

Influencing Factors to Become a Crowdfunding Donor during the COVID-19 Pandemic

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ABSTRACT

Crowdfunding is increasingly accepted as an alternative way to obtain funding in many countries. This study sought to investigate the factors that influenced the decision to donate to crowdfunding platforms in Indonesia. This study processed data from 300 responses determined using the convenience sampling method. The results of the data testing showed that perceived ease of use had a significant positive effect on the decision to donate to crowdfunding platforms, while motivation to help others had no effect. Experience, company reputation, and system security significantly affected trust as a mediating variable. Finally, trust has a significant effect on the decision to donate to crowdfunding platforms, but the control variable age has no effect. These results indicate that trust is a mediating variable for donations via crowdfunding. In the fight against the COVID-19 pandemic, for instance, online charitable crowdfunding played a critical role worldwide. When online transactions are more of an option in carrying out daily activities, trust and transparency are important factors in executing related on-line transactions, including crowdfunding donations.

Keywords: Donations, crowdfunding-platforms, trust.

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1. INTRODUCTION

The rapid advancement of information technology (IT) has enabled various online activities. This allows people to perform various activities anytime and anywhere, ensuring high efficiency and effectiveness. Funding in the form of crowdfunding is an activity that can be conducted online. According to Schwienbacher and Larralde (2010), crowdfunding is the collection of financial resources via the Internet, either in the form of voluntary donations or in exchange for prizes or voting rights to support certain initiatives or projects. In crowdfunding, individuals or groups submit online appeals or campaigns to raise public funds. The social goal of crowdfunding is to become a fundraising platform that can be used for various social activities.

The crisis caused by the COVID-19 pandemic has encouraged people to develop new solidarity to support each other. Crowdfunding has become an easier way to carry out these donations (Solnit, 2010). One of the reasons there are many successful and potential fundraisers in Indonesia is that Indonesian philanthropy falls into the category of social work with a good cause (Adiansah et al., 2010). In May 2020, exactly three months after the first case of COVID-19 in Indonesia, Kitabisa.com, a crowdfunding platform, received approximately 130 billion donations for people affected by the

pandemic (Kitabisa.com, 2020). However, many other drivers can influence the success of fundraising activities. Governments around the world have officially announced the implementation of social distancing, resulting in businesses, schools, and other organizations closing their physical activities and turning to online activities. This change or migration to online-based operations has benefited fintech companies because they receive more benefits (Sussan, 2024). This includes crowdfunding platforms.

Further research needs to be conducted to examine the factors that donors consider when making donations because several previous studies have had mixed findings. This study also had variable motivations to help others examine its relationship with the decision to donate. Age was used as a control variable because young people are known to be more familiar with online transactions; it was assumed that younger people prefer to donate through online crowdfunding platforms.

Adopting the theory of planned behavior (TPB), self-determination theory (SDT), and unified theory of acceptance and use of technology (UTAUT), this study aimed to ascertain the factors that donors consider when making donations using crowdfunding platforms during the COVID-19 pandemic.

2. THEORETICAL FRAMEWORKS AND HYPOTHESES DEVELOPMENT

2.1 Theory of Planned Behavior (TPB)

The theory of planned behavior (TPB) is a deeper development of the theory of reasoned action (TRA), and Ajzen (1998) added a new construct in TRA, namely perceived behavioral control. The TPB model explains how an individual's motivation determines a or person's tendency to engage in a behavior. Based on (Fishbein & Ajzen, 1975) the three main factors that affect a person's desire to carry out basic behavior are as follows:

- Attitude
- Subjective norm
- Perceived behavioral control

The TPB could serve as a basis for explaining the aspects that influence donors' donation decisions through online crowdfunding platforms. The attitude variable is reflected in the company reputation and user trust variables. Subjective norm is reflected in the variables of motivation to help others and the user experience. Meanwhile, perceived behavioral control is reflected in the variables of security and user trust.

