) were in the room during the experiment. Envelopes were randomly distributed to the participants of space Recipient. Envelopes are opened and money is recorded and given to the subject. And supervisory procedures to verify that followed.

Supervisors are responsible for opening each envelope and its contents noted. Supervisors must verify, with a signed statement, that the recapitulation of the total amount of donations was written and then deposited through e-banking transactions to the accounts designated NPO conducted jointly by the supervisor and the experimenter. All documentation of the verification process in each by supervisors and experimenter. As the record, for each session of time trials provided a maximum of 30 minutes with 30 minutes for the trial sessions.

According to the hypothesis, the data that has been collected is then processed and analyzed using a repeated measure ANOVA analysis techniques (Within-subject design). In the within-subject design of this assumption can not be fulfilled because the data on different conditions will be interconnected (not independent) because it comes from the same subjects. So the data from the different experimental conditions will be interconnected. So, we need a new assumption that the relationship between the couple experimental conditions is the same or similar, this assumption is known Sphericity. Sphericity assumptions can be attributed to the assumption of homogeneity of variance. SPSS provides a test known as Mauchly's test is to test the hypothesis that variants of the differences between the conditions are the same.

If Mauchly's test statistics significant (probability <0.05), it can be concluded there is a difference between the variance differences and assumptions Sphericity violated. If Mauchly's test statistics were not significant (probability > 0.05) we can conclude that different. If Mauchly's test statistics significant, it needs a correction to the value of F-test. Correction to do is adjust the degree of freedom relating to the value of F. To correct degree of freedom can use Huynh-Feldt's if the value estimate sphericity ( $\epsilon$ ) in the SPSS output > 0.75 and if <0.75 could be using Greenhouse-Geisser (Ghozali, 2008).

## 4. Results and Discussion

### 4.1. Result

This experiment was conducted at the Economics Faculty, the University of Parahyangan Bandung precisely in one of the rooms in Building Accounting Profession Education (PPAk) on December 19, 2012. This experiment involves eight groups of participants who had previously been invited as well as four members of the Accounting Student Association of Economics Faculty, the Parahyangan Catholic University as a supervisor. The time available for this experiment is four (4) hours starting from 09:00 am.

From the experiments conducted, the data is then collected and processed by using SPSS software 19 version with the following results:

**Table 1.1: Descriptive Statistics-Donation Based on Disclosure**

	Mean	Std. Deviation	N
T1. Receive financial information and non-financial additional information. (X1a,X2a)	16250.00	4432.026	16
T2. Receiving financial information but did not receive non-financial information. (X1a,X2b)	13750.00	4432.026	16
T3. Do not receive financial information but received non-financial information (X1b,X2a)	15625.00	4172.615	16
T4. Do not receive financial information at the same time do not accept non-financial information (X1b,X2b)	16250.00	5824.824	16

Source: Data processed

Descriptive statistics table give an average donation value and standard deviation for each treatment. It appears that the average donation highest lies in T1 treatment where the participants receive financial information and receive non-financial information (X1a, X2a) and T4 which participants who did not receive financial information at the same time do not accept non-financial information (X1b, X2b) an average donation of Rp. 16,250, -. The findings on the condition of T1 is very consistent with the results of previous studies which found that financial information can directly affect the decision to donate and at the same time both the disclosure of accounting information of financial and non-financial information can influence how donor to a

nonprofit organization (Parsons, 2007).

While at T4 condition, that condition is contrary to the condition of T1, it had occurred in previous studies in which the results have proved that the number individual contributors who did not review the financial information of a charity before they make a decision (Gordon & Khumawala, 1999). Furthermore, it is considered an anomaly is also evident in this study.

Then Followed by T3 treatment where the participants who did not receive financial information but received non-financial information (X1b, X2a) contributed an average of Rp. 15,625, -. Some previous findings also stated the same thing, which found that non-financial disclosures significantly in predicting the contributions received in the following year (B. a. Weisbrod & Dominguez, 1986).

And the average amount of the lowest donation is T2 treatment in which participants receive financial information but did not receive non-financial information (X1a, X2b). Still the same as previous findings in which some donors who previously had made some amount of donations using financial information when making donation decisions (Parsons, 2007).

