



DONATION-BASED CROWDFUNDING DURING COVID-19 PANDEMIC

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Abstract (Book Antiqua Bold 11pt)

This study aims to determine the factors that influence the decision to donate through crowdfunding. The factors studied include the ease of the system, religiosity, social spirit, reputation, security, and influencers with trust in management as a mediating variable and their influence on the decision to donate through crowdfunding. This study adopted the Technology Acceptance Model (TAM) and Theory of Planned Behavior (TPB) to develop the research model. The sample in this study amounted to 300 respondents with a convenience sampling technique. Primary data that is processed comes from answers to questionnaires distributed to respondents via Google Forms. The results of this study indicate that the ease of the system and trust have a significant influence on the decision to become a donor on the crowdfunding platform. Religion and social spirit do not have a significant influence on the decision to become a donor on the crowdfunding platform. Reputation, security, and influencers significantly influence the trustworthiness of managing a crowdfunding platform. The novelty of this study lies in its application of the TAM and TPB to understand the factors influencing donation behavior in the context of crowdfunding. By integrating these theoretical frameworks, the study provides a comprehensive understanding of the psychological and behavioral determinants of donation decisions in the context of online crowdfunding platforms.

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Keyword: keyword1, keyword2, keyword3, keyword4, keyword5 (max 6 keywords), **(Book Antiqua 11pt, spacing 1.0)**

1. INTRODUCTION

Crowdfunding is an internet-based financial intermediation platform that collects funds from the public to finance a project or business unit (Huang et al., 2021). According to its purpose, crowdfunding can be viewed into several types of platforms, which can be briefly categorized into 2 types, namely profit-based (reward-based, loan-based, and equity-based) and non-profit (donation-based) (Hernando, 2017).

This research focuses on crowdfunding, which is used as one of the fundraising platforms to implement social activities, namely non-profit-based crowdfunding. There are many crowdfunding platforms in Indonesia, such as kitabisa.com, Dompet Dhuafa,

ayopeduli, ACT, Sharing Happiness, and many more. The Covid-19 pandemic is the right moment for crowdfunding platforms in Indonesia to raise public donations to help those in need.

The social and economic crisis due to the COVID-19 pandemic from 2020 to 2022 has created a community that forms community solidarity to support each other, and crowdfunding is an alternative way out as an effort to raise donations to help those who need help (Warapsari, 2020). One of the reasons why crowdfunding is successful and has potential in Indonesia is because of the philanthropy culture of Indonesian citizens who is categorized as having high concern in social activities (Sitanggang, 2018).

In today's digital era, crowdfunding, like many other activities, can be done online. The popularity of crowdfunding originated in Western countries, namely the United States, such as Kickstarter and Indiegogo, which was then imitated in the UK, Italy, Australia, Canada, and Indonesia. Discussing crowdfunding platforms, of course, there are many kinds; as we know, in Indonesia itself, there is Kitabisa.com, Ayopeduli.com, Gandeng Tangan.com, and many other sites. Currently, Kitabisa.com is one of the platforms that has the largest number of users in Indonesia with more than 1,800,000 users per March 2020.

Kitabisa.com is one of the *crowdfunding platforms* with the most users in Indonesia and has also experienced an increase in donation receipts. As data listed on the Kitabisa.com platform (<https://kitabisa.com/about-us>) shows as many as 6 million people have joined, with 100000 fundraising projects. In 2020, the total revenue at Yayasan Kita Bisa reached IDR 835 billion, of which IDR 289 billion was the receipt of donations from the medical and health assistance category. Donation receipts received in 2020 increased by more than 70% compared to 2019. The number of funds received through *crowdfunding* during the pandemic has increased. Sharing Happiness is one of the examples that experienced increasing numbers of donors by 280,000 people and the amount of donations collected from January to September 2020 reached 89 billion rupiah for 7970 donation projects (Filantropi, 2020).

