

THE MODEL OF ONLINE DONATION THROUGH CROWDFUNDING

PLATFORM: CASE STUDY OF KITABISA.COM

A THESIS

**Presented as Partial Fulfillment of the Requirements
to Obtain the Bachelor Degree in Management Department**



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DECLARATION OF AUTHENTICITY

Here I declare the originality of the thesis; I have not presented anyone else's work to obtain my university degree, nor have I presented anyone else's words, ideas, or expression without acknowledgement. All quotations are cited and listed in the bibliography of the thesis.

If in the future this statement is proven to be false, I am willing to accept any sanction complying with the determined regulation or its consequence.

Yogyakarta, April 26, 2022

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TABLE OF CONTENTS

APPROVAL PAGE	ii
LEGALIZATION PAGE	iii
DECLARATION OF AUTHENTICITY.....	iv
ACKNOWLEDGEMENT.....	v
TABLE OF CONTENTS.....	ix
LIST OF TABLES	xii
LIST OF FIGURES	xiv
ABSTRACT.....	xv
ABSTRAK	xvi
CHAPTER I: INTRODUCTION	1
1.1 Background	1
1.2 Research Question	6
1.3 Research Objective	6
1.1 Research Benefits	7
CHAPTER II: REVIEW OF RELATED LITERATURE.....	9
2.1 Theoretical Framework	9
2.1.1 S-O-R framework.....	9
2.2 Previous Research	10
2.3 Variables Definition	19
2.3.1 Platform Quality.....	19
2.3.2 Storytelling.....	21

2.3.3	Empathy	22
2.3.4	Perceived Credibility.....	23
2.3.5	Donation Intention	24
2.4	Hypothesis	25
2.4.1	Platform Quality and Donation Intention.....	25
2.4.2	Platform Quality and Empathy.....	26
2.4.3	Storytelling and Empathy.....	27
2.4.4	Empathy and Donation Intention	28
2.4.5	Perceived credibility and Donation Intention	30
2.5	Conceptual Research Model.....	31
CHAPTER III: RESEARCH METHODOLOGY		33
3.1	Research Design	33
3.2	Population and Sample	34
3.3	Questionnaire Design	35
3.4	Operational Definition and Variables Measurement.....	37
3.4.1	Platform Quality.....	37
3.4.2	Storytelling.....	38
3.4.3	Empathy	39
3.4.4	Perceived Credibility.....	40
3.4.5	Donation Intention	41
3.5	Data Analysis	41
3.1.1	Goodness-of-fit (Outer Model)	42
3.5.2	Model Estimation (Inner Model)	44

3.6	Pilot Test.....	45
CHAPTER IV: DATA ANALYSIS AND DISCUSSION.....		50
4.1	Result.....	50
4.1.1	Respondent Profile	50
4.1.2	Descriptive Variables	54
4.1.3	Measurement Model Test (Outer Model)	60
4.1.4	Structural Model Test (Inner Model)	65
4.2	Discussion	70
4.2.1	Platform Quality and Donate Intention	70
4.2.2	Platform Quality and Empathy.....	71
4.2.3	Storytelling and Empathy.....	72
4.2.4	Empathy and Donate Intention.....	73
4.2.5	Perceived Credibility and Donate Intention	74
CHAPTER V: CONCLUSSION.....		76
5.2	Conclusion.....	76
5.2	Benefit and Managerial Implication.....	76
5.3	Limitations.....	78
5.4	Recommendation.....	78
REFERENCE		80
ATTACHMENT.....		87

LIST OF TABLES

Table 1. 1 Prior Studies Mapping on Donation Intention	10
Table 3. 1 Item for Measuring Platform Quality.....	37
Table 3.2 Item for Measuring Storytelling.....	38
Table 3. 3 Item for Measuring Empathy	39
Table 3. 4 Item for Measuring Perceived Credibility	40
Table 3. 5 Item for Measuring Donation Intention	41
Table 3. 6 KMO and Bartlett's Test.....	45
Table 3. 7 Rotated Component Matrix.....	46
Table 3. 8 Convergent and Reliability Validity	47
Table 3. 9 Discriminant Validity.....	48
Table 4.1 Demographic of Respondents	51
Table 4.2 Descriptive Variable Category.....	54
Table 4.3 Descriptive Variable of Platform Quality	55
Table 4.4 Descriptive Variable of Storytelling	56
Table 4.5 Descriptive Variable of Empathy.....	57
Table 4.6 Descriptive Variable of Perceived Credibility	58
Table 4.7 Descriptive Variable of Donation Intention.....	59
Table 4. 8 Outer Loading	60
Table 4. 9 Average Variance Extracted	62
Table 4. 10 Validity Discriminant Test.....	63

Table 4. 11 Cronbach's Alpha and Composite Reliability	64
Table 4. 12 Collinearity Test.....	65
Table 4. 13 Path Coefficient.....	67
Table 4. 14 R-Square.....	68
Table 4. 15 Q Square.....	69



LIST OF FIGURES

Figure 1. 1 Research Model	32
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ABSTRACT

This research aims to discover factors driving people to donate in crowdfunding platforms by enriching empirical studies related to technological and campaign characteristics, emotion state and cognitive state on donation intention, especially in the context of Indonesian crowdfunding platform, Kitabisa.com. The sample in this research was collected by using purposive sampling technique, with the criteria of Potential Donors in Indonesia who deal with social media (netizen) and had known about Kitabisa.com platform. This research had successfully gained 169 samples that were further analyzed by PLS-SEM method. Overall, the findings stated that platform quality and storytelling positively affected empathy. While, platform quality and perceived credibility also positively affected donation intention. However, these contradicted with most of previous studies, empathy did not affect donation intention. These findings were expected to provide implications and empirical studies related to encouraging potential donors to donate on online crowdfunding industry in Indonesia.

Keyword: Platform Quality, Storytelling, Empathy, Perceived Credibility, Donation Intention.

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui faktor-faktor yang mendorong orang untuk berdonasi di platform crowdfunding dengan memperkaya kajian empiris terkait dengan karakteristik teknologi dan kampanye, status emosi dan kondisi kognitif terhadap niat untuk berdonasi, khususnya dalam konteks platform penggalangan dana, Kitabisa.com. Sampel dalam penelitian ini dikumpulkan dengan menggunakan teknik *purposive sampling*, dengan kriteria potensial donator di Indonesia yang bermain media sosial (*netizen*) dan mengetahui Kitabisa.com. Penelitian ini berhasil mendapatkan 169 sampel yang selanjutnya dianalisis dengan metode PLS-SEM. Secara keseluruhan, temuan menyatakan bahwa kualitas platform dan *storytelling* secara positif memengaruhi empati. Selain itu, kualitas platform dan persepsi kredibilitas juga berpengaruh positif terhadap niat untuk berdonasi. Namun, bertentangan dengan sebagian besar penelitian sebelumnya, empati tidak mempengaruhi niat untuk berdonasi. Temuan ini diharapkan dapat memberikan implikasi dan kajian empiris terkait dengan potensi potensial donator untuk berdonasi pada industry penggalangan dana online di Indonesia.

Kata kunci: Kualitas Platform, *Storytelling*, Empati, Persepsi Kredibilitas, Niat Donasi.

CHAPTER I

INTRODUCTION

1.1 Background

Indonesian people do not only actively contribute money but they also actively involved in social empowerment activities (Sidiq et al., 2021). Donating for those who need it actually has become common in Indonesia. With the growth of the internet, the practice of donation has also developed along with the development of technology (Hoefer, 2012). The existence of this new technology or platform which can facilitate people in donating is more popularly known as crowdfunding (Cao & Anggara, 2019). This crowdfunding platform is designed to fund social projects through donations by collecting from individuals via an internet-based platform (Brummer, 2015).

One of the popular crowdfunding platforms for donations in Indonesia is Kitabisa.com. This is a platform established to raise online funds and donations (Sidiq et al., 2021). According to Nastiti and Syafikarani (2020), Kitabisa.com is a forum to channel goodwill with good intentions and goals in Indonesian society. Kitabisa.com has been positively received by the community because the concept is in accordance with the culture in Indonesia, which are collective and communal, like to work together and also have a high sense of humanity (Fadilla & Indriati, 2019).

Kitabisa.com has a campaign which each of the campaign is presented in its own page and it allows fundraisers to advertise their campaign using various media such as the campaign's background story, images and videos related to the

campaign (Sahid et al., 2018) that are often seen on social media like Facebook, Instagram and TikTok. According to Culture Ready in the March 2015 edition, storytelling can change behavior, for better or worse. However, the story depends on the beliefs that they hold (Marzec & Marzec, 2007), which in some cases hold them back from taking action. Shehu et al. (2016) stated that an online ads like this shows high likeability and has a positive impact on people's intention to share. In addition, according to Segal (2015), background story is one factor of successful marketing and this must be implemented in crowdfunding too because the story can make people emotionally associated with the project.

In this research, there are five main variables that were investigated, namely platform quality, storytelling, empathy, perceived credibility and donation intention. Storytelling becomes a strong factor because the researcher wants to centralize the phenomenon of crowdfunding video advertisements on social media in Indonesia. In addition, according to Pera and Viglia (2016), video digital storytelling can support people's relationships because “stories can help build awareness, comprehension, empathy, recognition, recall, and provide meaning to the brand” (Singh & Sonnenburg, 2012).

Storytelling must be a social phenomenon that involves narrator and a listener (Pera, Rebecca & Viglia, 2016). Same with crowdfunding, many organizations use storytelling to the social phenomenon as the key of their strategy to engage new donors (Merchant et al., 2010). Moreover, these stories will give people an opportunity to contribute a part of the story by helping others through donating to the charitable campaign. In direct marketing, fundraising appeals

should have a problem, a solution and a mechanism that makes it easy for the donor to respond (Smith, 1996). This has become interesting because the well-known crowdfunding platform in Indonesia, Kitabisa.com, realized and started to create advertisements in the form of storytelling on social media. In the recent study, it is stated that storytelling has a positive effect and can develop a positive cognition for travel destinations and become willing to visit the travel destination (Li & Liu, 2020). While in the term of donations, a study conducted by Robiady et al. (2021) also revealed that storytelling has a positive influence on rates of donation in social crowdfunding platforms. According to Aji and Muslichah (2022), storytelling perhaps also can shorten the social distance; thus, it makes donors easily in making decision to donate.

Beside storytelling, intention to donate is also found to be influenced by platform quality. Quality can be viewed as an absence of defects or a degree of excellence (Shewfelt, 1999). In addition, in terms of website, a study conducted by Jeong et al. (2003) defined website quality as the “overall excellence or effectiveness of a website in delivering intended messages to its audience and viewers”. In the context of crowdfunding, Lin et al. (2020) found that website quality has positive effects on donation intention. They also added that the more that platform quality can effectively satisfy user needs, the more that users are likely to back projects on the platform. This finding is also supported by the study of Hou et al. (2021) which showed that trust in online donation platforms positively affected online donation intention.

One of the strong factors that influence intention to donate is empathy. Many studies have discussed the importance of empathy to pro social behavior (Baumeister et al., 2007). This statement is widely supported by previous researchers, one of them is the research conducted by Verhaert et al. (2011b) who stated that empathy has influences on donation decisions and generosity toward the donation of interest. Positive emotions such as emotional support, empathy and sharing are crucial in the process of forming and maintaining a relationship. It is proven by the increase of donation participation due to the increased psychological mechanisms of empathy (Park & Rhee, 2019).

Besides, perceived credibility becomes one factor that influences donation intention on crowdfunding platform. Awad and Ragowsky (2008) suggested that perceived credibility is a major determinant in decision-making that will reduce uncertainty in both social and business interactions. In the context of restaurant's authenticity, the previous study consistently reported a positive relationship between advertising credibility and purchase intention (Kim & Song, 2020). They stated that if consumers feel the restaurant's authenticity is credible, they will believe that the restaurant has the capabilities and resources to provide a good experience. While in the context of donation, it is supported from the research conducted by Liu et al. (2018) that revealed donation intention is positively influenced by perceived credibility. Aji and Muslichah (2022) added that donors' credibility to build trust is important, but in a crisis of the recent pandemic, people want to save lives as soon as possible. Thus, donors are needed to make a decision to donate with ease and a credible platform, such as Kitabisa.com.

In recent years, Kitabisa.com have placed on the research of the phenomena of COVID-19 pandemic that has an impact to the world with various challenges (Munandar, 2021). This research is focus on the growth of technology on people in Indonesia as the result of the pandemic. Responding to this phenomenon, Munandar (2021) has explained that Kitabisa.com also focuses on communication strategies through the use of social media by uploading content containing storytelling and video formats. Therefore, this research want to develop storytelling as one of the factors that influence people's intention to donate in Kitabisa.com platform.

Although there have been several research examining the relationship among platform quality, storytelling, empathy and perceived credibility on donation intention, however, similar studies in crowdfunding platforms such as Kitabisa.com is still rare. Based on the discussion that has been identified aforementioned, the researcher decided that it is necessary to investigate the significant factor that encourage Indonesian popularity to donate on Kitabisa.com by re-examining the relationship between empathy and perceived credibility to people's donation intention. In general, the research model in this research was replicated from Liu et al. (2018) by adding platform quality and storytelling and also changing the context from crowdfunding that conducted in China into crowdfunding conducted in Indonesia specifically on Kitabisa.com platform.

1.2 Research Question

In general, this research aims to discover factors that encourage people to donate in crowdfunding platforms. Specifically, the research questions of this research are:

1. Does platform quality positively affect Potential donor's empathy to donate on Kitabisa.com?
2. Does storytelling background ads positively affect Potential donor's empathy to donate on Kitabisa.com?
3. Does platform quality positively affect Potential donor's donation intention on Kitabisa.com?
4. Does empathy positively affect Potential donor's donation intention on Kitabisa.com?
5. Does perceived credibility positively affect Potential donor's donation intention on Kitabisa.com?