2.2 Unified Theory of Acceptance and Use of Technology (UTAUT)

The UTAUT identifies four key factors (performance expectancy, effort expectancy, social influence, and facilitating conditions) and four moderators (age, gender, experience, and voluntariness). These factors and moderators are associated with predicting the behavioral intention to use technology and actual technology use in an organizational context. After all eight models of Venkatesh et al. (2003) were evaluated, seven constructs were found to be significant direct determinants of behavioral intention or use behavior in one or more of the models. These seven constructs were effort expectancy, performance expectancy, social expectancy, attitude toward the use of technology, facilitating conditions, and self-efficacy.

2.3 Self Determination Theory (SDT)

Ryan and Deci (2000) state that self determination theory (SDT) is a conventional

empirical method of individual motivation and character that establishes the importance of personality development and behavior regulation. Individuals are more likely to have positive psychological outcomes when they are self-motivated and competent (Trépanier *et al.*, 2012). SDT theory can be divided into two types: autonomous motivation and controlled motivation. The most fundamental difference is that autonomous motivation centers on doing something because it is inherently exhilarating and interesting, whereas controlled motivation focuses on doing something because of certain pressures (Ryan & Deci, 2000).

2.4 Crowdfunding Concept

Crowdfunding is a term that combines the word "crowd" which refers to a group of people and "funding" which means financing. Therefore, the concept of crowdfunding can be interpreted as the practice of raising funds by a group of individuals or as an action taken by individuals, groups, organizations, or certain entities to raise funds to realize a project (Hossain & Oparaocha, 2017). Crowdfunding has the potential to raise funds in small- or medium-scale amounts that can attract the attention of many people. According to the Indonesian Financial Services Authority (OJK), crowdfunding can be divided into four types: donation-based crowdfunding, debt-based crowdfunding, reward-based crowdfunding, and equity-based crowdfunding.

2.5 Ease of Use

Goodwin (1987) stated that the intensity of use and interaction between users and the system indicate a high level of comfort in use. This indicates that the easier an application system is, the more often it is used by users. Using this logic, the ease of the donation process can lead to an increased willingness to donate on crowdfunding platforms.

Linardi and Nur (2021), Nawangsari and Karmayanti (2018), and Kurnianingsih and Maharani (2020) find that ease of use positively affects interest in using e-money. Based on the correlations described above, the following hypothesis can be formulated:

H1: Ease of use of IT has a positive impact on crowdfunding platforms' donation decisions.

2.6 Motivation to Help Others

The motivation to help others is a strong desire from a supporter whose orientation is not to gain any profit. Helping others is a form of desire to help someone else realize their goals or needs (Cholakova & Clarysse, 2015). In this case, a donor's motivation to help others can be an impetus for the willingness to donate on crowdfunding platforms.

However, according to research by Aziz, Nurwahidin, and Ch (2019), social spirit or motivation to help is not a factor that influences the decision to donate on crowdfunding platforms. Because research on this variable is limited, this study tested whether there was a relationship between the motivation to help others and donation decisions. Thus, the second hypothesis is as follows:

H2: Motivation to help others has a positive effect on crowdfunding platforms' donation decisions.

2.7 Usage Experience

User experience can be defined as a holistic view of human interaction with a system, as an extension of the concept of usefulness (Schrepp *et al.*, 2014). Customers always

remember positive experiences and tell others about them (Azhari *et al.*, 2015). If someone has good experience using a system or platform, it may encourage them to use it again.

The results of research by Gardner and Amoroso (2004) show that user experience in using technology has a positive effect on perceived usefulness and behavioral intentions. Research conducted by Astarina (2017) shows that there is a relationship between trust and experience in the intention to reuse mobile payments. In addition, Amalina and Jumhur (2018) found that user experience has a significant effect on the use of mobile applications. Research conducted by Nurjamilah, Chan, Herawati, and Arifianti (2024) in the tourism sector explained that in the era of the Covid-19 pandemic, digitalization has provided new opportunities for the tourism sector and various other sectors to survive and recover from the Covid-19 pandemic, including the crowdfunding financing sector. Thus, the third hypothesis is as follows.