Adopting the TAM technology acceptance model, and TPB individual behavior theories, this study aims to analyze the aspects that people consider when donating through *crowdfunding* during the Covid-19 pandemic. Some of the factors to be tested in this research are system convenience, religiosity, social spirit, reputation, security, *influencers*, and trust.

1.1 Literature Review and Hypothesis Development

1.1.1 Technology Acceptance Model (TAM)

The Technology Acceptance Model (TAM) was developed by F. D. Davis (1989). It is a theoretical model used to study and understand factors that can influence user behavior in accepting and using information technology. In the TAM model, two factors dominantly influence the acceptance of information systems, namely perceived usefulness, and perceived ease of use (Davis et al., 1997). Perceived usefulness is the level of a person's belief that the use of a particular system will improve the quality of work (Davis et al., 1989). Meanwhile, perceived ease of use is the level of a person's belief that the technology to be used can make it easier to complete work and not a burden or problem.

1.1.2. Theory of Planned Behavior (TPB)

The theory of Planned Behavior (TPB) was developed by Ajzen in 1985. This theory explains the factors that determine a person to take certain actions and behaviors, emphasizing the relationship between attitudes towards behavior, subjective norms, and feelings about the ability to control everything that affects when about to perform behavior. Ajzen (1991) defines an attitude towards behavior as a person's beliefs about the consequences of a behavior, this is also called behavioral beliefs. Subjective norms refer to the perceived social pressure towards behavior. Perceived behavioral control, also called behavioral control, is a person's feeling about how easy or difficult it is to perform certain behaviors.

1.1.3. The Crowdfunding

Crowdfunding means many people who provide financing or funding so that it can help realize a project. In its application, crowdfunding can be classified into four types. First is donation-based crowdfunding, where donors do not expect any return on funds from donation activities that have been given before (Huang et al., 2021). Second, reward-based crowdfunding, where donors will get non-cash returns usually in the form of gifts that match the amount of contribution or donation given (Ahlers et al., 2015). Third, lending-based crowdfunding, where donors will get returns (in the form of interest or money) from the money they have lent within an agreed time (Hernando, 2017). Last is equity-based crowdfunding, in which funders will get a return on the funds they have given in the form of rights to ownership of a company.

1.1.4. Trust and Religiosity in Donation-Based Crowdfunding

The availability of the literature has been highlighting the significance of trust and religiosity as influential variables in shaping individuals' donation behavior in the context of crowdfunding, particularly among Muslim millennials. Studies by Dzulfikar et al. (2022) Kasri & Indriani (2021), and Nor et al. (2021) highlight the influence of religiosity on the intention to donate, particularly among Muslim millennials, emphasizing the significance of trust and

religiosity in shaping donation behavior. Additionally, the research by Qolbi & Sukmana (2022) and Sayuti (2023) underscores the role of trust and religiosity in online cash waqf and crowdfunding behavioral intentions, contributing to a deeper understanding of the interplay between religiosity, trust, and online donation behavior.

Furthermore, the study by Xing et al. (2019) delves into the impact of website design features on trust and intention to donate in the context of medical crowdfunding, shedding light on the importance of trust-building elements in online donation platforms. Moreover, the work of Ramadhan & Hendratmi (2023) explores the influence of various factors, including trust and sense of trust, on the intention to donate through donation-based crowdfunding among Muslim millennials in Indonesia, providing valuable insights into the dynamics of trust in the context of online charitable giving.

1.2 Hypotheses Development

1.2.1 The Effect of Ease of Use of the System on the Decision to Become a Donor on the Crowdfunding Platform

Ease of use of information technology (IT) is defined as a person's belief that an information technology system can be easily understood and used. Ease of use also means that using information technology can save time and energy to learn or use it because someone believes that information technology is easy to understand and will not make a hassle or require a lot of effort to use it. In this study, convenience is the most important factor that information technology-based crowdfunding platform providers must consider.

