

An Investigation of the Weighted Measurement for Charity Services by using Analytical Hierarchy Process

Nur Izzati Idrus¹, Wan Norsyafawati W. Muhamad Radzi² and Norshahrizan Nordin^{3*}

^{1,2,3}*School of Business Innovation and Technopreneurship, Universiti Malaysia Perlis, Malaysia.*

ABSTRACT

A charity service for the community is a pure activity where it is assisted by a handful of people to the more needy people. Community involvement in charity activities aims to provide any financial, time and energy assistance. This charity activity has a strategy of ensuring that welfare aspects are integrated into planning towards achieving holistic socio-economic development and enhancing smart and strategic partnerships through collaboration with all groups of people, non-governmental organizations and international agencies. In fact, these charity activities need to improve the quality of financial planning and management as well as information and communication technology professionally. In Malaysia, there are three (3) primary ethnic group in Malaysia that is Malay, Chinese and Indian with the overall population of 15 million, 6 million and 2 million respectively (Economic Planning Unit of Malaysia, 2016). This study is focusing on the positively influence individual's attitude toward the charities events. Data will be collected and the result will be analyzed and presented via Analytic Hierarchy Process. The analysis that will be used to ensuring consistency when dealing with pair wise comparisons, several researchers have suggested some alternatives. Analytic Hierarchy Process (AHP) begins by asking the evaluator to compare the level of importance between all possible pair of criteria, using a scale with values from 1 to 9. As the result, the Analytical Hierarchy Process, that describes the appropriate criteria of donor for charity services focus on to financial stability, period of operations, and service delivery record, and location has been developed. Moral commitment is the significance of charitable practices, occasions and causes will range amongst people in mild of their issues and commitments.

Keywords: Charity Services, Charity Activity, Analytical Hierarchy Process

1. CHARITY SERVICES

Different ethnics have different thought, and for traditional Buddhist in Malaysia, donation is more on to support of monks, temples and pagodas, and those are more beneficial than donations for educations or needy (Cogswell, 2002). Meanwhile, for more youthful generations, they donate greater on educations and needy, this is due to protection of the Chinese language cultural historical past (Noor, *et al.*, 2015). For Muslims, there are various categorize of philanthropy inclusive of Zakat, Waqf, and Sadaqah. Moreover, up to now there are only some research has been performed to discover the giving sample and conduct among Malaysians. A few statistics can be used to typically depict the act and among them is the research on mosque fund in which the fund is generally raised from public donation. From all over the Malaysia, the total fund is estimated around RM 360 million annually which can describe that Malaysian is so generous in giving (Awang & Muhammad, 2015).

*Corresponding Author: norshahrizan@unimap.edu.my

At the international degree, charitable giving has become a huge economic resource especially in advanced countries to generate the sports of the non-profit sectors. Meanwhile, in Malaysia, the pattern of giving shows a tendency to donate to beggars. There are distinctive perceptions from distinct individuals in the direction of non- income organizations (Meijer, 2009); (Awan & Hameed, 2014). Therefore, it is miles very important to perceive the function of the character donors which can be related to the tendency to donate (Awan & Hameed, 2014).

Meanwhile, according to Bennett (2011), to differentiate among donor and non-donor on their donation intention is perceived as generosity of self. The more beneficent donor perceive themselves, they will make extra charitable giving (Fritz, 2013).

2. PROBLEM STATEMENT

Then, there are four (4) types of charities organization that faces some problem in measuring the individual's attitude toward the charities events. For health charities, these classes describe kinds of disrespect and abuse that occur in health facilities but do not define it in phrases of the characteristics of health-care company behavior, facility situations or different factors that could be construed as disrespectful and abusive. An environmental charity is need to conservation and protection especially in parks and nature centers. According to Kopnina (2014), state that the surroundings is blanketed through the designation of national parks, however the local population is excluded from the land and their traditional activities. An improvement project creates a quick-time period advantage for the local economy, but a huge area of natural land changed into cleared out, detrimental the surroundings (Kopnina, 2014). Animal charities are emerging as one of the most arguable problems in modern-day livestock agriculture. Even though purchasers can buy free range merchandise in niche markets, a few have argued that current market cannot remedy the animal welfare predicament because there are people who care approximately animal well-being who do now eat animal products (Lusk, 2011). For human services, participants may also have their desires in the activity, but it is the presence of a shared, collective motivation that drives the motion ahead. It is need to make more individual to act on meaningful life and gain knowledge about the world and themselves.