1.3 Research Objective

In general, the purpose of this research is to replicate and modify Liu et al. (2018) model in the context of Indonesian intention to donate on Kitabisa.com. Specifically, the research objectives of this research are:

1. To investigate the relationship between platform quality and Potential donor's empathy to donate on Kitabisa.com
2. To investigate the relationship between storytelling background ads and Potential donor's empathy to donate on Kitabisa.com

3. To investigate the relationship between platform quality and Potential donor's donation intention on Kitabisa.com
4. To investigate the relationship between empathy and Potential donor's donation intention on Kitabisa.com
5. To investigate the relationship between perceived credibility and Potential donor's donation intention on Kitabisa.com

1.1 Research Benefits

This research provides theoretical and practical contribution to the study of technological and campaign characteristics, emotion state (empathy) and cognitive state (perceived credibility) on donation intention especially in the context of crowdfunding in Indonesia. In addition, this research can also provide important contributions for the better crowdfunding platform related to the technological features. More specifically, this research indicates that platform quality should be strategically managed to obtain empathy which may lead individual's donation intentions in crowdfunding platforms.



CHAPTER II

REVIEW OF RELATED LITERATURE

2.1 Theoretical Framework

2.1.1 S-O-R framework

This research used the theory of S-O-R or Stimulus - Organism - Response as the theoretical framework. The theory was discovered by Mehrabian and Russell (1974) which is considered as a theoretical foundation for research on consumer behavior. Generally, the S-O-R framework proposes that the environment can provoke an individual's cognitive and affective states, which then influence him/her to do certain behavior. Mehrabian and Russel (1974) assumed stimulus (S) in an environment can cause changes in a person's internal organs which later will lead to a behavioral response in the form of approach or avoidance behavior. Thus, after the individual receives the external stimulus (S), the individual will react with the affective and internal emotional (O) depending on the stimulus, then the emotional state (O) will be generated in their mind and affect the individual's actual behavior as a response (R). Jiang *et al.* (2010) defined this as an environment (stimulus) that can trigger an internal evaluation of a person (organism), which then leads to positive or negative behavior in relation to the organism (response).

According to Liu *at al.* (2018), donation intention is a crucial factor which signifies the success of the charity crowdfunding but has not yet received an in-depth investigation. In addition, they said that the S-O-R framework is suitable for consolidating the factors investigated in previous studies as it serves as a theoretical guide for synthesizing different perspectives on stimuli, organisms and responses

in the context of charitable crowdfunding. On the basis of the S-O-R framework, this research develops a model that explores how technological and storytelling (stimuli) cause an individual's empathy and their perception of a credibility (organism), which affect their donation intention (response) in charitable crowdfunding platforms. Therefore, S-O-R is the right theory for consolidated factors that are associated with an individual's donation intention (Mummalaneni, 2005).

2.2 Previous Research

The model in this research was developed based on previous research conducted by Liu et al. (2018), Park and Rhee (2019), Kuo, Lin, and Wu (2020), Murillo et al. (2016), and Budiharja et al. (2020). The results of the research in more detail can be seen in Table 1.1 below:

Table 1. 1 Prior Studies Mapping on Donation Intention

No	Writes and Years	Tittle	Hypothesis	Context of Object	Result
1.	Liu, L., Suh, A., and Wagner, C. (2018)	Empathy or perceived credibility? An empirical study on individual donation behavior in charitable crowdfunding	H1: Empathy positively related to donation intention H2: Perceived credibility is positively related to donation intention	Chinese crowdfunding platforms (Weibo and WeChat)	H1: Supported H2: Supported H3a: Supported H3b: Supported H4a: Supported H4b: Supported H5a: Not

No	Writes and Years	Tittle	Hypothesis	Context of Object	Result
			<p>H3a: Website quality is positively related to empathy</p> <p>H3b: Website quality is positively related to perceived credibility</p> <p>H4a: Transaction convenience is positively related to credibility</p> <p>H4b: Transaction convenience is positively related to empathy</p> <p>H5a: Initiator reputation is positively related to empathy</p> <p>H5b: Initiator reputation is positively related to</p>		<p>Supported</p> <p>H5b: Supported</p> <p>H6a: Supported</p> <p>H6b: Not Supported</p> <p>H7a: Supported</p> <p>H7b: Supported</p>

No	Writes and Years	Title	Hypothesis	Context of Object	Result
			<p>perceived credibility</p> <p>H6a: Project popularity is positively related to empathy</p> <p>H6b: Project popularity is positively related to perceived credibility</p> <p>H7a: Project content quality is positively related to empathy</p> <p>H7b: Project content quality is positively related to perceived credibility</p>		
2.	Park, E. Y., and Rhee, J. H. (2019)	Who clicks on online donation? Understanding the characteristic of SNS users during participation in	H1: Interdependent self-construal has a positive effect on social media interaction in online networks	Online donation campaigns	<p>H1: Rejected</p> <p>H2: Supported</p> <p>H3: Supported</p> <p>H4: Supported</p>

No	Writes and Years	Title	Hypothesis	Context of Object	Result
		online campaigns	<p>H2: Independent self-construal has negative effect on social interaction in online networks</p> <p>H3: Social interaction in online networks has positive effect on empathy</p> <p>H4: Empathy has a positive effect on online donation</p>		
3.	Kuo, Y. F., Lin, C. S., and Wu, C. H. (2020)	Why do people intend to back crowdfunding projects? A perspective on social cognitive theory	<p>H1: Backing self-efficacy has a positive effect on backing intention</p> <p>H2: A reward has a positive effect on backing intention</p> <p>H3: Empathy has positive effect on</p>	Crowdfunding platforms (Kickstarter, Indiegogo, flying V, and zeczec)	<p>H1: Supported</p> <p>H2: Not Supported</p> <p>H3: Supported</p> <p>H4: Supported</p>

No	Writes and Years	Tittle	Hypothesis	Context of Object	Result
			backing intention H4: Website service quality has positive effect on backing intention		
4.	Murillo, Kang and Yoon (2016)	Factors influencing pro-social consumer behavior through non-profit organizations	H1: Empathy positively affects perceived reciprocity H2: Social Influence positively affects perceived reciprocity H3A: Interactivity positively affects perceived reciprocity H3B: Interactivity positively affects perceived ease of use H4A: Ease of	Internet for non-profit organization in encouraging prosocial behavior	H1: not supported H2: supported H3A: supported H3B: supported H4A: supported H4B: supported H5: supported H6: supported

No	Writes and Years	Tittle	Hypothesis	Context of Object	Result
			<p>reach positively affects perceived reciprocity.</p> <p>H4B: Ease of reach positively affects perceived ease of use</p> <p>H5: Perceived reciprocity positively affects prosocial behavior intention</p> <p>H6: Perceived ease of use positively affects prosocial behavior intention</p>		
5	Budiharja P. D. Debora <i>et al.</i> (2020)	The Influence of Social Media Charitable Advertising Value on Pro-social Behavior using Moderating	<p>H1: Perceived informativeness influences the Perceived value of social media advertising</p> <p>H2: Perceived</p>	Prosocial behavior on social media to charity advertisement	<p>H1: supported</p> <p>H2: supported</p> <p>H3: supported</p> <p>H4: supported</p> <p>H5: supported</p>

No	Writes and Years	Tittle	Hypothesis	Context of Object	Result
		Effect of Income	<p>Credibility influences the perceived value of social media advertising</p> <p>H3: Perceived emotional appeal influences the perceived value of social media advertising</p> <p>H4: Perceived Creativity influences the perceived value of social media advertising</p> <p>H5: Perceived value of social media advertising influences prosocial behavior</p> <p>H6: Income plays a moderating role on the influence of perceived</p>		H6: supported

No	Writes and Years	Tittle	Hypothesis	Context of Object	Result
			value of social media advertising to prosocial behavior		

In the Table 1.1 above, the researcher did map on five international journals in the last 10 years with various topics. The first paper was written by Liu et al. (2018) with the title "*Empathy or perceived credibility? An empirical study on individual donation behavior in charitable crowdfunding*". The paper examined individual behavior towards charitable crowdfunding with a two-step approach, namely the measurement model and structural model. Some of the variables studied were technological characteristics, project characteristics, empathy, perceived credibility, and donation intention. The researcher found that the individual's empathy and the perceived credibility of a charitable crowdfunding project play powerful and additive roles in determining their intention to donate money.

Furthermore, the paper entitled "*Who clicks on online donation? Understanding the characteristics of SNS users during participation in online campaigns*" which was written by Park and Rhee (2019) aimed in exploring the characteristics of social media (SNS) users as potential donors in a sustainability of online donation campaigns. The variables examined included independent self-construal, social interaction, empathy and online donation. The results of the research showed that participation in donating increased with the increase of online

social interaction and that the relationship between social interaction and donation intention is mediated by the psychological mechanism called empathy.

The next paper is a research written by Kuo et al. (2020) with the title "*Why do people intend to back crowdfunding projects? A perspective on social cognitive theory*" which examined several variables such as backing self-efficacy, rewards, empathy, website quality and backing intention. The purpose of the research above is to explore the effects of the individual and environmental factors of backing intention on crowdfunding platforms. The result found that the website quality variable plays an important role. The more that platform services quality can effectively or sufficiently satisfy user's needs, the more the users are likely to back to the projects on the platform.

Another previous research is a research written by Murillo et al. (2016) with the title "*Factors influencing prosocial consumer behavior through non-profit organizations*". The main objective of the research is to find a relationship between the internet and the intentional adoption of prosocial behavior of internet users who have internet access and have experienced internet exposure. The variables studied included empathy, social influence, interactivity, ease of reach, perceived reciprocity, and prosocial behavior intention. The results found that technological systems had a significant influence on the intention to help unrelated people. In addition, they also found customer perceptions of prosocial behavior that have changed in recent decades following the technological changes.

Lastly, the research that was conducted in Indonesia, entitled "*The Influence of Social Media Charitable Advertising Value on Prosocial Behavior using*

Moderating Effect of Income" written by Budiharja et al. (2020). The research aimed to determine the factors that influence the prosocial behavior of social media users in response to charity advertisements that appear on their social media accounts. The variables of the research included perceived informativeness, perceived credibility, perceived emotional, perceived creativity, perceived value and income as moderating variables. The result of the research confirmed that the perceived value of charitable crowdfunding has a positive impact on prosocial behavior moderated by income level. Moreover, the effectiveness of charitable advertising on social media has proven to be measured by prosocial action of potential donors including the intention to donate and potential donors to find out more about the charity by clicking the ad link provided on the social media.

2.3 Variables Definition

In this research, there were five variables that were investigated, such as: (a) platform quality; (b) storytelling; (c) empathy; (d) perceived credibility; and (e) donation intention. The theoretical definition of these variables is discussed in the following below.

2.3.1 Platform Quality

Many high-tech markets are mediated by platforms (Zhu & Iansiti, 2007). According to Eisenmann et al. (2006), a platform is a system with well-defined access points and rules on which other parties can build applications or services. Additionally, in terms of service, quality is defined as is an expectation that is seen as a desire that focuses on the needs and requirements of customers and how well

the services provided meet customer expectations (Lewis, 1993). Therefore, platform quality is the desirability of customer needs and requirements and how well the platform can fulfill customer expectations.

However, the crowdfunding platform is designed for a specific purpose, which is to some extent different from the purposes of general online shopping websites (Kuo et al., 2020). Hence, they also said that how service quality plays a role in crowdfunding platforms should be an issue worthy of discussion. Therefore, platform quality has become an important part of online crowdfunding.

Previous platform studies have mostly focused on the growth and expansion of online platforms (Junic Kim, 2021). Thus, studies identifying platform quality are relatively inadequate. In the more specific literature of donation intention, the measurements are modified to adjust the context. For instance, Liu et al. (2018) measured platform quality by the following item:

1. While using Kitabisa.com, I am confident that the information I provide during my donation will not reach inappropriate parties.
2. While using Kitabisa.com, I believe inappropriate parties cannot deliberately observe the information I provide during my donation.
3. While using Kitabisa.com inappropriate parties will not collect and store the information I provide during my donation.
4. Navigating Kitabisa.com is easy for me.
5. I find that my interaction with Kitabisa.com is clear and understandable.
6. It is easy for me to become skillful in navigating Kitabisa.com.

2.3.2 Storytelling

Stories reflect the basic archetypes of human experience and serve as a natural interface between humans and systems (Kim et al., 2019). In addition, stories help to convey ideas more effectively than the use of mere facts (Goodman, 2006). According to Lipsey et al. (2020), storytelling, or sharing a personal perspective is an essential form of human communication and a vehicle for human connection. Hence, storytelling can make human emotions more connected to each other.

McKee and Fryer (2003) defined that storytelling is the use of a compelling story to persuade someone. Recent research by Van et al. (2019) also said that storytelling is used wisely as a customer engagement strategy across various marketing domains. Furthermore, a research conducted by Dickman (2003) stated that storytelling is defined as facts conveyed by emotions that make people more involved and want to take action or change their environment. However, further exploration is needed to understand which specific storytelling strategies are useful and how storytelling mechanisms work (Robiady et al., 2021) especially on a crowdfunding campaign. Li and Liu (2020) in their previous research measured storytelling by the following items:

1. The plots and behaviors of the advertisement make me understand the purpose of this crowdfunding.
2. The story content makes me understand the ideas and feelings of the advertisement.
3. After watching this story, I can understand the advertisement plot.

4. I understand the cause of the crowdfunding event being held.
5. There is a clear framework (twists and turns) in the crowdfunding advertisement.

2.3.3 Empathy

Empathy is a fundamental part of the social fabric of emotion, providing a bridge between one person's feelings and another's (Levenson & Ruef, 1992). Empathy is theoretically defined as the degree to which individuals feel affection for a particular target (i.e., those seeking help), which represents their emotional state (Hoffman, 2001). In addition, Wispe (1986) defined empathy as the attempt that is felt by someone in a conscious state to understand without judging the positive and negative experiences of others. According to Verhaert et al. (2011), people who feel empathy and attention focus on people in need, with selfless and altruistic motivation to reduce distress. In addition, the decision to help shows heightened feelings of empathy that lead people to help others they feel sorry for.

Research on empathy has mostly investigated various voluntary and helpful behaviors through self-reported questionnaires or laboratory studies (Verhaert & Poel, 2011). Therefore, due to the lack of research on the relationship between empathy and donation, this research was conducted. Park and Rhee (2019) measured empathy by following items, such as:

1. I feel sympathy toward the advertisement
2. I feel compassion toward the advertisement

Rawal and Torres (2017) added items such as:

1. While watching the ad, I experienced feeling as if the events were really happening to me.
2. While watching the ad, I felt as I were one of the characters.
3. While watching the ad, I felt as the events in the ad happened to me.
4. While watching the commercial, I experienced the same feelings that the characters portrayed.
5. While watching the commercial, I felt as if the characters' feelings were my feelings.