Previous research by Nawangsari & Karmayanti (2018) stated that the convenience variable has a positive effect on purchasing decisions. Furthermore, research conducted by Wibowo et al. (2015), Ramadhan et al. (2016), Utami and Kusumawati (2017), Romadloniyah and Prayitno (2018) concluded that the convenience factor significantly influences interest in using IT-based e-money. Based on the explanation above, a hypothesis can be developed,

H1. Ease of use of IT has a positive effect on the decision to become a donor on a crowdfunding platform.

1.2.2. The Effect of Religiosity on the Decision to Become a Donor on the Crowdfunding Platform

Religion has a role as a person's footing for taking an action. Religion will influence a person's behavior/attitude in everyday life. The level of one's religiosity can be seen from one's willingness to act and behave correctly and be able to maximize his obligations following the guidance of the religion he adheres to (Salmawati & Fitri, 2018).

The level of religiosity is based on the Theory Planned of Behavior (TPB), explaining that perceived behavior control can influence potential donors in responding to donation activities to be an attraction, and will automatically decide to donate because it is following what is believed (Zulfian, 2020).

Previous research conducted by Aziz et al. (2019), Nuari & Hendratmi (2019) prove that the religiosity variable influences a person's interest in donating. This opinion is supported by the results of research conducted by Satrio and Siswantoro (2016), and Salmawati and Fitri (2018) which states that religiosity has a positive effect on the interest in paying zakat. Faridho and Rini (2019) state that religiosity has a significant effect on attitudes which then affect the interest in giving alms. Hypothesis developed:

H2. Religiosity has a positive effect on the decision to become a donor on a crowdfunding platform.

1.2.3. The Influence of Social Spirit on the Decision to Become a Donor on the Crowdfunding Platform

The theory of Planned Behavior (TPB) explains that norms can influence subjective behavior, in this research is the social spirit, namely the decision to become a donor. Someone will channel their donations because they are in line with the perceived social spirit. Social soul will be formed from subjective norms which are factors that form behavioral interests, namely the decision to become a donor on a crowdfunding platform.

Sitanggang (2018) stated that donors on the crowdfunding platform are based on the object of donation, which is the theme of health and religion, besides that the high sense of empathy altruism, and social responsibility also motivates someone to donate. This explanation is the basis for testing that if someone has a social spirit, it will affect their decision to become a donor on the crowdfunding platform. However, the results of the study by Aziz et al. (2019) concluded that social spirit has a negative effect on donation decisions. Based on the explanation above, the hypothesis is formulated as follows:

H3. Social soul has a positive effect on the decision to become a donor on a crowdfunding platform.

1.2.4. The Effect of Creator Reputation on Trust in Crowdfunding Platforms

Using the Theory of Planned Behavior (TPB) foundation, the "Company Reputation" factor is the development of the attitude toward behavior variable. The attitude towards behavior variable explains that when someone assesses something as having a positive influence on him, then that person will also give a positive response (Mahyarni, 2013).

Tjakraatmadja and Harjanti (2018), stated that reputation can provide confidence to other parties about ability, integrity, and goodwill. This belief can help increase trust, especially for parties who have never interacted with the company. Research conducted by Marlien and Probo (2010), Nurhatinah (2018), and Afiah (2018) shows that there is an influence between reputation and trust of internet users to make online transactions. In contrast to the research results Aisyah and Engriani (2019) found that reputation has an insignificant effect on trust so it does not generate interest in buying on an online site. Based on the explanation above, the following hypothesis can be formulated:

H4. Creator Reputation has a positive effect on Trust in crowdfunding platforms.

2.5.5. The Effect of System Security on Trust in Crowdfunding Platforms

According to Marlien and Probo (2010) there is a positive and significant influence between perceived security and user trust in information system applications. When the company can provide security guarantees to users, trust will arise to make transactions using the application. Several other studies such as research conducted by Kinasih and Albari (2012), Afiah (2018), Nurhatinah (2018) also managed to prove it. The results of these studies indicate that there is a positive and significant influence between security perceptions and online consumer confidence; then the following hypothesis can be formulated:

H5. System Security has a positive effect on Trust in crowdfunding platforms.