3. METHODOLOGY

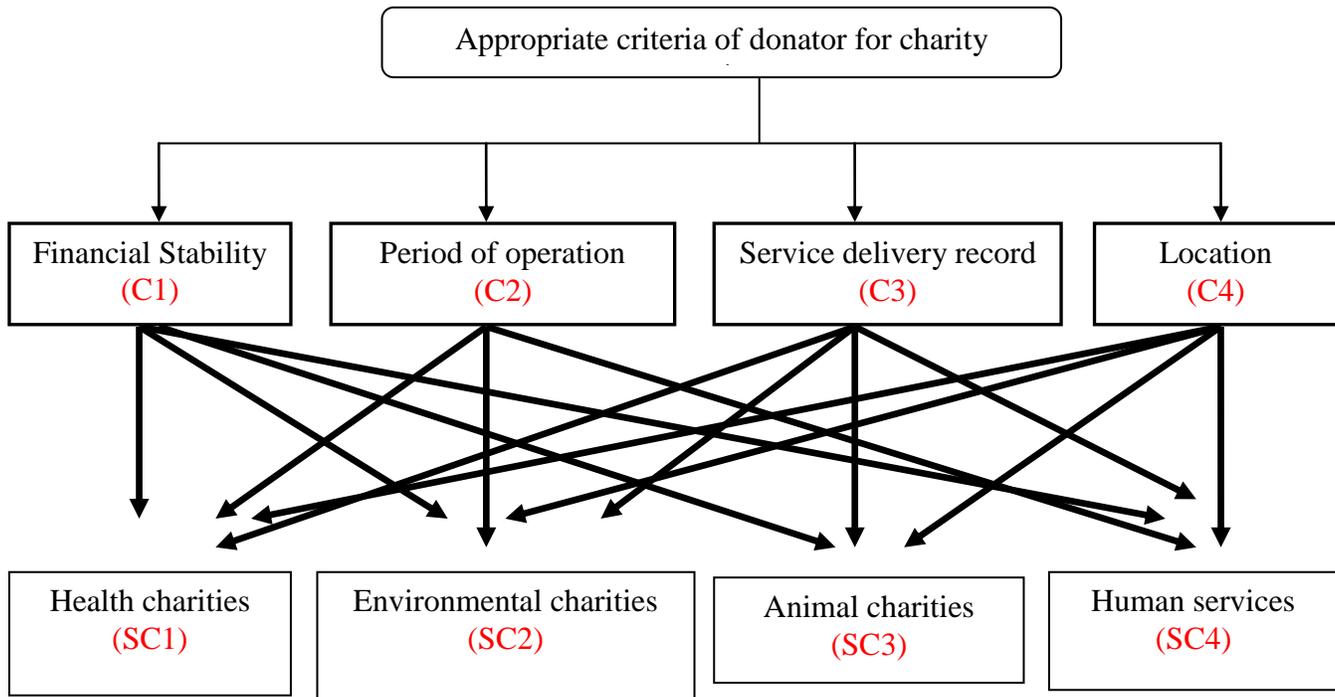


Figure 1. Structure of Analytical Hierarchy Process (AHP).

Analytical Hierarchy Process (AHP) is one of the most tools for formulating and analyzing decisions, especially in operation management (Gupta et. al. 2015). The Analytical Hierarchy Process (AHP) is a logical Multi-Criteria Selection - Making technique that lets in selection makers to model complicated trouble based totally on mathematics and human psychology (Saaty, 1980). It can be described as an approach to choice making that includes structuring criteria into a hierarchy (Gupta et.,al, 2015). According to Sultan & Al Arfaj (2012) mentioned that the relative significance of these criteria is classified. They explained that options for every criterion are compared that is based on the judgments of professionals and for an overall ranking scale of the alternatives is then determined.