2.3.4 Perceived Credibility

Recognizing the significant influence of credibility on consumer behavior, previous researchers have examined the impact of credibility in various research on consumer behavior, such as advertising (Lohse & Rosen, 2001) and online reviews (Mauri & Minazzi, 2013). In supporting this finding, Filieri (2014) stated that perceived source credibility of online reviews positively influences trust toward the website.

Many different aspects of a website can affect perceptions of the credibility of the information presented (Kubiszewski et al., 2011). It also applies to crowdfunding platforms. Liu et al. (2018) said that those who fund in charitable crowdfunding are concerned about whether their donations will be misused for other purposes. Thus, before donating money, they will pay attention to whether the donation project is credible or not. Credibility here is defined as the property valued by the individuals participating in the crowdfunding rather than the property of the crowdfunding project itself (Freeman & Spyridakis, 2004). Thus, perceived

credibility is defined as the extent to which an information source is perceived to be believable, competent, and trustworthy by informing recipients (Rabjohn et al., 2008). In this case, credibility can be interpreted as the trust of donors to the platform where they will donate. For instance, Liu et al. (2018) measured perceived credibility by the following items:

1. The crowdfunding project is believable.
2. The crowdfunding project is trustworthy.
3. The crowdfunding project is competent.
4. The crowdfunding project is credible.
5. The crowdfunding project is unbiased.
6. The crowdfunding project is expert.

2.3.5 Donation Intention

Donations can be divided into three different forms, such as donations of time, money, or in-kind of goods and services (Michaelidou et al., 2015). Donating behavior is influenced by an individual's perceptions of what they are based on their values, understanding, and attitudes (Johnson & Grimm, 2010). Nowadays, most studies have been focusing on investigating how SNSs help and support online donation (Ahn et al., 2018; Branston & Bush, 2010). It can be seen from the many crowdfunding advertisements that are often seen in several social media.

According to Ajzen (1991), he reveals that intention is defined as a means to capture the motivating factors that influence a person to perform certain behaviors. Then, donation intention is defined as the desire to donate time, money, or some type of resource to a charitable organization (Linden, 2011) that motivated

by several factors. In addition, individuals have higher intentions to donate when they have a positive attitude towards donations in general and a positive attitude towards charitable organizations (Linden, 2011). Liu et al. (2018) measured donation intention by the following items:

1. The probability to donate money to the crowdfunding project is high.
2. My willingness to donate money to the crowdfunding project is high.
3. The likelihood to donate money to the crowdfunding project is high.

Ahn et al. (2018) added items such as:

1. I have an intention to donate via Kitabisa.com.
2. I have an intention to donate via Kitabisa.com in the near future.
3. I plan to donate actively via Kitabisa.com in the near future.
4. I plan to attend a donation program via Kitabisa.com in the near future.
5. I have an intention to donate via Kitabisa.com if I have a chance to do so.
6. I have an intention to donate more via Kitabisa.com.

2.4 Hypothesis

2.4.1 Platform Quality and Donation Intention

Based on S-O-R theory (Mehrabian & Russell, 1974), the relationship among Platform Quality variables can be explained as a stimulus and Donation Intention can be explained as an organism and response. The relationship between the two variables has been obtained from previous research that was conducted by Kuo et al., (2020). He found that a platform that has good quality can encourage people to donate on the platform.

Good quality has become one of the considerations that a platform needs to have. A good quality system allows users to have positive assumptions that bring confidence to the platform (Kirana et al., 2020). Platform quality has also been found to be a major factor influencing e-customer satisfaction and loyalty (Amin, 2015). In addition, Black et al. (2014) explained that service quality has a stronger relationship with customer outcomes when service is relational.

Based on that, the quality of the platform KitaBisa.com becomes one of the individual considerations for donating. The convenience in question is not only how easy a platform is used and accessed by users, but also how a platform can be trusted to keep user information safe. Hence, when the quality of the platform is considered to be good, it can encourage people to donate. Thus, this research hypothesized that:

H1. Platform quality positively affects intention to donate.

2.4.2 Platform Quality and Empathy

The relationship between Platform Quality and Empathy variables according to S-O-R theory (Mehrabian & Russell, 1974) can be explained by Platform Quality as a stimulus and an organism. Kim and Lennon (2013) found that a good Platform Quality can affect a people's empathy in donating. The same thing was also found by Liu et al. (2018) where the two variables have a positive relationship.

Conceptualizing the quality of e-services and understanding their performance implications has become important research given the rapid development of Internet technology (Xiao, 2016). Furthermore, according to

Gregg and Walczak (2010), when platform quality is affirmed, an attitude of trust toward or belief in the information/source on the platform can also be built. When a platform is judged to have good quality, this trust will form an emotion and encourage people to donate. In fact, many researchers have also proven that platform quality can affect individual emotions. For instance, Liu et al. (2018) mentioned high-quality platforms will increase individual empathy for donations.

The high-quality of a platform will build trust and emotions that can make individuals to help others and create a feeling of satisfaction and empathy which in turn can encourage individuals to donate to the platform. Hence, the better the platform KitaBisa.com, the more it will encourage people to feel empathy and eventually donate to the platform. Thus, this research predicted that:

H2. Platform quality positively affects empathy to donate.

2.4.3 Storytelling and Empathy

According to S-O-R theory (Mehrabian & Russell, 1974), in order for an idea to be easily accepted, it must be able to use appropriate media so that it can facilitate the understanding process. In this case, storytelling is the media that has been most researched and proven to affect individuals' empathy. This is proven by the research of Muceldili et al. (2015) and Li and Liu (2020) who found that the two variables had a positive relationship.

Storytelling advertisements do not always display products but focus more on conveying brand value through emotional stories (Laurence, 2018). In fact, storytelling has become a common technique for enhancing the emotional power of advertising (Kang et al., 2020). Research conducted by Padgett et al. (2013) has

also said that storytelling is considered an effective advertising format to convey messages and promote communication. According to De Jager et al. (2017), digital media may have a greater capacity to engage people through persuasion and the ability to cultivate empathy through storytelling compared to printed materials like brochures.

Referring to Escalas (2007) research, storytelling advertisements stimulate consumer's emotions when they mentally combine the story with their own experiences. When individuals identify people's stories, they may also experience empathy and emotions that align with those people and may also have the illusion of belonging to them (Cohen, 2009).

Storytelling of course applies to advertise applications to invite people to donate. Storytelling will make individuals feel compassion and more connected to the situation of the ad. It is supported by Kim (2018) who compares statistics, messages in the form of stories that may be more successful in stimulating emotional responses and thus prosocial behavior from people. Therefore, storytelling is considered an effective tool in touching someone's empathy. From the above explanation, the hypothesis is as follow:

H3. Storytelling positively affects empathy to donate.

2.4.4 Empathy and Donation Intention

The relationship between Empathy and Donation Intention can be explained using S-O-R theory (Mehrabian & Russell, 1974). Based on this theory, individuals' response is strongly influenced by stimulus and organism factors. For these two variables, Empathy acts as an organism and Donation Intention as a

response. Both of these variable relationships have been studied and have positive results as conducted by Liu et al. (2018) and Park & Rhee (2019). This relationship is also supported by the theory of prosocial behavior, which is an act of helping others without having to provide a direct benefit to the person who takes the action, and may even involve a risk for the person who helps (Baron & Byrne, 2002). Telle and Pfister (2015) explained that helpful behavior is shown as a response to the positive influences felt by others and that this behavior can be triggered by feelings of empathy.

According to Kang et al. (2020), emotions can act as mediators in consumer responses. Emotions are transient and play an important role in our daily lives because individuals' opinion about their ability to change and control can have an impact on the act of donation (Khalil et al., 2020). In the aspect of marketing, Taylor (1999) in his research also stated that advertisers consider the role of emotions in the decision-making process in individual's minds and diversify strategies so that advertisements do not only convey information to meet the cognitive demands but also create positive emotional responses. Both positive and negative responses have a potential impact on advertising effectiveness, which can manipulate individuals' responses into liking a product more (Kang et al., 2020).

Liu et al. (2021) said individuals' donation behavior is positively influenced by their empathy. Furthermore, Lay et al. (2019) also stated that besides demographic variables, like gender, age and educational level (Wunderink, 2008), one of the most cited variables in donating and helpful in general, is empathy because people are more likely to help and donate to others when they empathize

with them. Especially on online donation, verbal and nonverbal cues can help people build empathy through virtual presence of other people who need help (Aji & Muslichah, 2022). Additionally, researchers also found that empathy motivates prosocial behavior (Murillo et al., 2016) by donating money to charitable crowdfunding projects (Lee et al., 2014).

The research described above have proven that empathy is indeed the main factor in donation intention. Emotions that are built from empathy for someone can make people feel sorry and motivated to help others. In addition, emotional feelings of intimacy and immediacy is believed to develop and ultimately affect the donor's intention to donate (Aji & Muslichah, 2022). Therefore, when individuals feel empathy for a certain situation, they are encouraged to donate. Hence, the hypothesis of this research is the following:

H4. Empathy positively affects donation intention.

2.4.5 Perceived credibility and Donation Intention

S-O-R theory explains that an individuals' stimulus can cause organism and response factors (Mehrabian & Russell, 1974). The relationship between Perceived Credibility and Donation Intention can also be explained as organism and response. The relationship between these two variables has been investigated by previous research by Liu et al. (2018) who found that perceived credibility can encourage individuals to donate.

In the previous sub-chapter, it has been mentioned that credibility is interpreted as the trust of donors to the platform where they will donate (Freeman & Spyridakis, 2004). This is because those who fund in charitable crowdfunding

are concerned about whether their donations will be misused for other purposes (Liu et al., 2018). Beside empathy, perceived credibility becomes the most frequently researched variable and considered as a strong factor affecting donation intention.

Research conducted by Kenang and Gosal (2021), millennials' intention to donate is strongly influenced by the perceived credibility of the crowdfunding platform. This is because the transactions of donation are carried out online, so donors are worried whether their donations will be distributed properly. Additionally, Filieri (2014) also stated credibility of online transactions also positively influences donors' trust toward the platform.

The perceived credibility of KitaBisa.com is an important consideration for individuals making donations. The trustworthiness of the platform that makes donors safe on participating in a crowdfunding project encourages donors to donate. Thus, this research predicted that:

H5. Perceived credibility positively affects donation intention.

2.5 Conceptual Research Model

From the hypothesis above, this research established a conceptual research model that consisted of five variables, namely platform quality, storytelling, empathy, perceived credibility and donation intention. In more detail, the conceptual research model is illustrated in Figure 1.1.

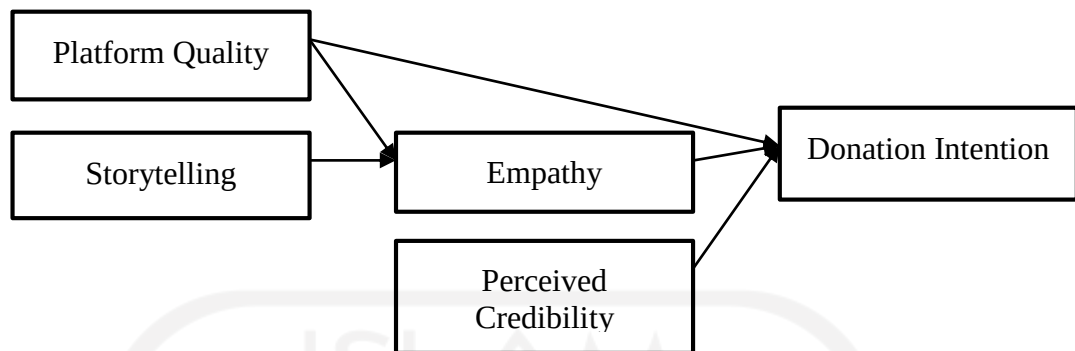


Figure 1. 1 Research Model

Modified from Liu et al. (2018)

CHAPTER III

RESEARCH METHODOLOGY

3.1 Research Design

This research used quantitative approach. Sheard (2018) explained that quantitative approach deals with data that can be converted into numbers that is why quantitative methods commonly involve statistical analysis. This is similar to the definition from Quick and Hall (2015) that defined quantitative research as the broad term used to denote research designs and methods that yield numerical data. Besides, Zyphur and Pierides (2019) mentioned that quantitative approaches often claim their methods are value-neutral or objective. The object examined in this research is one of the well-known crowdfunding platforms in Indonesia, namely Kitabisa.com. As for the research locations, Kitabisa.com itself disseminates fundraising pages through social media that can be reached by all people in Indonesia. Therefore, the research locations are carried out all over Indonesia.

In a quantitative method, due to pandemic situations the data was collected by spreading the questionnaire online. The online questionnaire was created using Google form. The questionnaire form was distributed to several social media platforms including WhatsApp, Line, and Instagram. Technically, distributing questionnaires through Instagram was utilizing the direct message feature and also distributing it through Instagram stories. Besides, for distributing questionnaires with WhatsApp and Line, it was done by distributing the questionnaire link to private messages to several people and also distributing it to several chat groups.

3.2 Population and Sample

According to Berryman (2008), population is a group of individuals of the same species that live together in the same place. In addition, population is also described as a combination of elements that have certain characteristics in common for research purposes (Malhotra et al. 2017). The population in this research was People in Indonesia. However, researchers did sample because the people in Indonesia were the research subject that was too broad. The sample is defined as part of the population. Stratton (2022) explained that sampling is used to collect data that is considered representative of the target population.

The sampling method used in this research was non-probability sampling, specifically purposive technique sampling. According to Grove and Gray (2015), sampling is a process of selecting participants who are representative of the population being studied. Stratton (2022) stated that non-probability sampling methods is a type of sampling in which the researcher uses sampling that the participants selected by the researcher, or self-select to participate in a research. As mentioned, the purposive sampling technique was selected with certain determined criteria. This research established criteria for respondents, namely Indonesian people who use social media (netizen) and have known Kitabisa.com platform.

Roscoe (1975) stated that the exact number of samples can be calculated using the formula for a minimum sample of five times number of items and a maximum sample of ten times number of items. The number of samples can also be determined based on the analytical method used. The calculation in detail is as follows:

Minimum sample size = 5 x total items

$$= 5 \times 28 = 140$$

Maximum sample size = 10 x total items

$$= 10 \times 28 = 280$$

3.3 Questionnaire Design

The questionnaire was created using Google form and consisted of several sections. There were an introduction section, video watching section, descriptive section, variable section, and suggestion section. In the introduction section, it contained self-introduction and explained the purpose and objectives of the research. This section also explained that the data provided by the respondent which was kept confidential and only used for academic research purposes only. Furthermore, the research also gave a reward in the form of Go-Pay balance of 20,000 rupiah to 12 selected respondents. Before being able to proceed to the next section, respondents was first filtered whether they had heard about Kitabisa.com platform or not.