1.2.6. Influence of Influencers on Trust in Crowdfunding Platforms

The participation of influencers in fundraising on crowdfunding platforms increases the number of donations collected. This is because the credibility of the influencer can build trust in the product or brand. Through his research, with the approach of trustworthiness, expertness, similarity, and attractiveness, Sugiharto and Ramadhana (2018) proved that influencer credibility affects user attitudes toward brands. Research by Adrianto & Kurnia (2021) provides support for these results. Influencer credibility affects consumer trust in the brand. In addition, Lestari et al. (2021) found that influencers are proven to be influential in influencing a person's interest in buying a product. Based on the explanation above, the following hypothesis can be formulated:

H6. Influencers have a positive effect on Trust in crowdfunding platforms.

1.2.7. The effect of trust in the crowdfunding platform system affects the decision to become a donor on the crowdfunding platform.

Based on the Theory of Planned Behavior (TPB), perceived trust is the development of attitude variables toward behavior. Perceived trust specifically connects beliefs with attitudes.

When someone thinks something is trustworthy, that person will give a positive response and vice versa.

Research by Wibowo et al. (2015) found that trust has a significant effect on interest in using e-money card products. Furthermore, Aryani (2016), Nawangsari & Karmayanti (2018), Aisyah & Engriani (2019) and Mutiara & Wibowo (2020) found that trust has a significant effect on online purchasing decisions. The other results of research conducted by Nafidzah (2020) and Khairunnisa et al. (2020) show that trust influences online donation decision-making.

The trust factor is the reason someone decides to donate. Crowdfunding platforms operate based on trust. Therefore, the manager avoids misuse and misappropriation of funds to maintain reputation. Trust is also related to security because good security will make someone confident or trusting to make transactions. In addition, the number of photos and articles posted, and the participation of influencers in fundraising also increase trust in crowdfunding platforms (Dibyani, 2019).

This research focuses on the decision to donate to crowdfunding during the Covid-19 pandemic, where there was an increase in the number of donations. The trust factor in the crowdfunding platform plays an important role so that someone is willing to donate. Therefore, the trust variable acts as a connecting or mediating variable between the creator's reputation, system security, and influencer variables with the decision to become a donor on the crowdfunding platform. Based on the explanation above, the following hypothesis can be formulated:

H7. Trust in the crowdfunding platform system has a positive effect on the decision to become a donor on the crowdfunding platform.

1.3. Research Model

This research model can be described as follows:

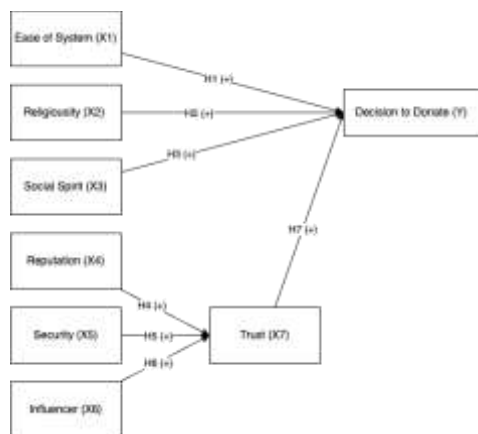


Figure 1: Research model

2. Research Method

Research Population and Sample

The population of this research is all people in Indonesia who have donated on crowdfunding platforms aged between 17 and 67 years. The sample in this study was obtained using the convenience sampling technique. Data collection was carried out by distributing questionnaires in the form of Google Forms to respondents, namely donors on crowdfunding platforms. The questionnaire was distributed through social media, such as WhatsApp, Line, and Instagram.