The AHP identify appropriate criteria of donator for charity services as a main goal, for criteria or attributes contain financial stability, period of operation, service delivery record, and location. Meanwhile, for alternatives also contain four alternatives with different types of charity which is health charity, environmental charity, animal charity, and human services.

There are four criteria has been chosen which are financial stability, period of operation, service delivery record, and location. Financial stability is important to donators for supporting the charity services which is can confidentiality to volunteer any charity. Long term financial economic balance and sustainability is an essential consideration as well. Then, a non-profit must region awareness on the public portrayal, reputation, and durability of it is challenge. Many more experienced financial advisors have supplied recommendation and suggestions to non-profit groups, as they consider they understand the keys to achievement. Based on online article published in the journal of Accountancy on August 21, 2015 titled "Tips for a Successful Not for profit Strategic Plan" explored by numerous financial guidelines in respect to not for profits. According to Similon (2016), mention that need to going forward, non-profit organizations should be careful that they

are not wasteful with their time, money, and power. Furthermore, it is important for non-profit to maximize opportunities to cut charges.

For period of operation, reveal knowledge of the goal market place and the way the charity intends to have interaction with users. Detail the sizable applications the organization intends to supply. If the charity will offer multiple programs those have to be grouped to avoid immoderate repetition in the record. Define the sources and substances had to obtain the planned stage of penetration and over how lengthy a time period. According to Yu & Adkins (2016), said that the company's logo or provider promise comes into sharp recognition and when a charity has a stable and believable reputation, it turns into easier for donors to put their consider in it. The confidentiality of donors must be perfect because it is need to donate some money for the right charities centre and the operation is must be active.

Service delivery record is essential to the welfare activities in which it should be emphasized. According to Hudson (2013), mentioned about service of delivery in charity which is vital for charities to reflect on consideration on how they had been going to maintain their companies for the sake of their beneficiaries. Meanwhile, National Youth Advocacy Service (NYAS) (2017) stated that lack of proactive relationship building with other charities and statutory organizations is protecting the third area lower back. Then, by using taking this technique greater regularly, our region could be better prepared to meet the desires of youngsters, younger human beings and households. It well help donors to increase new abilities, construct capability and reduce duplication then making sure donors enhance consequences for the stakeholders their work with.

Location is one of the criteria of donators for charity services. There are various charities that assist a wide form of causes along with children in numerous locations, sufferers of numerous diseases, homeless human beings and disadvantaged people at domestic and overseas. Donors can specify their area and zip code of their personal profile (Althoff & Leskovec, 2015). In addition, all tasks are noticeably geo-specific as they are investment such as in particular school room inside a particular faculty at a selected area. For donors, having location is essential information to allows the projects to put these in relation and measure how far donors live from the project and then explore more how this is correlated with donor retention (Althoff & Leskovec, 2015).

The under alternatives are categorized as health charity, environmental charity, animal charity, and human services. Health welfare is a charity activity where it donates donations from people who are willing to donate to needy patients. In fact, it is also one of the most beneficial welfare activities when it shows more towards helping patients. Health welfare activities can be divided into medical services and treatments, patient and family support charities, and disease and disorder charities. According to Gribble (2014), state that charitable organizations have grow to be increasingly essential in imparting health and welfare offerings for army veterans, as well as advocating on behalf of both modern and previous armed-forces employees and their households on pertinent coverage issues.

Environment focused charities may be labeled as widely orientated, depending on how broadly the time period environment is conceived. Kopnina (2014), mentioned that they might also distinguish between as a minimum four fundamental kinds of environments like biophysical, natural, built and social. The biophysical environment is conceived as the sector outdoor humans. Meanwhile, natural environment is just like the biophysical one, with greater emphasis on the surroundings, together with all residing and non-living organisms that occur naturally on earth. For built and social, refer to human-built environment consisting of public and private houses, and urban landscapes and to the lifestyle and society in which people expand and interact.