**Table 1.2: Mauchly's Test of Sphericity<sup>b</sup> - Variance Between Group**

Measure: MEASURE\_1

Within Subjects Effect	Mauchly's W	Approx. Chi-Square	df	Sig.	Epsilon <sup>a</sup>		
					Greenhouse-Geisser	Huynh-Feldt	Lower-bound
Treat	.302	6.860	5	.237	.617	.829	.333

Source: Data processed

Tests the null hypothesis that the error covariance matrix of the orthonormalized transformed dependent variables is proportional to an identity matrix.

a. May be used to adjust the degrees of freedom for the averaged tests of significance. Corrected tests are displayed in the Tests of Within-Subjects Effects table.

b. Design: Intercept

Within Subjects Design: Treat

Test results in Mauchly of Sphericity for Treat variable with a value of Chi-square 6.860 and the probability of 0302 was not significant (value greater than 0.05), so it can be concluded that variants of the differences for each treatment (T1 to T4) are the same, which means the assumption is the same which means assuming Sphericity met.

**Table 1.3: ANOVA Within-Subjects Contrasts - Repeated observations for Disclosure**

Measure: MEASURE\_1

Source	Treat	Type III Sum of Squares	df	Mean Square	F	Sig.
Treat	Linear	1406250.000	1	1406250.000	.036	.854
	Quadratic	19531250.000	1	19531250.000	1.224	.305
	Cubic	12656250.000	1	12656250.000	.689	.434
Error(Treat)	Linear	2.698E8	7	38549107.143		
	Quadratic	1.117E8	7	15959821.429		
	Cubic	1.286E8	7	18370535.714		

Source: Data processed

The next table is the result of Anova for within-subject. In this table there is value sum of the square within-subject to variable amounting 1406250.000 and treat 1406250.000 square Mean value that describes how large the total variability can be explained by the influence of the experiment (four types of disclosure). There is also the error value that describes the amount of variability that can not be explained by experiment. The value of the square sum is divided by the degree of freedom Mean square generating value. F value ratio is obtained by dividing the mean square effects of the experiment (1406250.000) with a mean square error (38549107.143) so that the value of F ratio  $(1406250.000 / 38549107.143) = 0.036$  with significant value 0854. So we can conclude that the null hypothesis is rejected, which means there is a difference in the amount of donations to individuals for the four types of disclosures T1, T2, T3, and T4 and this is elaborated further in the next Bonferroni test results table.

Bonferroni test aims to determine the mean difference between the groups this is done when there is a significant difference generated in the previous ANOVA test (Stevens, 2009). Bonferroni test results provide a more detailed explanation of the differences between types of treatment or disclosure.

**Table 1.4 Bonferroni Test Result - Pairwise Comparisons**

Measure: MEASURE\_1

(I) Treat	(J) Treat	Mean Difference (I-J)	Std. Error	Sig. <sup>a</sup>	95% Confidence Interval for Difference <sup>a</sup>	
					Lower Bound	Upper Bound
1	2	2500.000	1336.306	.621	-2358.552	7358.552
	3	625.000	2744.719	1.000	-9354.270	10604.270
	4	.000	2500.000	1.000	-9089.519	9089.519
2	1	-2500.000	1336.306	.621	-7358.552	2358.552
	3	-1875.000	2824.874	1.000	-12145.696	8395.696
	4	-2500.000	2988.072	1.000	-13364.053	8364.053
3	1	-625.000	2744.719	1.000	-10604.270	9354.270
	2	1875.000	2824.874	1.000	-8395.696	12145.696
	4	-625.000	1990.491	1.000	-7862.041	6612.041
4	1	.000	2500.000	1.000	-9089.519	9089.519
	2	2500.000	2988.072	1.000	-8364.053	13364.053
	3	625.000	1990.491	1.000	-6612.041	7862.041

Source: Data processed

Differences Mean number of donations between treatment (type of disclosure) T1 and T2 at 2500.000 and significant in 0,621, the difference in donations between T1 and T3 at 625,000 and significant in 1,000, there was no difference in the number of donations between T1 and T4 and significant at 1,000, a difference of donations between T2 and T3 of 1875,000 and significant in 1000, the difference between T2 and T4 donations amounted to 2500.000 and significant in 1000, and the difference between T3 and T4 donations amounting to 625,000 and significant at 1,000. So it can be concluded that there are differences in the decision number of donations between treatment (type of disclosure) T1, T2, T3, and T4.