Variables and Their Measurement

The independent variables in this study consist of system convenience, religiosity, social spirit, reputation, security, influencers, and trust as mediating variables. The dependent variable in this study is the decision to donate through crowdfunding applications in Indonesia. Variable measurement uses a Likert scale model measurement scale which has a value range of 1 (strongly disagree) to 6 (strongly agree). The Likert scale value range used aims to avoid neutral or undecided attitudes of respondents. Table 2 presents the indicators and measurements of each research variable.

Table 1
Variable Measurement Indicators

Variables	Indicator	Number of Items	Source (modified)
Decision to Donate	Steadiness, providing recommendations	4 items	(2018)
Ease of System	Clear and easy to understand, does not require much effort for integration, easy to use	6 items	(Pambudi, 2014)
Religiosity	Religious belief, religious practice, religious knowledge, appreciation, consequence	5 items	(Ardana et al., 2023) (Larasati, 2018)
Social Spirit	Level of empathy, sympathy for others, providing support	4 items	(Tyasmasdanti, 2023)
Reputation	Good name, widely recognized, person- oriented, responsibility, service quality, reliable	6 items	(Fitriani, 2018) (Tarigan, 2014) (Supriyatno, 2018) (Lesmana Adi Seno, 2014)
Security	Security assurance, data confidentiality	5 items	(Adriana, 2012)

Influencer	Trustworthiness, high popularity, attractiveness, expertise	4 items	(Ghalib & Ardiansyah, 2023; Lefina & Hidayat, 2022; Weismueller et al., 2020)
Trust	Honesty, trustworthiness	6 items	(Evans & Revelle, 2008; Hong & HwiHyung, 2011)

Data Analysis

This research was conducted using the PLS-SEM (Partial Least Square-SEM) method. PLS-SEM analysis consists of two sub-models, namely measurement model evaluation (outer model) and structural model evaluation (inner model). Evaluation of the Measurement Model (Outer Model) is carried out by validity test and reliability test. While the Structural Model Evaluation (Inner Model) is done with the R-Square test and hypothesis testing.

3. RESEARCH RESULT AND DISCUSSION

This study managed to collect a sample of 300 data. Data was obtained by distributing questionnaires to respondents electronically using Google Forms from December 11, 2021, at 15.30 WIB to December 20, 2021, at 10:50 WIB. All 300 data meet the sample criteria so that statistical tests can be continued processed and further analyzed with the help of SmartPLS Version 3.3.5. Table 1 describes the characteristics of 300 respondents.

Table 2
Description of Respondents

Gender	Frequency	Percentage
Female	168	56%
Male	132	44%
Age	Frequency	Percentage
17-23	163	54%
24-30	32	11%
31-37	32	11%
38-45	28	9%
46-53	41	14%
54-60	1	0.3%
61-67	3	1%
Occupancy	Frequency	Percentage
Students	149	50%
Private Employee	42	14%
Government Employee	41	14%
Self Employed	24	8%
BUMN	21	7%
Part Timer	7	2%
Professional	5	2%

Others	11	4%
Total	300	100%

3.1. Validity Test Results

In this study, the validity test was carried out with convergent validity and discriminant validity tests. Validity testing for reflective indicators can be done using the correlation between the indicator score and the construct score (variable). In this study, convergent validity is measured by outer loading > 0.70 and average variance extracted (AVE) > 0.5. Determinant validity is measured by the Fornell-larcker criterion and cross-loadings or the correlation value between the variable and the variable itself should not be smaller than the correlation value between the variable and other variables.

From the first test of outer loading, it was found that one question item on the KB variable was invalid having outer loading < 0.7. The item had to be deleted and it was confirmed again that all items were valid and having outer loading > 0.7. From the test, it can be concluded that all statement items on the 8 research variables are valid for use as research instruments.

In testing the average variance extracted (AVE), all research variables show a value > 0.5. The result shows that the research meets the convergent validity test. Table 3 indicated the result of the Fornell-larcker and shows that the correlation value between the variable and the variable itself for each variable has a greater value compared to the correlation of the variable with other variables. The Result, concluded that this study meets the Fornell-Larcker Criterion and meets the determinant validity test.