H3: Experience using crowdfunding platforms has a positive effect on the decision to donate on crowdfunding platforms.

2.8 Company Reputation

Positive opinions or good actions can quickly lift the reputation of a person or entity for the better and vice versa. Dick, Chakravarti, and Biehal (1990) find that a person's trust in choosing goods or services from a business is based on the company's reputation. Consumer attitudes toward a company are influenced by consumer perceptions of the company's reputation. Therefore, a company's reputation can influence its trust in making a decision to donate.

Joo *et al.* (2006) and Shapiro (1983) explain in their research that business reputation has a positive impact on consumer perceived value. A good reputation portrays a positive image of a company that can increase consumers' and donors' trust in the company. A good reputation allows donors to feel more secure and confident about donating through a crowdfunding platform. Previous research by Permana and Rahayuni (2023) found that a company's reputation has a positive impact on its interest in using a crowdfunding platform. Based on the above explanation, the fourth hypothesis is as follows:

H4: Company reputation has a positive effect on trust in crowdfunding platforms.

2.9 System Security

Theory of planned behavior (TPB) explains that perceived behavioral control has a motivational effect on intentions. This perceived behavioral control reflects past experiences and anticipates obstacles to attracting norms and attitudes conducive to behavior. Security is defined by Joo, Kim, and Forney (2006) as a guarantee related to transaction security and control, which is one of the main forms of competence for online stores. To ensure that the collected funds are allocated properly, donors or potential donors observe the security of the platform to be used.

Flavián and Guinalú (2006) found a positive and direct correlation between trust and security. Someone will trust and want to transact if security is guaranteed. Thus, trust can mediate the correlation between security and willingness to donate on crowdfunding platforms. Based on this explanation, the following hypothesis is formulated:

H5: System security has a positive effect on trust in crowdfunding platforms.

2.10 User Trust

User trust is defined as the thoughts, feelings, emotions, or behaviors that manifest when users feel that providers can be relied upon to act in their best interests (Mayer *et al.*, 1995). Putting trust implies that users have trusted or relied on technology in risky situations because of the expectation that the technology will provide positive results. Trust is also a person's desire to trust a brand, or, in this study, a company's reputation, with various risks because there is a desire that a brand promises to provide positive results for customers (Lau and Lee, 1999: 340). Thus, trust mediates the correlation between security and company reputation and the willingness to donate through crowdfunding platforms.

Azmy *et al.* (2020) found that trust has a significant impact on users of Gopay, a fintech information system innovation application. Furthermore, Deng *et al.* (2010) and Qasim (2016) find that trust affects the use of mobile payments. Based on the correlations described above, the following hypothesis can be formulated:

H6: Trust in a crowdfunding platform system has a positive effect on donation decisions on crowdfunding platforms.

2.11 Age

Age is selected as the control variable in this study as young people tend to be more familiar with online transactions and thus they may prefer to donate through online crowdfunding platforms. In this study, respondents under the age of 30 are classified as "young", whereas "old" people are defined as those aged > 30 years.

3. RESEARCH METHODOLOGY

3.1 Population and Sample

The population of this study was Indonesians. Convenience sampling was used to determine the sample, with the following requirements:

1. Respondents resided in Indonesia with an age range of 17 to 60 years old.
2. Respondents understood crowdfunding for donations/ *shodaqoh/ zakat*.
3. Respondents had an Internet connection or social media network, or were members of a crowdfunding web.

The questionnaire was distributed to respondents via Google Forms using several social media platforms, such as WhatsApp, Instagram, X, Line, and e-mail, from June 2, 2021, to July 27, 2021. A total of 300 data points from all over Indonesia were collected, and all met predetermined sample requirements.