**Table 1.5: Tests of Within-Subjects Effects**

Measure: MEASURE\_1

Source		Type III Sum of Squares	df	Mean Square	F	Sig.
Treat	Sphericity Assumed	33593750.000	3	.461	.713	.713
	Greenhouse-Geisser	33593750.000	1.850	.461	.626	.626
	Huynh-Feldt	33593750.000	2.486	.461	.679	.679
	Lower-bound	33593750.000	1.000	.461	.519	.519
Error(Treat)	Sphericity Assumed	5.102E8	21	24293154.762		
	Greenhouse-Geisser	5.102E8	12.953	39385699.245		
	Huynh-Feldt	5.102E8	17.404	29312889.794		
	Lower-bound	5.102E8	7.000	72879464.286		

Source: Data processed

As earlier explained if the assumptions Mauchly's test of Sphericity infringed (ie significant value), then we will use the Greenhouse-Geisser test or Huynh-Feld to correct the value of a degree of freedom. In this case turned out to be the assumption Mauchly's test is met so that we do not need to see the value or the Greenhouse-Geisser Huynh-Feld correct the significance of Mauchly's test.

#### 4.2. Discussion

From the analysis of the test results, the hypothesis that there are some things become important findings that could be discussed. First, the use of student as a proxy for decision-making donations in simulation although permitted and commonly used as a participant in similar studies (Buchheit & Parsons, 2006; Eckel & Grossman, 1996; Khumawala & Gordon, 1997; Parsons, 2007) still save a threat to ecological validity because the students are not the real decision makers.

Secondly. Donors who receive disclosures of financial and non-financial simultaneously will give the largest donation possibilities, this is in accordance with the results of previous research (Parsons, 2007) where the principal donors as regards their information needs can be met by the NPO as an agent. And although considered anomalous donor who did not receive the two types of disclosures will also give the same donation decision because they did not see any information when making decisions donation even this finding agrees with the results of previous studies (Gordon & Khumawala, 1999).

Thirdly. The study's findings also confirmed previous research that states that a larger donor preference to



non-financial disclosures (B. a. Weisbrod & Dominguez, 1986) compared to financial disclosure (Parsons, 2007) this is evidenced by the number of donations of different decisions and smaller when the donor receives an incomplete disclosure, in a row that is when the donor does not receive financial disclosure but receive non-financial disclosures and when the donor receives financial disclosure but did not receive non-financial disclosures.

Fourthly. The findings of this study confirm the Agency Theory where there is an agency relationship between the donor as principal and NPO as an agent that must be met (Anthony & Govindarajan, 1995) in order to avoid agency problems (Pawlina & Renneboog, 2005) resulting condition information gaps (Brigham & Houston, 2013) but this can not explain the motivation donations made without the basic availability of information both financial and non-financial.

## 5. Conclusion

The purpose of this study is to understand how the impact of the disclosure of financial information and non-financial to the Decision Donation to Nonprofit Organizations by individual donors. Overall results showed that; First, the average number of the decision against Nonprofit donations by individual donors to participants is different between types of disclosure, whether financial disclosure as well as non-financial disclosures, disclosures of financial or non-financial disclosures only, or no disclosure at all. Secondly, greater donor preference is to non-financial disclosures compared to financial disclosure. Thirdly, the decision is based on the type of donation without any disclosure to make sure there are other factors into consideration donor in donating Fourth, this study confirmed the Agency Theory where there is an agency relationship between the donor as principal and NPO as an agent that must be met in order to avoid agency problems resulting condition information gaps.

The study was limited to a few things, among others; First, true- experimental research that combines between laboratory and field experiments are run in the simulation with the students as a proxy decision maker donations have not been able to present a perfect ecological validity in the simulation where students are not the actual decision makers who do not use his own money to the benefit of donation.

Second, this study is limited to the type of disclosure of financial and non-financial as independent variables means that there are other factors that may influence the decision of donations that are not investigated in this study.

Some things are suggested for further research, among others; First, to address and minimize threats to the ecological validity should use practitioners as participants both individuals and organizations in the context of decision-making donations, and using true experimental design. Second, look for other factors that influence the decision donation factors other types of disclosures made by NPO and ascertain the type of relationship. Thirdly, using the Theory of Planned Behavior to explain the phenomenon of donation decisions have made without the basic availability of information both financial and non-financial.

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