Table 3
Fornell-Larcker Criterion

Konstruk	X1 (KM)	X2 (RL)	X3 (JS)	X4 (RP)	X5 (KE)	X6 (IF)	X7 (KP)	Y (KB)
X1 (KM)	0.839							
X2 (RL)	0.669	0.85						
X3 (JS)	0.675	0.753	0.894					
X4 (RP)	0.742	0.625	0.637	0.853				

Domicile	Frequency	Percentage
West Nusa Tenggara	112	37%
Riau	54	18%
DI Yogyakarta	34	11%
Central Java	21	7%
West Java	19	6%
DKI Jakarta	14	5%
East Java	14	5%
Banten	6	2%
North Sumatera	4	1%
Bali	3	1%
Jambi	3	1%
West Sumatera	3	1%
Central Kalimantan	2	1%
East Kalimantan	2	1%
Lampung	2	1%
Southeast Sulawesi	2	1%
South Sumatera	2	1%
North Kalimantan	1	0.3%
Kepulauan Riau	1	0.3%
Maluku	1	0.3%
Total	300	100%

X5 (KE)	0.727	0.623	0.628	0.826	0.874		
X6 (IF)	0.562	0.462	0.558	0.604	0.591	0.889	
X7 (KP)	0.732	0.661	0.696	0.851	0.871	0.612	0.883
Y (KB)	0.657	0.567	0.53	0.721	0.669	0.442	0.696 0.895

3.2. Reliability Test Results

To measure the reliability of a construct with reflexive indicators, it can be done in two ways, namely with Composite Reliability and Cronbach's Alpha where the Composite Reliability value must be greater than 0.70 and for the Cronbach's Alpha value must be greater than 0.70.

The reliability test results are shown in Table 3 which shows that all research variables have Cronbach Alpha and Composite Reliability values of more than 0.70. Thus, it can be concluded that all research variables have good reliability.

Table 3
Cronbach's Alpha and Composite Reliability values

Construct	Cronbach's Alpha	Composite Reliability	Description
X1 (KM)	0.915	0.934	Reliable
X2 (RL)	0.903	0.928	Reliable
X3 (JS)	0.916	0.941	Reliable
X4 (RP)	0.925	0.941	Reliable
X5 (KE)	0.922	0.942	Reliable
X6 (IF)	0.912	0.938	Reliable
X7 (KP)	0.943	0.955	Reliable
Y (KB)	0.875	0.923	Reliable

3.3. R-Square Test Results

The R-Square test is carried out to see the relationship between the independent variable (X) and the dependent variable (Y). The results of the R-Square test can be seen in table 4 below:

Table 4
R-Square Test Results

R Square Test Results	
X7 (KP)	0.817
Y (KB)	0.538

Based on table 4, it is known that the X7 Trust variable is influenced by 81.7% by reputation, security, and influencers. While the Donation Decision variable is influenced by 53.8% by system convenience, religiosity, social spirit, and trust.

3.4. Hypothesis Testing Results

Hypothesis testing is carried out to test the structural model in the study. Hypothesis testing in this study was carried out with the Smart PLS 3 version 3.5 program. The results of hypothesis testing can be seen in Table 5.

Table 5
Hypothesis Testing Results

Hypothesis	Construct	Original Sample	Sample Average	P Values	Results
H1	X1 (KM) -> Y (KB)	0.292	0.302	0.000	supported
H2	X2 (RL) -> Y (KB)	0.137	0.133	0.170	not supported
H3	X3 (JS) -> Y (KB)	-0.083	-0.071	0.477	not supported
H4	X4 (RP) -> X7 (KP)	0.384	0.376	0.000	supported
H5	X5 (KE) -> X7 (KP)	0.506	0.509	0.000	supported
H6	X6 (IF) -> X7 (KP)	0.082	0.087	0.033	supported
H7	X7 (KP) -> Y (KB)	0.449	0.441	0.000	supported

3.4.1. Ease of use of IT has a positive effect on the decision to become a donor on a crowdfunding platform.

Table 5 shows that the ease of the system associated with the decision to donate produces an original sample value of 0.292 and a P-Value of 0.000. Therefore, the first hypothesis can be supported because it has a positive direction, and the resulting P-Value is small 5%.