Animal welfare is also a charitable activity that needs to be taken care of as it is also a life that needs to be protected and observed from any crime that can become extinct animal extensively. Grandin (2014) mentioned there are two basic sorts of animal charity problems. They are abuse or neglect of animals, because of direct movement by means of human beings and welfare troubles wherein either a procedure or system needs to be modified to improve animal welfare.

Human services charities provide networks of direct offerings to humans in want. They feed our hungry, strengthen our groups, shelter our homeless, care for our elderly, and nurture our younger. Activities in human services can be carried out with the activities of homeless people with some homeless services, food distribution, and social services. A comparable case can be made for international charities such as Amnesty International or War Child (Kopnina, 2014). While both can be stimulated by way of trendy concepts of protection of human rights, their focuses and priorities vary. Amnesty International promotes “human rights for all” making their focus very broad. Their activities encompass finishing violence in the direction of ladies, defending the rights and dignity of these trapped in poverty, abolishing the loss of life penalty, opposing torture and combating terror with justice, freeing prisons of conscience, shielding the rights of refugees and migrants, and law of the finger trade, to name some (Kopnina, 2014).

Table 1 The aims and objectives of charities

| Aims and objectives of charities | Percent (%) |
|---|--------------------|
| Promote mental health | 39.4 |
| Tackle education exclusion | 39.4 |
| Promote the well being of children and young people with special need | 38.8 |
| Tackle crime and anti social behavior | 31.5 |
| Promote the well being of Black and Ethnic Minority | 24.2 |
| Promote gender and sexuality equality | 19.4 |
| Promote the well being of asylum seeker and refugees | 16.4 |
| Tackle poverty | 15.8 |
| Tackle employment | 15.2 |
| Support those who experience homelessness | 13.9 |
| Promote religious tolerance | 12.7 |
| Provision services of rural and isolated | 7.9 |

According to Bhui (2010) explaining the Table 1, that the charities in their sample were most likely to tackle educational exclusion and promote mental health which is 39.4%. Over a third rank is 38.8% which is promote the well being of children and young people with special needs. Disability, learning difficulty and other physical and mental impediments that hinder children from functioning were incorporated in the definition of special need. The other aims and objectives range from those that tackle crime and anti social behavior to charities promoting the physical and mental health of children.

Research on the topic have indicated a huge variety of person traits that determine a person’s ethical behavior inclusive of moral reasoning that youngster’s moral reasoning emerged as a

widespread predictor of donating behavior. It takes many forms, from the reciprocal sharing of toys with friends in preschool, to the nameless donation of money to a charity, to our society's centralized division and allocation of sources as a part of the social welfare gadget because of its roots in early adolescence and its significance to big-scale fairness and care (Malti *et al.*, 2012), a wealthy frame of research in psychology has focused on expertise the development and motivation of kid's giving behaviors (Eisenberg *et al.*, 2014). Using moral reasoning to justify movements or solve ethical dilemmas, in comparison to reasoning based totally on sanctions, hedonistic or self-serving issues, has also been demonstrated to be expecting unique varieties of pro-social responding in kids, which include sharing, assisting, and cooperation (Larrieu and Mussen, 1986; Miller *et al.*, 1996; Stewart and McBride-Chang, 2000; Hinnant *et al.*, 2013). Moral judgment is an opportunity concept is that intuitive and reflective moral judgments are in essence the identical and that reasoning usually is used to put up-hoc rationalize moral intuitions. in relation to seasoned-social behavior wherein the choice to help others includes a price to the self, some researchers argue that instinct results in extra altruistic behavior, while others argue that it ends in more selfish conduct. Moral commitment is the significance of charitable practices, occasions and causes will range amongst people in mild of their issues and commitments. For a few, charitable causes are critical to their manner of lifestyles, and they will endure pain, misery and inconvenience for his or her causes, being exceptionally influenced and informed approximately their ethical concern. On the one hand, moral action may be relatively reflexive, an final results of a complicated choice making manner, in that people have sympathetic feelings closer to their recipients, searching for to attain normative ideals, and body the state of affairs as one deserving their interest. It is miles because we are people with ultimate issues and deep commitments, dwelling in a world not of our personal making, that reflexivity is important. According to Archer (2010), they check what social factors constrain and allow their lifestyles initiatives, how a great deal persistence is wanted to live the path, and what to do subsequent.