The second section was the video watching section. In this section, the respondent was given an example of a Kitabisa.com storytelling ads video on Tiktok. There were two videos, the first video was twenty-two seconds long which showed videos and photos of animals that were affected by the eruption of Semeru Mount. The video was closed with an invitation to help the animal by donating through Kitabisa.com. The second video was thirty seconds long which contains photos of children who had been operated on due to abnormalities in their lips. Furthermore, the video explained that there were still many children out there who

had lip disorders. However, we gratitude for the help of the donors at Kitabisa.com, the children were able to return their new smiles and hope. This section was closed with a question to determine whether the respondent was late in watching the two videos before continuing on the next section.

The third section was a descriptive question section. In this section, respondents were asked to provide some data regarding age, gender, status, religion, monthly income, latest education, occupation and regional origin. In addition, respondents were also asked regarding the time spent for social media per day and which social media they prefer to choose when watching videos. Finally, respondents were asked to fill in a telephone number for the purposes of the reward that had been described in the previous section.

The next section was the variable question section. There were 5 variables, namely Platform quality and storytelling as independent variables, empathy and perceived credibility as intervening variables, and donation intention as dependent variables. The scale used for measurement was the scale of one to five. One means they strongly disagree with the given statement, two means they agree with the given statement, three means they are neutral, four means they agree with the given statement and five means they strongly agree with the given statement. Questionnaire was closed with the last section which asked about suggestions or constructive input for this questionnaire. Operational definitions and measurement of variables will be explained in the next sub-chapter.

3.4 Operational Definition and Variables Measurement

3.4.1 Platform Quality

As has been mentioned in the previous chapter, when platform quality is affirmed, an attitude of trust toward or belief in the information/source on the platform can also be built (Gregg & Walczak, 2010). Based on Lewis (1993) explanation on quality, platform quality is define as an expectation that focus on the desirability of customer needs and requirements and how well the service meets customer expectations. Operationally, platform quality is defined as Indonesian netizen desire of needs and requirements and how well the platform to meet their expectation when using KitaBisa.com. Thus, the items examined in this research were from Liu et al. (2018) as shown in Table 3.1.

Table 3. 1 Item for Measuring Platform Quality

Code	Items
PQ1	KitaBisa.com has a good quality because the information I provide will be protected.
PQ2	KitaBisa.com has a good quality because the information I provide cannot be accessed by others.
PQ3	KitaBisa.com has a good quality because the information I provide cannot be used by others.
PQ4	KitaBisa.com has a good quality because it is easily accessible.
PQ5	KitaBisa.com has a good quality because it is clear and easy to understand.

Code	Items
PQ6	KitaBisa.com has a good quality because it is easy to learn.

3.4.2 Storytelling

Storytelling is conceptually defined as the strategy to persuade someone by using a compelling story (McKee & Fryer, 2003). According to Dickman (2003), storytelling is defined as facts conveyed by emotions that make people more involved and want to take action or change their environment. Moreover, Escalas (2007) also stated that storytelling advertisements can stimulate consumer's emotions when they mentally combine the story with their own experiences. Operationally, storytelling is a strategy to persuade Indonesian netizen by using emotional facts and compelling stories on social media; thus, they are willing to donate through Kitabisa.com. The measurement items used in this research were adopted from the research of Liu et al. (2018). The measurement items were shown in Table 3.2.

Table 3.2 Item for Measuring Storytelling

Code	Items
S1	Storytelling made by KitaBisa.com made me understand the purpose of the donation fundraising advertisement.
S2	Storytelling made by KitaBisa.com made me understand the idea behind the donation advertisement.
S3	I can understand the storytelling flow of KitaBisa.com advertisement.

Code	Items
S4	I can understand the reason of KitaBisa.com to hold this donation from the storytelling advertisement.

3.4.3 Empathy

Empathy is theoretically defined as the degree to which individual's feel affection for a particular target (i.e., those seeking help), which represents their emotional state (Hoffman, 2001). Wispe (1986) defined empathy as the attempt that is felt by someone in a conscious state to understand without judging the positive and negative experiences of others. Operationally, empathy is defined as the degree of affection felt by netizen in Indonesia toward the advertisement video made by Kitabisa.com on social media. The measurement items used in this research were adopted from the research of Park & Rhee (2019) and Rawel & Torres (2017). The measurement items were shown in Table 3.3.

Table 3. 3 Item for Measuring Empathy

Code	Items
E1	I feel sympathy for the people in need in KitaBisa.com advertisement.
E2	I feel sorry for people who need in KitaBisa.com advertisement.
E3	While watching KitaBisa.com advertisement, I felt as if the incident happened to me.
E4	While watching KitaBisa.com advertisement, I felt as if I were the character in the ad.

Code	Items
E5	While watching KitaBisa.com advertisement, I feel as if the event in the ad happened to me.

3.4.4 Perceived Credibility

In Rabjohn et al. (2008) research, perceived credibility is defined as the extent to which an information source is perceived to be believable, competent, and trustworthy by information recipients. In this research, perceived credibility was operationally defined as the extent to which information source from Kitabisa.com as crowdfunding platform was perceived to be believable, competent, and trustworthy by Indonesian netizen. The measurement items used in this research were adopted from the research of Liu et al. (2018). The measurement items were shown in Table 3.4.

Table 3. 4 Item for Measuring Perceived Credibility

Code	Items
C1	KitaBisa.com is trusted in raising donations.
C2	KitaBisa.com can be trusted when raising donations.
C3	KitaBisa.com is competent in raising donations.
C4	KitaBisa.com has credibility in raising donations.
C5	KitaBisa.com is an objective institution in raising donations.
C6	KitaBisa.com is an institution that is expert in raising donations.

3.4.5 Donation Intention

Donation intention is defined as the desire to donate time, money, or some type of resource to a charitable organization (Linden, 2011). Linden (2011) added individuals have higher intentions to donate when they have a positive attitude towards donations in general and a positive attitude towards charitable organizations. In this research setting, donate intention is operationally defined as Indonesian netizens' desire to donate through KitaBisa.com. Thus, the items examined in this research were from Linden (2011) and Ahn et al. (2018) as shown in Table 3.5.

Table 3. 5 Item for Measuring Donation Intention

Code	Items
D1	I will donate through KitaBisa.com.
D2	I am willing to donate through KitaBisa.com.
D3	It is probable that I would donate through KitaBisa.com later.
D4	I intend to donate through KitaBisa.com.
D5	I plan to actively donate through KitaBisa.com.
D6	I intend to donate through KitaBisa.com if there is a chance.
D7	I intend to donate more through KitaBisa.com.

3.5 Data Analysis

In general, the data is analyzed by using PLS-SEM method with SmartPLS software. It consists of two types, namely model testing and model estimation. Model testing is also divided into two, inner model testing and outer model testing.

The goodness-of-fit for the two test models has their own indicators. The outer model testing uses Average Variance Extracted (AVE), Square Roots AVE, Cross Loadings, Cronbach Alpha (CA) and Composite Reliability (CR) as the indicators. As for the inner model, the suitability of the model is measured by the PLS Bootstrapping method. It uses t-values, p-values, and R-square (R²) as the indicators. More explanation for each test can be seen in the following sub-chapters.

3.1.1 Goodness-of-fit (Outer Model)

3.5.1.1 Validity Test

Validity test is a test aimed to measure evaluative judgment of the degree to which an item supports the adequacy and appropriateness of a concept (Messick, 1990). According to Hair et al. (2017), there were two types of validity test normally used in PLS; convergent validity and discriminant validity.

Convergent validity is the extent to which a measure is positively correlated with alternative measures of the same construct (Hair et al., 2017). Hair et al. (2017) also stated that to evaluate convergent validity of reflective constructs, researchers consider the outer loadings of the indicators and the average variance extracted (AVE). Convergent validity is when each item has outer loadings above 0.70 and when each construct's average variance extracted (AVE) is 0.50 or higher (Jr et al., 2014). AVE below 0.50 means error variance exceeds explained variance (Garson, 2016). Meanwhile, a high score of outer loadings on a variable means that there are many similarities among the associated items (Hair et al., 2017).

As for discriminant validity, according to Hair et al. (2017), discriminant validity is the extent to which a construct is completely different from another

construct by empirical standards. Discriminant validity was tested using the Fornier-Lakiers approach which is looking at the matrix correlation score by comparing the square root of the AVE values with the latent variable correlations (Hair et al., 2017). Garson (2016) stated that the square root of AVE should be higher than its correlation with any other latent variable. This means that for any latent variable, the variance shared with its block of indicators is greater than the variance it shares with any other latent variable (Garson, 2016).

3.5.1.2 Reliability Test

Ferretich (1990) mentioned that reliability is an essential component of research since, by definition, it indicates that results are repeatable and consistent. Moreover, since instrument reliability is a basic aspect of measurement, assessment of instrument reliability is generally considered an important part of any research publication (Ferretich, 1990). There were two types of reliability tests used in this study. First was composite reliability. According to Garson (2016), composite reliability is a preferred alternative to Cronbach's alpha as a test of convergent validity in a reflective model. The value of composite reliability is at least 0.70 because values below 0.60 indicate a lack of internal consistency reliability (Hair et al., 2017). Another type of reliability test used in this research was Cronbach's alpha. According to Garson (2016), Cronbach's alpha addresses the question of whether the indicators for latent variables display convergent validity and hence display reliability. In addition, Garson (2016) also mentioned the measurement is greater or equal to 0.80 for a good scale, 0.70 for an acceptable scale and 0.60 for a scale for exploratory purposes.

3.5.2 Model Estimation (Inner Model)

In the structural model or inner model, model fit is measured by R-square (R^2) for explaining the variance, Q-square (Q^2) is for examining predictive relevance (Hair et al., 2017). R^2 or sometimes called a coefficient of determination explains how much the dependent variable is influenced by the independent variable, while blindfolding or Q-square (Q^2) explains how much the independent variable affects the dependent variable. According to Hair et al. (2017), the score or value of R^2 varies from zero to one. The higher the value, the higher the level of accuracy. In marketing, there is a quite popular benchmark for R^2 value where a value of 0.75 is considered a substantial value, a value of 0.50 is considered moderate, and 0.25 is considered a weak value (Hair et al., 2017). As for Q^2 , Jr et al. (2014) also indicated that the smaller the difference between predicted and original values, the greater the Q^2 and the model's predictive accuracy.

The model estimation in SmartPLS is conducted using the PLS Bootstrapping method. Bootstrapping is the method used to determine the level of significance of each indicator weight, which resampling technique that pulls a large number of subsamples from the original data (with replacement) and estimates the model for each subsample (Jr et al., 2014). The significance of path coefficients is measured using several outcome indicators such as Mean, t-statistics and p-values. Garson (2016) stated that the significance criterion for the t-value is greater than 1.96. As for the p-value, it indicates a tolerable error value. Generally, there are two benchmarks for tolerable error, less than 0.05 for loose tolerance, and 0.01 for tight tolerance. For example, if the p-value is greater than 0.05, the error is greater than

95% which cannot be tolerated. Therefore, it means that the relationship is not significant (Garson, 2016).

3.6 Pilot Test

According to Fraser et al. (2018), Pilot Test is defined as a pilot research that was conducted to determine the feasibility of using a survey questionnaire and the recruitment and data collection process. In this research, pilot test was used to measure the validity or accuracy and reliability or consistency of items in the questionnaires. The software used to conduct the pilot test were SSPS and Smart-PLS. There were 51 respondents involved in the pilot test with specific criterion that had been explained in the previous subchapters. The results can be seen from the KMO and Bartlett's Table Test listed in Table 3.6 below:

Table 3. 6 KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		.864
Barlett's Test of Sphericity	Approx. Chi-Square	1158.925
	df	300
	Sig.	.000

The next test was the Pilot Test which can use the Table Rotated Component Matrix which was shown in the Table 3.7 below. The results of the variables grouping for each group were not being separated and had factor weight score of greater than 0.50 (Hair et al., 2017).

Table 3. 7 Rotated Component Matrix*Component*

	Storytelling	Perceived Credibility	Donation Intention	Platform Quality	Empathy
PQ1				.664	
PQ2				.843	
PQ3				.753	
S1	.730				
S2	.701				
S3	.668				
S4	.709				
E1	.675				
E2	.668				
E3					.807
E4					.901
E5					.861
C1		.779			
C2		.750			
C3		.721			
C4		.589			
C5		.557			
C6		.752			
D1				.562	
D2					

D3			.783		
D4			.641		
D5			.687		
D6	.657				
D7			.787		

The items tested in this Rotated Component Matrix consisted of 28 items. It can be seen that all the variables had converged in their own column and there was no variable that converged in an unspecified factor. However, there was an item that had a value of less than the standard value (< 0.50), namely PQ4, PQ5, and PQ6. Therefore, in order to generate more significant results, this item needs to be removed. However, it might be caused by the total quantity of collected data which is still far from the minimum sample size mentioned by Roscoe (1975). Therefore, PQ4, PQ5, and PQ6 did not need to be excluded until the minimum sample size had been fulfilled.

Table 3. 8 Convergent and Reliability Validity

	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
Empathy	0.864	0.898	0.637
Donation intention	0.924	0.939	0.689
Perceived credibility	0.925	0.942	0.729
Platform quality	0.893	0.919	0.654
Storytelling	0.902	0.931	0.772

Table 3.8 shows the result of Cronbach's Alpha, Composite Reliability, and Average Variance Extracted from the variables of empathy, donation intention,

perceived credibility, platform quality, and storytelling. Although PQ4, PQ5, and PQ6 in Table 3.7 were considered weak, all the variables in table 3.8 indicated good scores. All variables had the Cronbach's Alpha (CA) value that was greater than 0.65, the Composite Reliability (CR) value that was greater than 0.70, and AVE value that was greater than 0.50. Thus, it can be concluded that all of the items had no issue related to convergent and reliability validity.