3.2 Variable Measurement

The questionnaire used in this study was modified from previous studies on similar topics. This study used a Likert scale, and each item was scored as 4 (strongly agree), 3 (agree), 2 (slightly agree), or 1 (disagree).

4. RESULTS AND DISCUSSION

Data analysis was performed using the partial least squares structural equation modelling SPLS version 4 statistical software. PLS-SEM analysis is composed of two sub-models: outer and inner models.

4.1 Results

4.1.1 Validity Test

The validity test was carried out using convergent validity test met the criteria if the $AVE > 0.7$ and outer loading > 0.70 . The test results are presented in Tables 1 and 2. All the values in Tables 1 and 2 met the required criteria and fulfilled the convergent validity test.

Table 1. Average Variance Extracted (AVE)

Constructs	AVE
X1 (KM)	0.752
X2 (MM)	0.856
X3 (PP)	0.824
X4 (RP)	0.762
X5 (KE)	0.786
X6 (KP)	0.777
Y (KB)	0.892

Notes: KM: Perceived ease of use; MM: Motivation to help others; PP: Users' experience;

RP: Company's reputation; KE: Systems security; KP: Trust in the systems; KB: Decision to donate

Table 2. Outer Loading

Variables	Items	Outer Loading	Result
Age	AG	1,000	Valid
Decision to	KB2	0.937	Valid
Donate (KB)	KB3	0.953	Valid
	KB4	0.943	Valid
Ease of Use	KM1	0.825	Valid
(KM)	KM2	0.877	Valid
	KM3	0.846	Valid
	KM4	0.864	Valid
	KM5	0.895	Valid
	KM6	0.893	Valid
Motivation To	MM1	0.940	Valid
Help (MM)	MM2	0.929	Valid
	MM3	0.936	Valid
	MM4	0.895	Valid
User Experience	PP1	0.894	Valid
(PP)	PP2	0.900	Valid
	PP3	0.927	Valid
	PP4	0.908	Valid
Company	RP1	0.866	Valid
Reputation	RP2	0.857	Valid

(RP)	RP3	0.881	Valid
	RP4	0.839	Valid
	RP5	0.874	Valid
	RP6	0.917	Valid
Security	KE1	0.912	Valid
(KE)	KE2	0.908	Valid
	KE3	0.897	Valid
	KE4	0.854	Valid
	KE5	0.859	Valid
Trust	KP1	0.851	Valid
(KP)	KP2	0.921	Valid
	KP3	0.908	Valid
	KP4	0.867	Valid
	KP5	0.865	Valid
	KP6	0.875	Valid

Notes: AG: Age; KB: Decision to donate; KM: Perceived ease of use; MM: Motivation to help others; PP: Users' experience; RP: Company reputation; KE: Systems security; KP: Trust in the systems.

The next test was the discriminant validity test using the Fornell- Larcker criterion and cross-loadings. The value of the relationship between variables and their own variables must exceed the value of the relationship between variables. The following are the results of the Fornell-Larcker criterion test.

Table 3. Fornell-Larcker Criterion

Construct	X7 (AG)	X1 (KM)	X2 (MM)	X3 (PP)	X4 (RP)	X5 (KE)	X6 (KP)	Y (KB)
X7(AG)	1.000							
X1 (KM)	-0.078	0.867						
X2 (MM)	0.021	0.658	0.925					
X3 (PP)	-0.090	0.952	0.622	0.907				
X4 (RP)	-0.140	0.808	0.659	0.749	0.873			
X5 (KE)	-0.136	0.747	0.645	0.708	0.819	0.886		
X6 (KP)	-0.150	0.764	0.684	0.723	0.871	0.863	0.882	
Y (KB)	0.024	0.644	0.578	0.489	0.736	0.632	0.753	0.945

Notes: AG: Age; KB: Decision to donate; KM: Perceived ease of use; MM: Motivation to help others; PP: Users' experience; RP: Company reputation; KE: Systems security; KP: Trust in the systems.