Table 2 Geometric mean and rank of main criteria

| Criteria | Weights | Rank |
|----------------------------|----------------|-------------|
| Financial stability | 0.381 | 1 |
| Period of operation | 0.262 | 2 |
| Service of delivery record | 0.108 | 3 |
| Location | 0.076 | 4 |

The Table 2 shown the results from 30 respondents are more choosing the criterion which is the highest weights is financial stability. Basically, financial stability is exemplified while an organization presentations an ability to effectively hold its capabilities, efficiently control its fees, and resist outside shocks all even as showing increase, financial balance differs with respect to the preliminary start-up techniques of fostering finances in that it is far an extended-time period goal and represents an potential to exhibit endurance for the organization as a whole (Blalack, 2016). Blalack (2016) found that despite the fact that non-profit businesses face numerous demanding situations; their financial stability is the most crucial key to attaining achievement. It is far critical for a NPO to exercise variety in their techniques while elevating money and recruiting economic supporters. Long-term financial stability and sustainability is an essential attention as nicely. Finally, a non-profit ought to area consciousness on the general public portrayal, recognition, and durability of its assignment. With special attention to this area of working, non-profit organization (NPO) can thrive and keep serving their network for generations, consequently, making a distinction within the lives of others.

4. CONCLUSION

This study proves some people donate due to the fact they experience the delight that derives from the act of creating a present. The predicted blessings a character enjoys through charitable donations are laid low with his or social networks, earlier experiences, and organizational involvement, as well as other social and mental factors. In comparison to the economic attitude, the mental explanation of charitable conduct links it to man or woman personalities and the belief of non-income groups. Therefore, financial stability, period of operation, service delivery record, and location are appropriate criteria of donor for charity services in four different types of charity which are health, environment, animal, and human services.

REFERENCES

- [1] Althoff, T., Leskovec, J. Donor retention in online crowd funding communities: A case study of donorschoose.org. *Proc Int World Wide Web Conf. 2015 May*. 34–44 (2015).
- [2] Archer, Margaret S. "Routine, reflexivity and realism". *Sociology Theory*, **28**(3), 272-303 (2010).
- [3] Awan, M. Y., & Hameed, F. The Effect of Demographic, Socio-Economic and their Characteristics on Donations. *Current Research Journal of Social Sciences*. **6**(2), 55-76 (2014).
- [4] Awang, S. A., Borhan, J. T., Mohamad, M. T., & Muhammad, F. The Scenario of Giving to Beggars: A Behavioral Analysis Among Malaysians. *Labuan e-Journal of Muamalat and Society*. 39-50 (2017).
- [5] Bennett, R. R., Smith, G., Chell, K., & Goulden, J. Social Influence and Blood Donation: Cultural Differences Between Scotland and Australia. *Innovation in Social Marketing and Public Health Communication*. 133-158 (2015).
- [6] Bhui, K. Culture. Religion & Healthcare. *International Journal of Integrated Care* (2010).
- [7] Blalack, H. M. The Financial Stability of Nonprofit Organizations. *University of Arkansas, Fayetteville* (2016).
- [8] Cogswell, E. A. Private Philanthropy in Multiethnic Malaysia. *Macalester International*. **12**, 105-121. Killen M., Smetana J.G. Development of sharing in children. *PLoS ONE 7:12.10.1371/journal.pone.0052017*. Development eds editors. (New York: Psychology Press;) 184–207 (2002).
- [9] Eisenberg N., Spinrad T. L., Morris A. S. (2014). "Empathy-related responding in children," in *Handbook of Moral*.
- [10] Fritz, J. (2013). *Charitable Giving by the Generations*. Retrieved from Non Profit.About.Com: <http://nonprofit.about.com/od/fundraising/a/generationalgivingstudy.htm>.
- [11] Grandin, T. "Animal welfare and society concerns finding the missing link". *Journal of Elsevier*. 461-469 (2014).
- [12] Gribble, R., Wessely, S., Klein, S., Alexander, D. A., & T, C. D. "Public Awareness of UK Veterans' Charities" *The RUSI Journal*. 51-57 (2014).
- [13] Gupta, S., Dangayach, G., Singh, A. K., & Rao, P. "Analytic Hierarchy Process (AHP) Model for Evaluating Sustainable Manufacturing Practices in Indian Electrical Panel Industries". *Procedia - Social and Behavioral Sciences*. 208-216 (2015).
- [14] Hinnant, J.B., Nelson, J.A., O'Brien, M., Keane, S.P., and Calkins, S.D. "The interactive roles of parenting, emotion regulation and executive functioning in moral reasoning during middle childhood". *Cogn. Emot*. **27**, 1460–1468 (2013).