Table 3. 9 Discriminant Validity

	Empathy	Donation Intention	Perceived Credibility	Platform Quality	Storytelling
Empathy	0.798				
Donation Intention	0.490	0.830			
Perceived Credibility	0.560	0.772	0.854		
Platform Quality	0.572	0.755	0.772	0.809	
Storytelling	0.672	0.758	0.738	0.688	0.878

Based on the results of the discriminant validity in Table 3.9 that had been tested on 51 respondents, it was found that the results of all variables that form a diagonal with the value of the top variable were higher than the value of the variable below it. As can be seen in the empathy variable which had the value of 0.789 which was higher than the donation intention variable with the value of 0.490. The value of the donation intention variable was 0.830 which was also higher than the perceived credibility variable with the value of 0.772. Next, the value of the

perceived credibility variable was 0.854 which was higher than the value of the platform quality variable with the value of 0.722. Furthermore, the platform quality variable value of 0.809 was also higher than the storytelling variable with the value of 0.688. The last result was the storytelling variable with the value of 0.878. Thus, it can be concluded that the results in the above discriminant validity table can be said to be valid.



CHAPTER IV

DATA ANALYSIS AND DISCUSSION

4.1 Result

4.1.1 Respondent Profile

Table 4.1 shows profile data of respondents. This research successfully collected a total of 163 respondents obtained from questionnaires that had been created using Google Form. In Table 4.1 it can be seen that the respondents dominated with Islam religion with the total of 156 respondents or equal to 95.7%. It is not surprising since the majority of these religions had major followers in Indonesia. In terms of age, the majority of respondents aged around 21-30 years old or equal to 76.7% of total respondents. There were 137 female respondents (84%) dominating the total sample and male 26 respondents (16%). Based on marriage status, the dominant data were single (N=158, or 96.9%) and 3.1% were married. In terms of income, the data dominated with less than two million rupiah with the total of 130 respondents (79.8%). Their educational level varied dominated by senior high school (N=120, or 73.6%), followed by bachelor degree (N=39, or 23.9%), diploma degree (N=3, or 1.8%), and master degree (N=1, or 0.6%). This data matches respondents' occupation profiles where most of them were college students (N=141, or 86.5%), then 10 respondents were students (6.1%), and the rest were private employee (N=5, or 3.1%), housewife (N=3, or 1.8%), stated-owned enterprise government employee (N=2, or 1.2%), civil servant (N=1, 0.6%), and teacher (N=1, or 0.6%). Based on their origin, 93 Javanese respondents (57.1%)

dominate the sample, following Celebes 19.6% (N=32) and Sumatrans 16% (N=26). The rest of respondents come from Borneo, Bali, and Papua. It can be seen from the data that the respondents of the research were quite diverse because they came from many different backgrounds.

When asked about their time for social media per day, most of them spent around two to five hours per day (N=76, or 46.6%), then as many as 55 respondents (33.7%) spent around six to nine hours per day. This could be due to respondents that did not only open social media such as Instagram, Twitter, TikTok or YouTube but also movie applications such as Netflix, Disney+, WeTV, etc. which takes a lot of time. The rest were quite evenly as more than nine hours were 20 respondents (12.3%) and less than two hours 12 respondents, (7.4%). Besides, when they questioned about what social media they prefer to watch videos, 73 respondents (44.8%) admitted that they prefer to watch videos via Tiktok. This could be because TikTok provides better entertainment than other social media. Instagram follows it with the total respondents of 61 (37.4%), 27 respondents (16.6%) of Youtube, and there was also 1 respondent (0.6%) answered that he preferred to watch video relative or likely to fickle from time to time.

Table 4.1 Demographic of Respondents

Category	Frequency	Percentage
Age		
< 20 years	37	22.7 %
21 - 30 years	125	76.7 %

Category	Frequency	Percentage
41 - 50 years	1	0.6 %
Gender		
Female	137	84 %
Male	26	16 %
Marital Status		
Single	158	96.9 %
Married	5	3.1 %
Religion		
Islam	156	95.7 %
Christian & Catholic	5	3.1 %
Hindu	2	1.2 %
Income per month		
< Rp 2.000.000	130	79.8 %
Rp 2.000.000 – Rp 4.000.000	24	14.7 %
Rp 4.100.000 – Rp 6.000.000	5	3.1 %
> Rp 6.000.000	4	2.5 %
Education		
Senior High School	120	73.6 %
Diploma Degree	3	1.8 %
Bachelor Degree	39	23.9 %
Master Degree	1	0.6 %

Category	Frequency	Percentage
Occupation		
Student	10	6.1 %
College Student	141	86.5 %
Civil Servant (ASN)	1	0.6 %
State-Owned Enterprise Government Employee	2	1.2 %
Private Employee	5	3.1 %
Housewife	3	1.8 %
Teacher	1	0.6 %
Origin		
Sumatera Island and surrounding	26	16 %
Java Island and surrounding	93	57.1 %
Borneo Island and surrounding	6	3.7 %
Bali Island and surrounding	5	3.1 %
Sulawesi Island and surrounding	32	19.6 %
Papua Island and surrounding	1	0.6 %
Social media spent per day		
< 2 hours	12	7.4 %
2 - 5 hours	76	46.6 %
6 - 9 hours	55	33.7 %
> 9 hours	20	12.3 %
Prefer to watch videos via		

Category	Frequency	Percentage
Instagram	61	37.4 %
Tiktok	73	44.8 %
Youtube	27	16.6 %
Relative (like fickel)	1	0.6 %

Source: Primary data processed (2022)

4.1.2 Descriptive Variables

This subchapter explains the descriptive results of each variable. There were 5 descriptive results variables, which include platform quality, storytelling, empathy, perceived credibility and donation intention. To analyze the descriptive results, a scale shown in Table 4.2 is needed to show the interval score of variables and category based on the 5-Likert Scale.

Table 4.2 Descriptive Variable Category

Interval	Category
1.00 - 1.80	Very Disagree
1.81 - 2.60	Disagree
2.61 - 3.40	Neutral
3.41 - 4.20	Agree
4.21 - 5.00	Very Agree

4.1.2.1 Platform Quality Variable

In Table 4.3, it can be seen from each item that respondents of the research of “very agree” in KitaBisa.com has a good quality because the information

provided was protected (mean = 4.282), the platform was easy to access (mean = 4.491), clear and easy to understand (mean = 4.509), and easy to learn (4.491). Besides, they also agreed that KitaBisa.com had a good quality because the information that was provided cannot be accessed (mean = 3.920) and used (mean = 4.025) by others. Overall, Indonesians feel that Kitabisa.com had a good platform quality, both in terms of security and ease of use (total mean = 4.2863, “very agree”).

Table 4.3 Descriptive Variable of Platform Quality

Code	Items	Mean	Category
PQ1	KitaBisa.com has a good quality because the information I provide will be protected.	4.282	Very Agree
PQ2	KitaBisa.com has a good quality because the information I provide cannot be accessed by others.	3.920	Agree
PQ3	KitaBisa.com has a good quality because the information I provide cannot be used by others.	4.025	Agree
PQ4	KitaBisa.com has a good quality because it is easily accessible.	4.491	Very Agree
PQ5	KitaBisa.com has a good quality because it is clear and easy to understand.	4.509	Very Agree
PQ6	KitaBisa.com has a good quality because it is easy to learn.	4.491	Very Agree

Source: Primary data processed (2022)

4.1.2.2 Storytelling Variable

It is shown in Table 4.4 that respondents strongly agreed that there was an emotional response felt by Indonesian people when watching the storytelling video of Kitabisa.com advertisement on social media. They stated that storytelling made by KitaBisa.com allowed them to understand the purpose of the donation fundraising advertisement (mean = 4.423) and the idea behind the donation advertisement (mean = 4.374). Moreover, they also strongly agreed that they understand the storytelling flow of KitaBisa.com advertisement (mean = 4.313) and the reason why KitaBisa.com held the donation from the storytelling advertisement.

Table 4.4 Descriptive Variable of Storytelling

Code	Items	Mean	Category
S1	Storytelling made by KitaBisa.com made me understand the purpose of the donation fundraising advertisement.	4.423	Very Agree
S2	Storytelling made by KitaBisa.com made me understand the idea behind the donation advertisement.	4.374	Very Agree
S3	I can understand the storytelling flow of KitaBisa.com advertisement.	4.313	Very Agree
S4	I can understand the reason KitaBisa.com hold this donation from the storytelling advertisement.	4.429	Very Agree

Source: Primary data processed (2022)

4.1.2.3 Empathy Variable

In general, Table 4.5 shows that respondents very much agreed that they felt sympathy and compassion for the people in Indonesia for events and people in need in the Kitabisa.com advertisement (total mean = 3.9804, “agree”). In detail, they strongly agreed that they felt sympathy (mean = 4.485) and felt sorry (mean = 4.374) for the people in need in the KitaBisa.com advertisement. Respondents stated that while watching KitaBisa.com advertisements, they felt as if the incident happened to them (mean = 3.847). They also felt that as if they were the character in the ad (mean = 3.521) and felt that as if the event in the ad happened to them (mean = 3.675).

Table 4.5 Descriptive Variable of Empathy

Code	Items	Mean	Category
E1	I feel sympathy for the people in need in KitaBisa.com advertisement.	4.485	Very Agree
E2	I feel sorry for people who need in KitaBisa.com advertisement.	4.374	Very Agree
E3	While watching KitaBisa.com advertisement, I felt as if the incident happened to me.	3.847	Agree
E4	While watching KitaBisa.com advertisement, I felt as if I were the character in the ad.	3.521	Agree
E5	While watching KitaBisa.com advertisement, I feel as if the event in the ad happened to me.	3.675	Agree

Source: Primary data processed (2022)

4.1.2.4 Perceived Credibility Variable

Table 4.6 indicates that overall respondents felt that Kitabisa.com had good perceived credibility (total mean = 4.344). This result was evidenced by respondents who strongly agreed that Kitabisa.com was trusted and can be trusted when raising donations. In addition, the table also shows that they agreed Kitabisa.com was competent and had credibility (mean = 3.407) in raising the donations. Moreover, respondents also agreed that Kitabisa.com was an objective (mean = 4.264) and expert (mean = 4.258) in raising donations.

Table 4.6 Descriptive Variable of Perceived Credibility

Code	Items	Mean	Category
C1	KitaBisa.com is trusted in raising donations.	4.411	Very Agree
C2	KitaBisa.com can be trusted when raising donations.	4.417	Very Agree
C3	KitaBisa.com is competent in raising donations.	4.307	Very Agree
C4	KitaBisa.com has credibility in raising donations.	4.307	Very Agree
C5	KitaBisa.com is an objective institution in raising donations.	4.264	Very Agree
C6	KitaBisa.com is an institution that is expert in raising donations.	4.258	Very Agree

Source: Primary data processed (2022)

4.1.2.5 Donate Intention Variable

It can be concluded from Table 4.7 that Indonesian People coincidence that they had intention to donate in Kitabisa.com (total mean = 4.242, "very agree"). In detail, People in Indonesia were willing (mean = 4.536) and were probable that they would donate through KitaBisa.com later. Moreover, they agreed that they will intend to donate (mean = 4.350) more (mean = 4.080) through KitaBisa.com if there was a chance (mean = 4.423). In addition, they also had a plan to actively donate through KitaBisa.com in the future (mean = 3.883).

Table 4.7 Descriptive Variable of Donation Intention

Code	Items	Mean	Category
D1	I will donate through KitaBisa.com.	4.245	Very Agree
D2	I am willing to donate through KitaBisa.com.	4.356	Very Agree
D3	It is probable that I would donate through KitaBisa.com later.	4.356	Very Agree
D4	I intend to donate through KitaBisa.com.	4.350	Very Agree
D5	I plan to actively donate through KitaBisa.com	3.883	Agree
D6	I intend to donate through KitaBisa.com if there is a chance.	4.423	Very Agree
D7	I intend to donate more through KitaBisa.com	4.080	Agree

Source: Primary data processed (2022)

4.1.3 Measurement Model Test (Outer Model)

4.1.3.1 Validity Test

Validity test consists of two types, convergent validity and discriminant validity. As mentioned in the previous chapter, validity test is a test aimed to measure evaluative judgment of the degree among items to support the adequacy and appropriateness of a concept (Messick, 1990). In the measuring validity test, convergent validity is assessed by considering outer loading score and the average variance extracted (AVE), while discriminant validity is assessed by considering square root AVE. The criterions of the value are with the minimum result of AVE > 0.50 , outer loading > 0.50 , and the score of square root AVE must be higher than the correlation score of other variables (Garson, 2016). The details of the result can be seen in Table 4.8., Table 4.10, and Table 4.11.

Table 4. 8 Outer Loading

	Platform Quality	Storytelling	Empathy	Perceived Credibility	Donation Intention
C1				0.876	
C2				0.904	
C3				0.894	
C4				0.868	
C5				0.853	
C6				0.867	
D1					0.859

	Platform Quality	Storytelling	Empathy	Perceived Credibility	Donation Intention
D2					0.891
D3					0.877
D4					0.896
D5					0.729
D6					0.823
D7					0.807
E1			0.734		
E2			0.747		
E3			0.845		
E4			0.752		
E5			0.799		
PQ1	0.790				
PQ2	0.632				
PQ3	0.715				
PQ4	0.829				
PQ5	0.843				
PQ6	0.831				
S1		0.847			
S2		0.868			
S3		0.887			

	Platform Quality	Storytelling	Empathy	Perceived Credibility	Donation Intention
S4		0.879			

Source: Primary data processed (2022)

Table 4.8 shows the result of outer loading. It can be concluded from Table 4.8 that there was no variable that crossed the unspecified factor where the value of each variable was more than 0.50. For instance, it can be seen in variables of C1 to C6 where the results were above 0.80. As well as other variables such as D, E, PQ, and S where the result of the average was above 0.70 which was in accordance with the value of > 0.50 . Since there was neither a score below < 0.50 , it indicated that the model from the result of outer loading was valid.

Table 4. 9 Average Variance Extracted

Variables	Average Variance Extracted (AVE)
Empathy	0.603
Donation Intention	0.709
Perceived Credibility	0.770
Platform Quality	0.604
Storytelling	0.758

Source: Primary data processed (2022)

According to Hair et al. (2017), a good score for AVE was greater than 0.50. As for the AVE in Table 4.9, it can be seen that the average was greater than 0.50 means no variable that had AVE score below than the standard criterion. Thus, it can be concluded that there was no error variance due to measurement or error item.