The results displayed in Table 3 show that this study passed the Fornell-Larcker criterion test. The correlation value between the variables and the variable itself for each variable was higher than the correlation between the variables and other variables. Furthermore, according to the cross-loading test, the correlation between the variable indicator and the variable itself was greater than the correlation

between the indicator and other variables. This indicates that this study passed the discriminant validity test.

4.1.2 Reliability Test

The reliability test was carried out by considering Cronbach's alpha and composite reliability values that had to exceed 0.70. Table 4 shows that each construct has a Cronbach's alpha and composite reliability that exceed 0.70 and meet the criteria.

Table 4. Cronbach's Alpha and Composite Reliability Values

Constructs	Cronbach's Alpha	Composite Reliability
X1 (KM)	0.936	0.981
X2 (MM)	0.944	0.944
X3 (PP)	0.929	0.937
X4 (RP)	0.937	0.940
X5 (KE)	0.932	0.933
X6 (KP)	0.942	0.944
Y (KB)	0.940	0.940

Notes: KB: Decision to donate, KM: Perceived ease of use, MM: Motivation to help others, PP: Users' experience, RP: Company reputation, KE: Systems security, KP: Trust in the systems.

4.1.3 R-Squared Test

The R-square must be between 0 and 1, which means that there is a correlation between the independent and dependent variables. The results of the R-squared test are shown in Table 5.

Table 5. R-Square

Bound/Mediating Variable	R Square
X6 (KP): Trust	0.823
Y (KB): Decision to Donate	0.739

Notes: KP: Trust to the systems; KB: Decision to donate.

4.1.4 Hypothesis Testing

The results of hypothesis testing are presented in Table 5. The P-value was compared to a significance level of $\alpha = 5\%$. Table 7 presents the results of the bootstrapping tests.

Table 6. Bootstrapping: Hypothesis Testing Results

Hypothesis	Constructs	Original Sample	Sample Average	P-Values	Result
H1	X1 (KM) => Y (KB)	0.322	0.335	0.000	Supported
H2	X2 (MM) => Y (KB)	0.099	0.051	0.669	Not Supported
H3	X3 (PP) => X6 (KP)	0.285	1.135	0.000	Supported
H4	X4 (RP) => X6 (KP)	0.500	0.493	0.000	Supported

H5	X5 (KE) => X6 (KP)	0.453	0.462	0.000	Supported
H6	X6 (KP) => Y (KB)	0.616	0.558	0.000	Supported
na	X7 (AG) => Y (KB)	0.219	0.190	0.060	Not Supported

Notes: AG: Age; KB: Decision to donate; KM: Perceived ease of use; MM: Motivation to help others; PP: Users' experience; RP: Company reputation; KE: Systems security; KP: Trust in the systems.

4.2 Discussion

4.2.1 H1. Ease of use of IT has a positive effect on the decision to donate on crowdfunding platforms

The results of the hypothesis tests showed that the first hypothesis was supported. Therefore, perceived ease of use has a positive and significant influence on the decision to donate on crowdfunding platforms. Joan and Sitinjak (2019) explain that ease of use of technology can minimize donors' energy and time in understanding crowdfunding platforms. People who find it easy to run crowdfunding websites or applications are more likely to decide to donate. This is consistent with the results of Linardi and Nur (2021) and Thaker (2018), who show that convenience has a significant impact on donation preferences across participatory fundraising media.

4.2.2 H2. Motivation to help others has a positive effect on the decision to donate at crowdfunding platforms

The results showed that the second hypothesis was not supported. This indicates that the motivation to help others has no effect on the decision to donate on crowdfunding platforms. When someone wants to donate, there is no need for motivation to help others, because that person can directly donate to those in need without using a crowdfunding intermediary.

The results of this study are in line with those of the research of Aziz, Nurwahidin, and Chailis (2019) which found that social psyche has a negative impact on the decision to donate on crowdfunding platforms. Levels of individual social values such as social responsibility and empathy do not affect individuals' decisions to donate on crowdfunding platforms. Another study by Amalina and Jumhur (2018) demonstrated the impact of empathy on customer satisfaction.