A system that is perceived as easy for its users can have a positive influence, in this study, namely on the decision to become a crowdfunding platform donor. The available crowdfunding platform system is easy and clear to use, does not require many steps in its use and can be done anytime and anywhere. When someone finds it easy to use a crowdfunding platform system, it makes that person easily make the decision to become a donor on the crowdfunding platform.

The results of this study are in line with research conducted Utami & Kusumawati (2017) and Romadloniyah & Prayitno (2018) which states that convenience has a significant effect on interest in using e-money. The easier e-money is to use, the more its users will increase. So, the easier a system is to operate, the easier it is for people to understand, in this

study, namely the ease of the system can provide encouragement for someone to become a donor on the crowdfunding platform.

3.4.2. Religiosity has a positive effect on the decision to become a donor on a crowdfunding platform.

Table 5 shows that religiosity associated with donation decisions has an original sample value of 0.137 and a P-value of 0.170. This shows that there is a positive but insignificant relationship between religiosity and the donation decision variable. Therefore, the second hypothesis is not supported because although it has a positive direction, the resulting P-value is above 5%, so the religiosity variable is considered to not affect the decision to become a donor on the crowdfunding platform.

The results of this study contradict research conducted by Aziz et al. (2019). The study shows that religiosity has a positive and significant effect on the decision to donate through the crowdfunding system. This result can be explained that when a person's level of religiosity as a guide to act correctly and according to the religion he adheres to and can maximize his obligations does not affect a person's decision to donate to a crowdfunding platform. This is because every religion teaches to do good, in this study helping in charitable activities. And doing good can be done to anyone and anywhere and in many ways without having to use the intermediary of a crowdfunding platform.

3.4.3. Social soul has a positive effect on the decision to become a donor on a crowdfunding platform.

Table 5 shows that the social psyche associated with donation decisions has an original sample value of -0.083 and a P-Value of 0.477. This shows that social spirit is negatively and insignificantly related to donation decisions. Therefore, the third hypothesis is not supported because it has a negative direction and a P-Value above 5%, so the social psyche variable has no effect on the decision to become a donor on the crowdfunding platform.

The results of this study are in line with research conducted Aziz et al. (2019) which shows that social psyche has a negative effect on donation decisions on crowdfunding platforms. The level of a person's social spirit values such as empathy and social responsibility will not affect the person's decision to become a donor on a crowdfunding platform. Because someone will tend to directly channel their donations to those in need without having to use the intermediary of the crowdfunding platform.

3.4.4. Creator Reputation has a positive effect on Trust in crowdfunding platforms.

Table 5 shows that the reputation variable has a positive and significant effect on trust. Reputation associated with trust shows an original sample value of 0.384 and a P-value of 0.000. Therefore, the fourth hypothesis can be supported because it has a positive direction and a P-value below 5%.

The results of this study are in line with research conducted by Afiah (2018) and Nurhatinah (2018) shows that the trust of internet users in making online transactions is positively and significantly influenced by reputation. So, if the e-commerce reputation increases, the user's trust in online transactions will also increase, and vice versa if the e-commerce reputation decreases.

The results of this study can be explained that organizations need to build a good reputation in the eyes of consumers/society because, a good reputation owned, it will be able to increase trust in the organization. So that it will be able to attract many prospective donors because of its high credibility with reputable companies.