Table 4. 10 Validity Discriminant Test

	Empathy	Donation Intention	Perceived Credibility	Platform Quality	Storytelling
Empathy	0.776				
Donation Intention	0.462	0.842			
Perceived Credibility	0.590	0.694	0.877		
Platform Quality	0.577	0.736	0.767	0.777	
Storytelling	0.596	0.650	0.717	0.716	0.870

Source: Primary data processed (2022)

Table 4.10 shows the variable score for discriminant validity results. It was mentioned before that a good criterion for discriminant validity was when the score of square root AVE was greater than the correlation score of other variables below. In detail, empathy (0.776) was greater than donation intention (0.462), perceived credibility (0.590), platform quality (0.577), and storytelling (0.596). Donation intention (0.842) was greater than perceived credibility (0.694), platform quality

(0.736), and storytelling (0.650). Perceived credibility (0.877) was also greater than platform quality (0.767), and storytelling (0.716). As well as platform quality (0.777) was greater than storytelling (0.716) and the last variable which was the storytelling (0.870) that there was no more variable below that exceeded its score. From the results that had been explained, it concluded that each variable in this research had successfully described a good discriminant validity.

4.1.3.2 Reliability Test

In addition to conducting convergent and discriminant validity tests, reliability tests were also considered as one of the measurements. As had been described in the previous chapter, the aim of a reliability test was to measure that the results were repeatable and consistent. There were two types of reliability tests used in this test, which were composite reliability (CR) and cronbach's alpha (CA). A variable is considered reliable if it had a cronbach's alpha value and a composite reliability value above 0.70. The details are shown in Table 4.11.

Table 4. 11 Cronbach's Alpha and Composite Reliability

	Cronbach's Alpha	Composite Reliability
Empathy	0.841	0.883
Donation Intention	0.931	0.944
Perceived Credibility	0.940	0.952
Platform Quality	0.866	0.901
Storytelling	0.893	0.926

Source: Primary data processed (2022)

Table 4.11 shows the score for CA and CR of each variable. It can be seen that there was no CA and CR score below the standard criterion (< 0.70). Specifically, CA empathy score was 0.841, donation intention score was 0.931, perceived credibility score was 0.940, platform quality score was 0.866, and storytelling score was 0.893. As for CR, empathy score was 0.883, donation intention score was 0.944, perceived credibility score was 0.952, platform quality score was 0.901, and storytelling score was 0.926. It indicates that the consistency of this model was good.

4.1.4 Structural Model Test (Inner Model)

4.1.4.1 Collinearity Test

The collinearity test in this research aimed to examine the relationship among latent variables. In the context of PLS-SEM, this test indicated that there was an issue within the model that can lead to redundancy. According to Hair et al. (2017), the collinearity test which is examined using Variance Inflation Factor (VIF), when the VIF value is 5.00 or higher, it considers removing one of the appropriate indicators. A good result can be achieved when the VIF score is smaller than 5.00. The details of the collinearity test result can be seen in Table 4.12.

Table 4. 12 Collinearity Test

	Empathy	Donation Intention	Perceived Credibility	Platform Quality	Storytelling
Empathy		1.628			

	Empathy	Donation Intention	Perceived Credibility	Platform Quality	Storytelling
Donation Intention					
Perceived Credibility		2.639			
Platform Quality	2.053	2.579			
Storytelling	2.053				

Source: Primary data processed (2022)

As can be seen in table 4.12, VIF score between empathy and intention to donate is 1.628, same as perceived credibility and intention to donate the VIF score is 2.639. As for platform quality and empathy VIF score is 2.053, and for platform quality and intention to donate VIF score is 2.579. Lastly, VIF score between storytelling and empathy is 2.053. From the results, it can be concluded that all of the relationships among variables have no collinearity issues since the score is less than 5.00.

4.1.4.2 Path Coefficient

Path coefficient indicates the result of the hypotheses. The test is calculated using bootstrapping technique. As mentioned in the previous chapter, bootstrapping is the method used to determine the level of significance of each indicator weight. The significance of the hypothesis test is measured by t-value and p-value. T-value

is considered significant if the number is greater than 1.96 and p-value is less than 0.05. In addition, the path coefficient can also indicate the direction of the significant relationship, whether it is negative or positive considering the original sample score. The results can be seen in Table 4.13.

Table 4. 13 Path Coefficient

	Original Sample (β)	T Statistics (O/STDEV)	P Values	Result
PQ $\rightarrow$ D	0.500	5.200	0.000	H1 is supported
PQ $\rightarrow$ E	0.309	3.874	0.000	H2 is supported
S $\rightarrow$ E	0.376	4.472	0.000	H3 is Supported
E $\rightarrow$ D	-0.016	0.256	0.798	H4 is not supported
C $\rightarrow$ D	0.321	3.111	0.002	H5 is supported

Note: PQ= Platform quality; E= Empathy; D=Intention to donate; S=Storytelling; C=Perceived Credibility

Source: Primary data processed (2022)

Table 4.13 shows the result of the path coefficient of the research. The test shows that empathy did not significantly influence donation intention since its t-values was less than 1.96 and its p-values was more than 0.05 ($\beta=-0.016$; T-Statistic=0.256; P-Value=0.798 > 0.01). Therefore, H4 was not supported. Otherwise, donation intention was significantly affected by perceived credibility ($\beta=0.321$; T-Statistic=3.111; P-Value=0.002 < 0.01) and platform quality ($\beta=0.500$; T-Statistic=5.200; P-Value=0.000 < 0.01). It means that the better the quality of perceived credibility and platform Kitabisa.com, the greater the intention of People

in Indonesia who want to donate on the platform. Thus, H1 and H5 were supported. Similarly, platform quality ($\beta=0.309$; T-Statistic=3.874; P-Value=0.000 < 0.01) and storytelling ($\beta=0.376$; T-Statistic=4.472; P-Value=0.000 < 0.01) affected empathy positively. Therefore, these results supported H2 and H3.

4.1.4.3 Coefficient Determination (R-Square)

R square (R^2) is calculated as the squared correlation between the actual specific endogenous construct and the predicted value. It is used to examine the extent of an exogenous variable describing its endogenous variable where the score value varies from 0-1 with a higher level indicating a higher level of prediction accuracy. For the details of R-Square result, see Table 4.14.

Table 4. 14 R-Square

	R Square	R Square Adjusted
Empathy	0.401	0.394
Donation Intention	0.583	0.575

Source: Primary data processed (2022)

Table 4.14 shows the R^2 result of the variable. It means that empathy was described by its antecedent variable by 40% and there were still 60% other variables outside the variables in this research that can describe empathy. Donation intention was described by its previous variable by 58%, meaning that there were 42% of intention to donate that can describe intention to donate other than platform quality, empathy, and perceived credibility. This also shows a quite large proportion of numbers since the percentage was bigger than half.

4.1.4.4 Predictive Relevance (Q Square)

As has been explained in the previous chapter, Q square (Q²) is used to examine the predictive relevance to see how much the independent variable affects the dependent variable (Hair et al., 2017). The criterion for Q² must be bigger than zero, the smaller the difference between predicted and original values the greater the Q² and the model's predictive accuracy. The results of the Q-Square can be seen in Table 4.15.

Table 4. 15 Q Square

	SSO	SSE	Q ² (=1-SSE/SSO)
Empathy	815.000	650.519	0.202
Donation Intention	1141.000	692.999	0.393
Perceived Credibility	978.000	978.000	0
Platform Quality	978.000	978.000	0
Storytelling	652.000	652.000	0

Source: Primary data processed (2022)

It can be seen in Table 4.15 that most of the variables had the score of bigger than zero. In detail, empathy was 0.202 and donation intention was 0.393. As for perceived credibility, platform quality, and storytelling the score was zero because it was an exogenous variable or commonly called independent variable.

4.2 Discussion

4.2.1 Platform Quality and Donate Intention

Based on a research of path coefficient, the relationship between platform quality and donation intention generated significant and positive results. From these results, it can be said that a good platform quality can influence the intention and encourage Indonesians to donate on Kitabisa.com. This was in line with several previous studies examining the influence of platform quality towards donation intention. For instance, Kuo et al., (2020) in his research had proven that a platform that has good quality can encourage people to donate on the platform. Amin (2015) added that platform quality has also been found to be a major factor influencing satisfaction and loyalty of people in using a platform.

Considering respondent profile, the age of the respondents in this research was dominated by millennials. The millennial generation is the generation born between 1980 and 2000, which is 22-42 years old this year (Young, 2018). In this research, the age of 20-30 years dominated more than half of the total respondents (n=125, 76.7%). Judging from age, it was not surprising that platform quality was one of the factors that had a positive effect on donate intention. This was because, the age that dominated was the generation that lived by utilizing technology and social media platforms which were now distributing a content which was easier to access (Viranti & Aji, 2021), including in terms of donating online through the crowdfunding platform. Respondents with this age range, usually had considered whether or not a platform was comfortable and believable to use. When they feel that a platform has good quality, it will encourage them to donate to that platform.

4.2.2 Platform Quality and Empathy

The findings of path coefficient in this research showed a significant and positive relationship between platform quality and empathy. It indicated that a good platform quality could encourage Indonesian empathy to donate. Previous research concerning platform quality and empathy also generated the same result. When a platform is judged to have good quality, an attitude of trust toward the information/source on the platform can be built, and this trust will form an empathy and encourage people to donate (Gregg & Walczak, 2010). Liu et al. (2018) also generated the same result that good quality platforms will increase individual empathy for donations.

As had been mentioned before, age could influence people's intention to an empathy platform. The dominant age of the respondents in this research (20-30 years old) was the age where a good platform quality can affect their empathy in donating. When in fact, in this research 73 respondents (44.8%) spent their time using social media around 2 to 5 hours per day and 55 respondents (33.7%) spent their time using social media around 6 until 59 hours per day. Besides, the data also found social media that respondents prefer to use when watching video was TikTok (N=73, or 44.8%), which was a popular form of content and one of the fastest growing forms of social media (Viranti & Aji, 2021). Tiktok provides features so that users can edit with effects, filters, text and music, crop, make slow or fast motion in a very easy way and anyone can understand it (Viranti & Aji, 2021). Dilon (2020) found that users can have fun and satisfaction from platforms that

provide a good quality like this. It becomes comfortable and much in demand because it can deliver emotions to the user well. This means that this platform quality can influence empathy and prove the importance of online platform to have good quality for user.

4.2.3 Storytelling and Empathy

The relationship between storytelling and empathy showed a significant and positive result. This signified that storytelling can encourage people's empathy. It means, video storytelling displayed by Kitabisa.com as an advertisement on social media can affect Indonesian empathy to donate. This finding supported the previous research result that found storytelling is a technique for enhancing the emotional power of advertising (Kang et al., 2020). This is in line with De Jager et al. (2017) research that found empathy through storytelling has greater capacity to engage people through digital media.

Considering the time spent using social media, the average time that respondents spent using social media was between 2-5 hours or as many as 76 people (46.6%) and between 6-9 hours or as many as 55 people (33.7%). When asked about which social media, they preferred to watch videos, 73 respondents (44.8%) admitted that they preferred to watch videos via Tiktok, 61 respondents (37.4%) via Instagram, 27 respondents (16.6%) via Youtube. This can be the supporting reason why the relationship between storytelling and empathy was significant. This indicated Indonesians nowadays often use social media where most of the content was video that contains storytelling, especially on Tiktok, Instagram and Youtube where Kitabisa.com advertisements can be found.

One of the social medias that was currently stealing a lot of attention was Tiktok. Tiktok is an example of social media that focuses on video by a social network that can encourage people interaction through storytelling video content. With such inclusive storytelling, this allows people to have a better understanding of representative stories conveyed in the video. In fact, it is easier to remember a story over a sequence of statements because visual has a better impact than just writing. If it is predicted with technological advances as it is, in the next few years storytelling will become one of the most important factors and plays a major role in influencing a person's empathy.

4.2.4 Empathy and Donate Intention

Unlike the other, the relationship between empathy and donation intention in the path coefficient generated insignificant. It implies that empathy had no effect on their donation intention on the platform. This finding was in fact surprising, since empathy usually acted as an important role that leads to donate. Moreover, this relationship was also supported by pro social behavior theory.

This finding contradicted with the previous research examining the relationship between empathy and donation intention (Aji & Muslichah, 2022; Khalil et al., 2020; Lay et al., 2019; Liu et al., 2018; Park & Rhee, 2019). The research of Liu et al. (2018) and Park & Rhe (2019) identified that this relationship had a positive result. Lay et al. (2019) found that generally one of the most cited variables in donating was empathy. This was because people were more likely to help and donate to others when they empathize with them. Moreover, Khalil et al. (2020) also found that empathy is transient and plays an important role in

individuals' opinion because its ability to change and control can have an impact on the act of donation. Thus, this finding became interesting to be further analyzed.

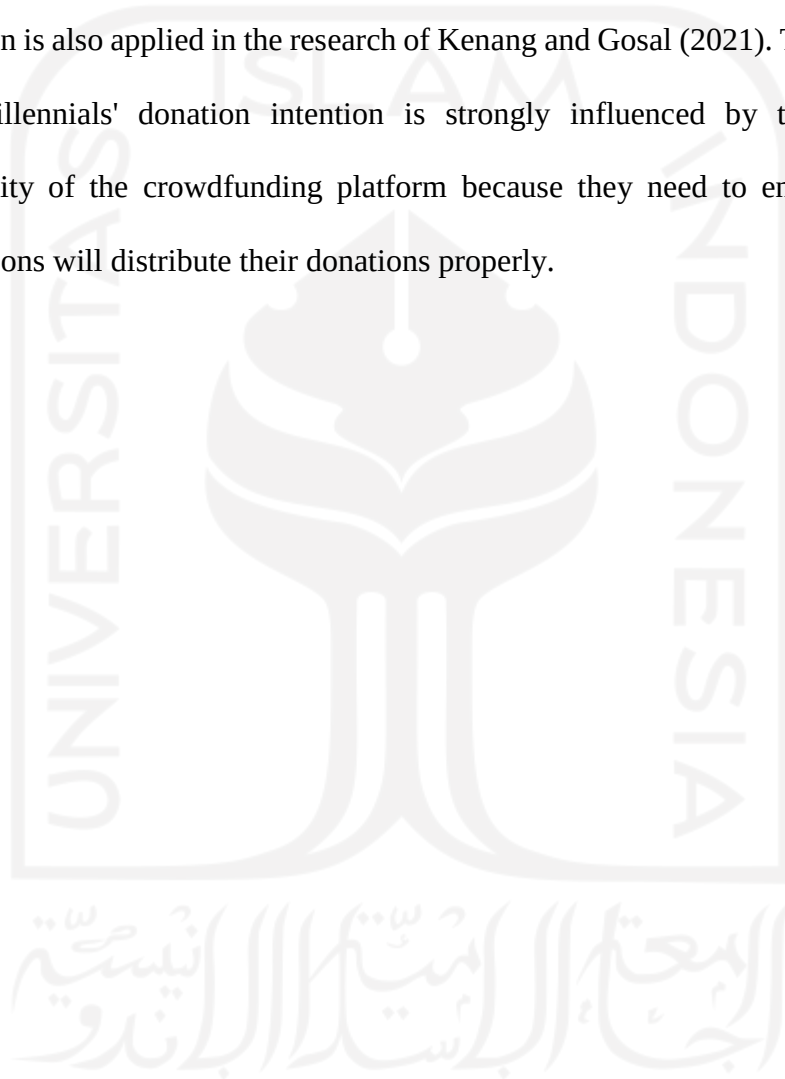
This insignificant relationship showed that empathy can actually make them understand and imagine other people's feelings and emotions through the storytelling advertisements shown. However, this did not encourage them to have the donation intention. This can be caused by several factors. For instance, respondents or their families had never experienced the suffering shown in the video directly to themselves or because it was easier to donate by giving it in person, like giving money to beggars on the street directly compared to donate online. It could be also because people think the video was fake or did not really happen. It was true that they felt empathy for the videos but there was a feeling of fear of being deceived that the money donated was not allocated properly.