- [15] Hudson, S. (2013, May 9). *Charities Must Influence Publis Service Delivery Processes*. Retrieved from The Guardian: <https://www.theguardian.com/voluntarysectornetwork/2013/may/09/charities-public-service-delivery>
- [16] Kopnina, H. Future Scenarios and Environmental Education. *The Journal of Environmental Education*. 217-231 (2014).
- [17] Larrieu,J., and Mussen,P. Some personality and motivational correlates of children’s pro social behavior. *J. Genet. Psychol.* **147**, 529–542 (1986).
- [18] Lusk, J. L. “The market for animal welfare”. *Agric Hum Values*. 561-575 (2011).
- [19] Malti T., Gummerum M., Keller M., Chaparro M. P., Buchmann M. (2012). Retrieved on 9 Feb 2016. Early sympathy and social acceptance predict the Mechanisms". *Annals of Public and Cooperative Economics, Ebsco*, **86**(1), 89-104 (2015).
- [20] Meijer, M.-M. “The Effects of Charity Reputation on Charitable Giving”. *Corporate Reputation Review* **12**(1), 33-42 (2009).
- [21] Miller, P.A., Eisenberg, N., Fabes, R.A., and Shell, R. Relations of moral reasoning and vicarious emotion to young children’s pro-social behavior toward peers and adults. *Dev. Psychol.* **32**, 210–219 (1996).
- [22] Noor, A. H., Isa, N. A., Irpan, H. M., Bahrom, H. B., Salleh, A. B., & Ridzuan, A. R. “Characteristic Affecting Charitable Donations Behavior: Empirical Evidence from Malaysia”. *International Accounting and Business Conference 2015, IABC 2015*. 564-572 (2015).
- [23] NYAS. *Why collaboration is essential for successful service delivery in the charity sector*. (2017). Retrieved from National Youth Advocacy Service: <https://www.nyas.net/case-studies/case-study-child/>.
- [24] Saaty, T. “The analytic hierarchy process what it is and how it is used”. *Mathematical Modelling*. 161-176 (1980).
- [25] Similon, Astrid. "Self-Regulation Systems for Npo Coordination: Strengths and Weaknesses of Label and Umbrella.
- [26] Stewart, S. M., and McBride-Chang,C. Influences on children’s sharing in a multicultural setting”. *J. Cross Cult. Psychol.* **31**, 333–348 (2000).
- [27] Sultan, A., Arfaj, K. A., & Khutbi, G. A. *Analytic hierarchy process for the success of e-government*. Emerald Group Publishing Limited (2012).
- [28] Yu, D., Adkins, A. Charities: Strong Purpose and Brand Attract Donors. *Business Journal* (2006).