4.2.3 H3. Experience in using a platform has a positive effect on the decision to donate on crowdfunding platforms

The hypothesis test supported the third hypothesis. This finding suggests that user experience has a positive and significant influence on the decision to become a donor. According to Suandana et al. (2016), experiences that give a positive impression result in a sense of satisfaction, which ultimately influences the decision to make a repurchase. When someone consumes a particular product or service, the experience may result from previous consumer interactions.

The results of this study are in line with previous research by Astarina *et al.* (2017) and Prakosa and Wintaka (2020), which shows that customer experience has a positive and significant effect on reuse intentions. The results of a study by Yolandari and Kusumadewi (2018) are also in accordance with this research, which shows that customer experience has a positive and significant effect on repurchase intentions.

4.2.4 H4. Company reputation has a positive effect on trust in crowdfunding platform systems.

The fourth hypothesis was supported, in which company reputation had a positive and significant influence on the decision to become a donor. Reputation is built on good service quality and social responsibility, which results in a positive reputation for the organization or company. Organizations or companies with a positive reputation attract more consumers or donors. This is because donors have more trust in organizations or companies with good reputations.

The research results are in line with those of Liu *et al.* (2021), who show that business reputation has a positive impact on the performance of crowdfunding platforms. Research conducted by Aisyah and Engriani (2019) and Afiah (2018) found that reputation impacts trust. The study conducted by Khairunnisa *et al.* (2020) reveal that brand awareness has a significant impact on the decision to donate.

4.2.5 H5. Security of the system has a positive effect on trust in the system of crowdfunding platforms

The fifth hypothesis was supported, which means that the security of the system had a positive and significant influence on the decision to become a donor. The security of systems in crowdfunding platforms plays a vital role for donors. This is because the data provided to a crowdfunding platform must be safe, not disseminated, and misused by irresponsible parties. Donors also analyze whether the crowdfunding platform is free from fraud and can be trusted. When donors find a sense of security and trust in the crowdfunding platform, they transact on the crowdfunding platform.

The results of this study are consistent with those of the studies conducted by Nurhatinah (2018), Zhang *et al.* (2020), and Afiah (2018), which explain that the security of the system has an impact on decisions, and that there is a positive impact between security perspectives on trust.

4.2.6 H6. Trust on the system has a positive effect on the decision to donate on crowdfunding platforms

The sixth hypothesis was supported. This indicates that the trust variable has a positive and significant influence on the decision to become a donor. People who trust a crowdfunding platform believe that all elements of the platform are better in terms of security. Donors who believe in crowdfunding platforms indicate that the platform has a good reputation in the eyes of both donors and the public.

The results of research conducted by Nawangsari and Karmayanti (2018), Aryani (2016), and Aisyah and Engriani (2019) found that trust has a significant impact on online purchasing decisions. These results also corroborate those of Khairunnisa *et al.* (2020), who found that trust has a significant impact on public decisions to provide assistance through Tokopedia. Another study by Nafidzah (2020) also found that trust impacts the decision to donate online at Kitabisa.com. Due to their high level of user trust, crowdfunding platforms are widely used as a means of donation activities.

5. CONCLUSION

This study has shown that perceived ease of use, experience, company reputation, system security, and trust in the system has a positive effect on donation decisions on crowdfunding platforms. Meanwhile, motivation to help others has no influence on donation decisions on crowdfunding platforms. People who desire to support others or are motivated to help others usually give support or donations directly to those in need, without thinking about sending their donation to crowdfunding intermediary platforms.

Meanwhile, trust in the system mediates the relationship between experience in using the system, organizational reputation, system security, and the decision to make donations to crowdfunding platforms. This suggests that trust in the system and crowdfunding organizations is important. People carefully consider the organizations to which they donate their funds.

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