The insignificant relationship between empathy and donation intention can be linked with the profile of respondents. According to the educational degree, most of the respondents were collage students (N = 141 of 163, or 86.5%) who basically did not have a job. Even though they felt empathy, they were not willing to donate because they did not have income of their own.

4.2.5 Perceived Credibility and Donate Intention

The result of this research showed that perceived credibility had a significant and positive effect on donation intention. This signifies that the more credible a platform was, the bigger the Indonesian donation intention to Kitabisa.com. This was in accordance with the previous research that examined the relationship between perceived credibility and donation intention. Freeman and

Spyridakis (2004) reported credibility is interpreted as the trust of donors to the platform where they will donate. Another research by Filieri (2014) also stated that credibility positively influences donors' trust toward the platform, especially online transactions. Significant relationship between perceived credibility and donation intention is also applied in the research of Kenang and Gosal (2021). They revealed that millennials' donation intention is strongly influenced by the perceived credibility of the crowdfunding platform because they need to ensure that the institutions will distribute their donations properly.



CHAPTER V

CONCLUSSION

5.2 Conclusion

This research aimed to discover factors that encourage people to donate in crowdfunding platforms by enriching empirical research related to technological and campaign characteristics, emotion state (empathy) and cognitive state (perceived credibility) on donation intention, especially in the context of Indonesian crowdfunding platform, Kitabisa.com. Based on the result and discussion, it can be concluded that:

1. Platform quality positively affects Potential donor's empathy to donate on Kitabisa.com.
2. Storytelling background ads positively affects Potential donor's empathy to donate on Kitabisa.com.
3. Platform quality positively affects Potential donor's intention to donate on Kitabisa.com.
4. Contrary to most of previous studies, Empathy did not affect Potential donor's intention to donate on Kitabisa.com.
5. Perceived credibility positively affects Potential donor's intention to donate on Kitabisa.com.

5.2 Benefit and Managerial Implication

The results of this research are useful for researchers in deepening and implementing marketing materials, especially factors that influence potential

donors to have an intention to donate through the online platform. So far, similar research in crowdfunding platforms such as Kitabisa.com are still rare. Therefore, the result of this research is beneficial to enrich and develop the empirical research related to the driving of potential donors to donate on online platforms in Indonesia, especially Kitabisa.com.

The results of this research also provide implications for the crowdfunding industry in Indonesia. Given the positive and significant relationship in the research model of this research, crowdfunding companies need to give intention in several aspects. From the result, it was found that platform quality had a positive effect on empathy and donation intention to crowdfunding companies. As an implication of these results, it is very important for companies to always maintain the platforms provided with a good quality. Company managers can create a rating survey for donors to rate their satisfaction after donating on the platform to be able to continue maintain the platform

In addition, the results of this research also showed a significant relationship between storytelling and potential donor's empathy in donating. It can be said that storytelling is one of the effective ways that can make donors understand and empathize to encourage donors to donate. Considering that social media is growing from time to time, as an implication of these results, companies can continue to develop this storytelling content method in the future.

5.3 Limitations

In terms of respondent profile, this research had limitations on the proportion of respondents from distributing questionnaires. The distribution of questionnaires in this research was unsuccessfully collected with balanced data. This was because the results of the respondents were dominated by the age group of 21-30 years old and women.

As for other limitations, in terms of coefficient determination (R^2), the results found that the amount of empathy was 40% explained by the platform quality and storytelling. Means, platform quality and storytelling variables only explained 40% of empathy and there were still 60% of other independent variables outside this research model that can explain empathy. The other results of the R-Square that became limitations were the intention to donate which explained 58% by platform quality, empathy and perceived credibility. These results indicated that platform quality, empathy and perceived credibility variables cannot fully explain donation intention because there were still 42% of other variables that can explain donation intention. In fact, this research found that empathy did not significantly affect the donation intention.

5.4 Recommendation

Several recommendations are established in order to generate better results for future study. An interesting result discussed in this research is the insignificant relationship between empathy and donation intention which was contradicted with previous studies. Thus, this relationship needs a further careful and more insightful

analysis. Besides, the distribution of questionnaires is also still uneven and affects the results of respondents that are dominated by the age of 21-30 years and women. Therefore, further research is suggested to be able more evenly distribute the questionnaires and respondent criteria.

Based on the limitations, considering that the R-Square values in several variables obtained in this research model were still unsatisfactory, further research is suggested to examine other variables that have not been tested in this research model. In addition, to avoid problems with measurement items that often occur in quantitative research, further research is recommended to explore the factors that influence donation intention in online platform crowdfunding qualitatively. Qualitative research can help to complement and enrich the findings on this topic.

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ATTACHMENT**Attachment 1****Template of Questionnaires**

**“THE MODEL OF ONLINE DONATION THROUGH CROWDFUNDING
PLATFORM: CASE STUDY OF KITABISA.COM”**

PROGRAM STUDI MANAJEMEN

FAKULTAS BISNIS DAN EKONOMIKA

UNIVERSITAS ISLAM INDONESIA

2021

SURAT PENGANTAR KUESIONER

Assalamu'alaikum Warrohmatullohi Wabarokatuh

Kepada Yth. Responden

Di tempat

Saya, Ridznanur Astaman (18311513), mahasiswa program studi manajemen program internasional, Fakultas Bisnis dan Ekonomia, Universitas Islam Indonesia (UII) sedang melakukan penelitian skripsi dengan judul:

“The Model of Online Donation through Crowdfunding Platform: Case Study of Kitabisa.com”

Kami mohon kesediaannya untuk mengisi kuesioner ini sesuai dengan persepsi pribadi. Perlu untuk kami sampaikan bahwa data responden dijamin kerahasiannya dan hanya akan digunakan untuk kepentingan penelitian akademik saja.

Atas perhatian dan bantuannya kami ucapkan terima kasih yang sebesar-besarnya.

Wassalamu'alaikum Warrohmatullohi Wabarokatuh

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BAGIAN I. DESKRIPTIF**Petunjuk pengisian:**

Mohon untuk melingkari salah satu pilihan yang tersedia sesuai dengan keadaan bapak/ibu/saudara/I

1. Usia

- a. < 20 Tahun
- b. 20-30 Tahun
- c. 31-40 Tahun
- d. 41-50 Tahun
- e. 50 Tahun

2. Jenis Kelamin

- a. Laki-laki
- b. Perempuan

3. Status Pernikahan

- a. Sudah menikah
- b. Belum menikah
- c. Bercerai

4. Agama:

- a. Islam
- b. Kristen & Katolik
- c. Budha
- d. Hindu
- e. Kongchu

f. Lainnya

5. Penghasilan Per Bulan

- a. < Rp. 2.000.000
- b. Rp 2.000.000 – Rp. 4.000.000
- c. Rp 4.100.000 – Rp. 6.000.000
- d. > Rp. 6.000.000

6. Pendidikan Terakhir

- a. D3 atau sederajat
- b. S1 atau sederajat
- c. S2 atau sederajat
- d. SMA atau sederajat
- e. SMP atau sederajat
- f. SD atau sederajat
- g. Tidak sekolah

7. Pekerjaan

- a. ASN
- b. Dosen
- c. IRT
- d. Mahasiswa
- e. Pegawai BUMN
- f. Pegawai swasta
- g. Pelajar
- h. PNS

- i. Lainnya

8. Asal Daerah

- a. Pulau Bali dan sekitarnya
- b. Pulau Jawa dan sekitarnya
- c. Pulau Kalimantan dan sekitarnya
- d. Pulau Sulawesi dan sekitarnya
- e. Pulau Sumatera dan sekitarnya
- f. Pulau Papua dan sekitarnya

9. Berapa lama Anda menghabiskan waktu bermain media sosial per hari?

- a. < 2 jam
- b. 2 – 5 jam
- c. 6 – 9 jam
- d. > 9 jam

10. Anda lebih suka menonton video melalui sosial media:

- a. Instagram
- b. Tiktok
- c. Facebook
- d. Youtube
- g. Lainnya

BAGIAN II. VARIABEL

Petunjuk pengisian:

Mohon untuk melingkari salah satu pilihan yang tersedia sesuai dengan keadaan bapak/ibu/saudara/I.

1 = Sangat Tidak Setuju

2 = Tidak Setuju

3 = Netral

4 = Setuju

5 = Sangat Setuju

Keterangan:

Mohon kaitkan setiap pertanyaan di bawah dengan platform donasi online, Kitabisa.com.

KUALITAS PLATFORM						
1	Platform Kitabisa.com itu berkualitas, karena informasi yang saya berikan akan terjaga.	1	2	3	4	5
2	Platform Kitabisa.com itu berkualitas, karena informasi yang saya berikan tidak dapat diakses oleh orang lain.	1	2	3	4	5
3	Platform Kitabisa.com itu berkualitas, karena informasi yang saya berikan tidak dapat digunakan oleh orang lain.	1	2	3	4	5
4	Platform Kitabisa.com itu berkualitas, karena mudah digunakan.	1	2	3	4	5
5	Platform Kitabisa.com itu berkualitas, karena jelas dan mudah dipahami.	1	2	3	4	5
6	Platform Kitabisa.com itu berkualitas, karena mudah dipelajari.	1	2	3	4	5
STORYTELLING						
1	Storytelling yang dibuat Kitabisa.com membuat saya mengerti tujuan dari iklan penggalangan donasi.	1	2	3	4	5
2	Storytelling yang dibuat Kitabisa.com membuat saya dapat memahami ide dibalik iklan donasi yang dilakukan.	1	2	3	4	5
3	Saya dapat mengerti alur storytelling iklan Kitabisa.com.	1	2	3	4	5

4	Saya dapat mengerti alasan KitaBisa.com mengadakan donasi ini dari storytelling iklan yang dibuat.	1	2	3	4	5
EMPATI						
1	Saya merasa simpati terhadap orang-orang yang membutuhkan di dalam iklan KitaBisa.com.	1	2	3	4	5
2	Saya merasa kasihan terhadap orang-orang yang membutuhkan di dalam iklan KitaBisa.com.	1	2	3	4	5
3	Saat menonton iklan KitaBisa.com, saya merasa seolah-olah peristiwa itu terjadi pada saya.	1	2	3	4	5
4	Saat menonton iklan KitaBisa.com, saya merasa seolah-olah saya adalah karakter dalam iklannya.	1	2	3	4	5
5	Saat menonton iklan KitaBisa.com, saya merasa seolah-olah peristiwa dalam iklan itu terjadi pada diri saya.	1	2	3	4	5
PERSEPSI KREDIBILITAS						
1	KitaBisa.com itu terpercaya dalam melakukan penggalangan donasi.	1	2	3	4	5
2	KitaBisa.com itu dapat dipercaya ketika melakukan penggalangan donasi.	1	2	3	4	5
3	KitaBisa.com itu kompeten dalam melakukan penggalangan donasi.	1	2	3	4	5
4	KitaBisa.com itu punya kredibilitas dalam melakukan penggalangan donasi.	1	2	3	4	5
5	KitaBisa.com itu lembaga yang objektif dalam melakukan penggalangan donasi.	1	2	3	4	5
6	KitaBisa.com itu lembaga yang ahli dalam melakukan penggalangan donasi.	1	2	3	4	5
NIAT BERDONASI						
1	Saya akan berdonasi melalui KitaBisa.com.	1	2	3	4	5
2	Saya bersedia berdonasi melalui KitaBisa.com.	1	2	3	4	5

3	Besar kemungkinan saya akan berdonasi melalui KitaBisa.com di kemudian hari.	1	2	3	4	5
4	Saya berniat untuk berdonasi melalui KitaBisa.com.	1	2	3	4	5
5	Saya berencana untuk aktif berdonasi melalui KitaBisa.com.	1	2	3	4	5
6	Saya berniat untuk berdonasi melalui KitaBisa.com jika ada kesempatan.	1	2	3	4	5
7	Saya berniat untuk lebih banyak berdonasi melalui KitaBisa.com.	1	2	3	4	5

Terimakasih Atas Partisipasinya



Attachment 2

Tabulation of Data

No	Age	Gender	Status	Religion	Income	Education	Job	Origin	Social media	Videos	Platform Quality						Storytelling				Empathy					Perceived Credibility						Donation Intention							
											PQ1	PQ2	PQ3	PQ4	PQ5	PQ6	S1	S2	S3	S4	E1	E2	E3	E4	E5	C1	C2	C3	C4	C5	C6	D1	D2	D3	D4	D5	D6	D7	
1	2	2	1	1	2	4	2	1	3	2	4	4	5	4	5	5	5	4	4	4	4	4	2	1	2	2	5	5	5	4	3	4	5	4	5	5	2	4	4
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7	2	1	1	1	1	4	2	1	4	2	5	5	5	5	4	5	5	5	4	4	5	5	4	2	2	5	5	5	5	4	5	5	5	5	4	4	3	5	4
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18	2	1	1	1	2	4	2	3	2	2	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
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42	1	1	1	1	1	4	2	4	4	4	4	4	4	5	5	5	5	5	5	5	5	5	3	4	4	4	4	4	3	3	5	5	5	5	3	5	2	
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72	1	1	1	4	1	4	2	4	3	2	4	4	4	4	4	4	5	5	5	5	5	5	5	5	5	4	4	5	5	4	4	4	4	4	4	4	4	4	
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[illegible]