3.4.5. System Security has a positive effect on Trust in crowdfunding platforms.

Table 5 shows that the security variable has a positive and significant effect on trust. Security associated with trust shows an original sample value of 0.506 and a P-value of 0.000. Therefore, the fifth hypothesis can be supported because it has a positive direction and a P-value below 5%.

The results of this study are in line with research conducted by Marlien & Probo (2010) which shows that there is a positive and significant influence between user perceptions of security and trust. A person will feel safe in a transaction if that person thinks the company can offer security guarantees, as well as in making donations. Donors want the data provided to a crowdfunding platform not to be disseminated and misused by irresponsible parties and free from fraud. When someone is sure that the crowdfunding platform is secured, that person will believe in donating to the crowdfunding platform.

In addition, it is further supported by research conducted by Afiah (2018) and Nurhatinah (2018). The results of his research state that perceived security has a positive and significant effect on online consumer trust.

3.4.6. Influencers have a positive effect on Trust in crowdfunding platforms.

Table 5 shows that the influencer variable has a positive and significant effect on trust. Influencer associated with trust shows an original sample value of 0.082 and a P-value of 0.033. Therefore, the sixth hypothesis can be supported because it has a positive direction and a P-value below 5%.

The credibility of an influencer can build trust in a product or brand. The results of this study with research conducted by Adrianto & Kurnia (2021). The results of his research state that influencer credibility built through the approaches of integrity, skills and knowledge, characteristics and closeness of similarity are variables that positively influence consumer trust in brands.

In addition, it is also supported by research Lestari et al. (2021) which states that influencers are proven to have a significant effect in influencing purchase intention. So, when influencers participate in fundraising on a crowdfunding platform, the number of donors will increase, and the amount of donations received will also increase.

3.4.7. Trust in the crowdfunding platform system has a positive effect on the decision to become a donor on the crowdfunding platform.

Table 5 shows that the trust variable has a positive and significant effect on donation decisions. Trust associated with donation decisions shows an original sample value of 0.449 and a P-Value of 0.000. Therefore, the seventh hypothesis can be supported because it has a positive direction and a P- Value below 5%.

The results of this study are in line with research conducted by Aryani (2016), Nawangsari & Karmayanti (2018), Aisyah & Engriani (2019) and Mutiara & Wibowo (2020). The results of the study state that trust has a significant effect on online purchasing decisions. Then supported by research conducted by Nafidzah (2020) and Khairunnisa et al. (2020) shows that trust has an influence on online donation decision making.

The results of this study can be explained that trust in crowdfunding platforms is influenced by company reputation, security, and influencers. Trust in crowdfunding platforms affects donation decisions. If the security of a crowdfunding platform is trusted, it will be able to form a good reputation. And the participation of influencers in fundraising on the crowdfunding platform will increase the trust of donors or the public in the crowdfunding platform.

4. CONCLUSIONS AND IMPLICATIONS

Based on the results of data testing, it can be concluded that system convenience, crowdfunding platform reputation, system security, and influencer factors influence donors to donate through crowdfunding. Furthermore, the results of data testing also prove that the trust factor in the crowdfunding platform strengthens the influence of company reputation, security, and influencer factors so that donors are willing to donate through crowdfunding. Trust in crowdfunding platforms affects donation decisions. If the security of a crowdfunding

platform is trusted, it will be able to form a good reputation. In the other hand, the participation of influencers in fundraising on the crowdfunding platform will increase the trust of donors or the public in the crowdfunding platform.

Although the amount of research data cannot be evenly obtained in all regions of Indonesia, the results of this study are expected to inspire crowdfunding platforms to always pay attention to aspects that can influence a person's decision to become a donor. It is hoped that the platform will improve its system, always maintain the reputation and good image of the company in the eyes of the community, maintain and improve the security system for donors, and always strive to gain the trust of the community.

This research is expected to provide information regarding literature references and creations as well as information and guidelines for further research, especially for researchers who discuss the factors that influence decisions to donate on crowdfunding platforms.

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