[illegible]

Attachment 3

Smart-PLS

Figure 1

Outer Loading

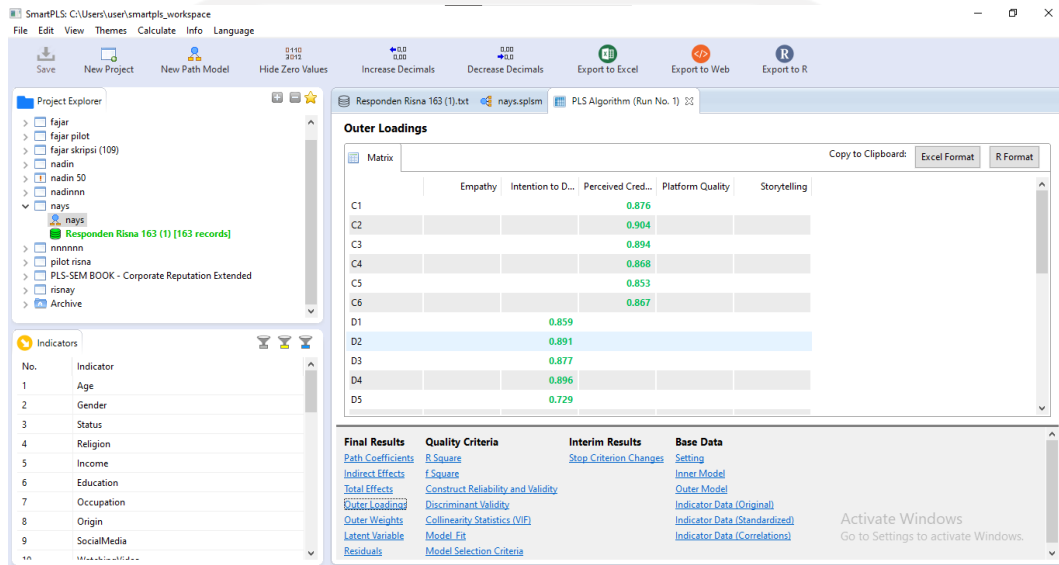


Figure 2

Construct Validity and Reliability

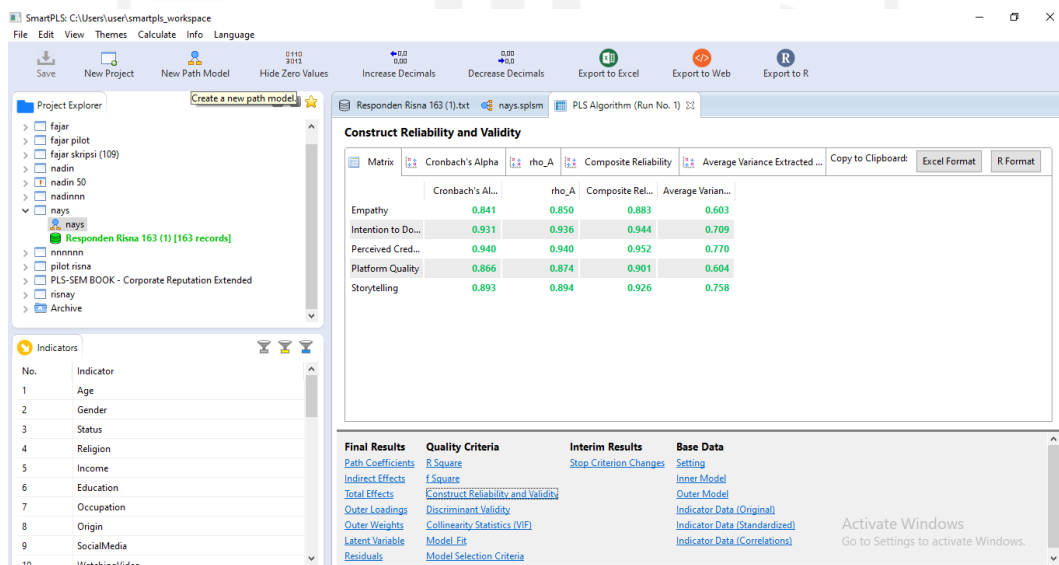


Figure 3

Discriminant Validity

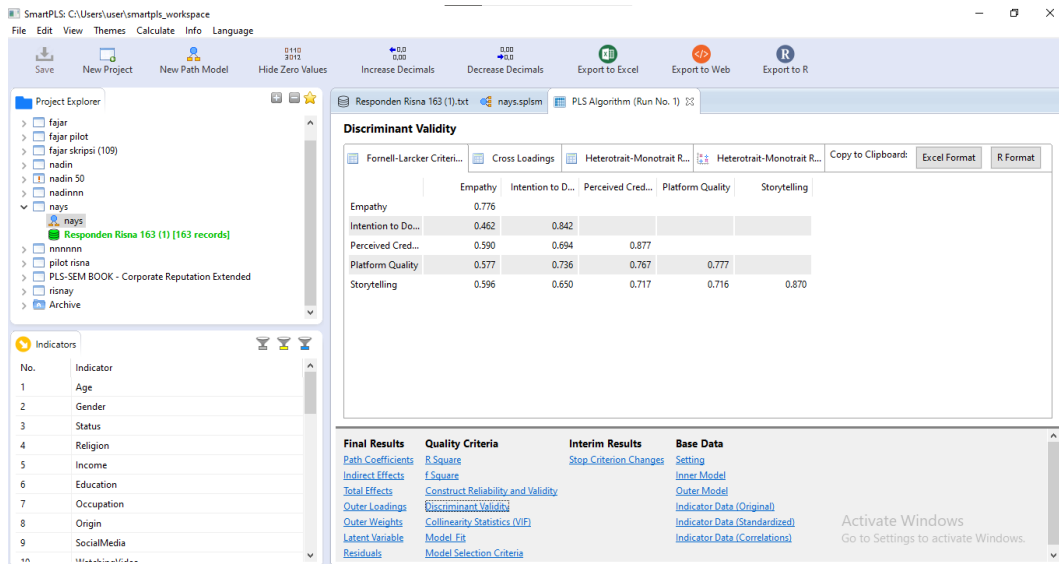


Figure 4

R-Square

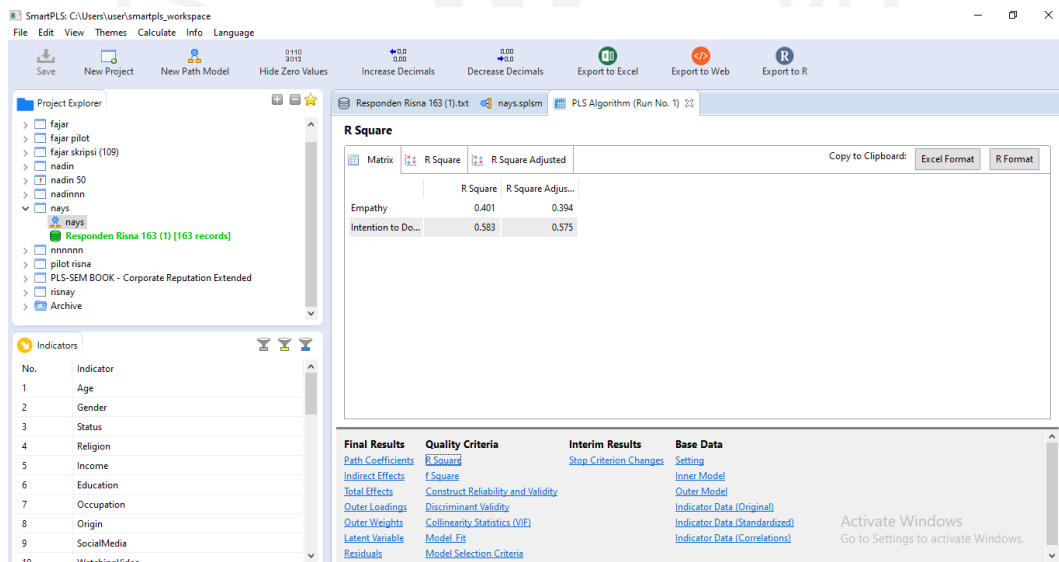


Figure 5

Collinearity

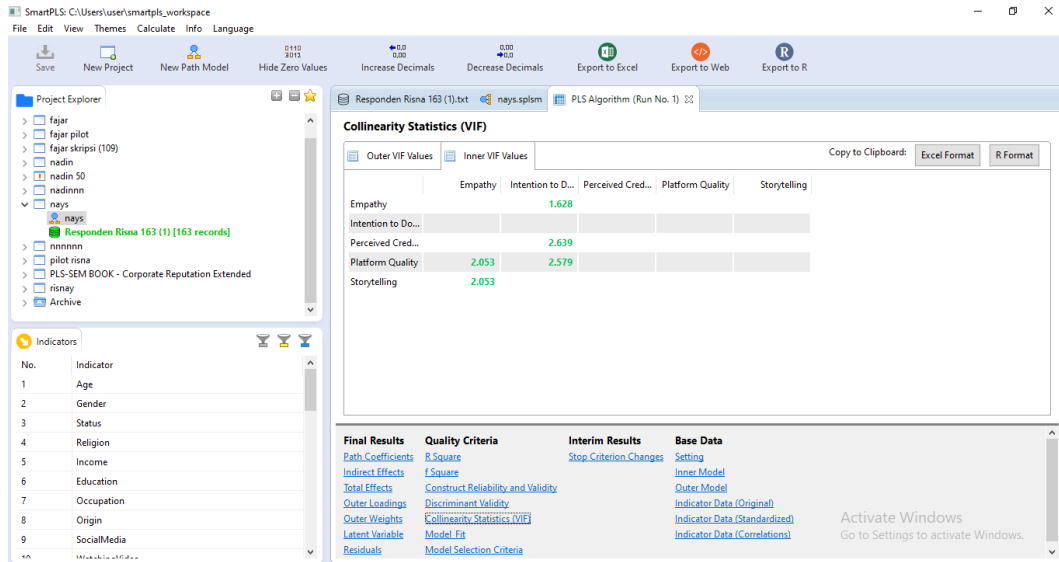


Figure 6

Path Coefficient

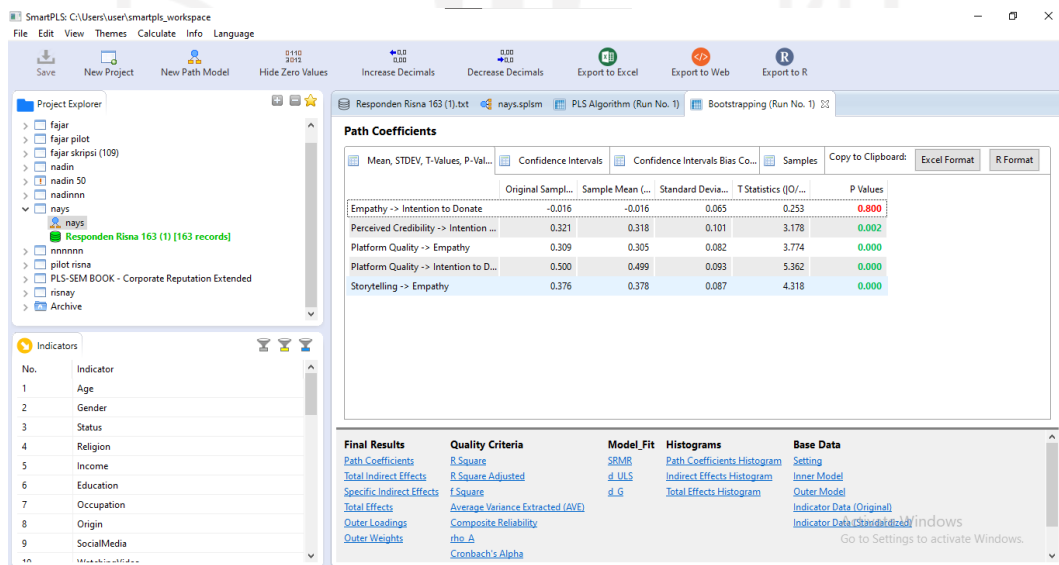


Figure 7

Q-square

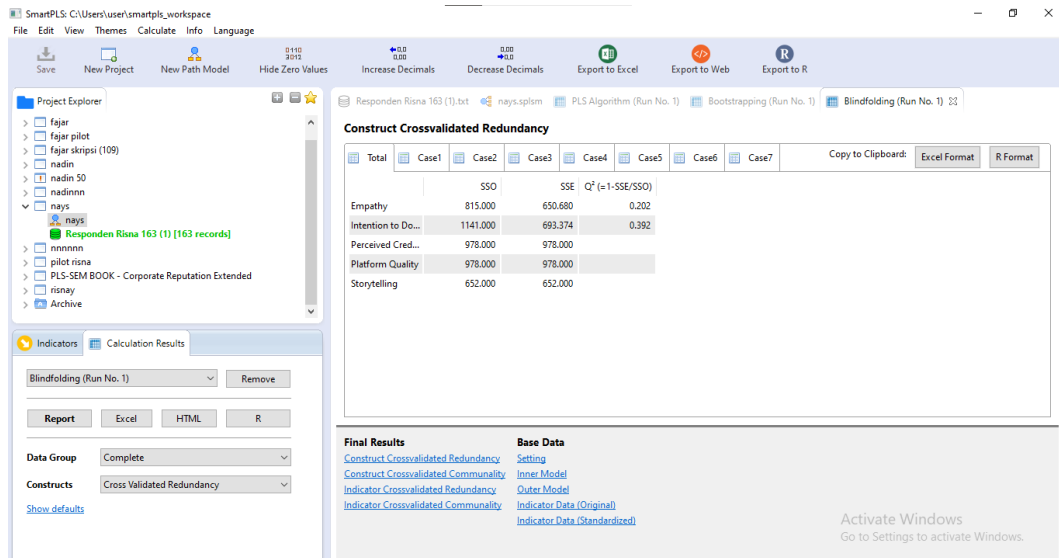


Figure 8

PLS Algorithm

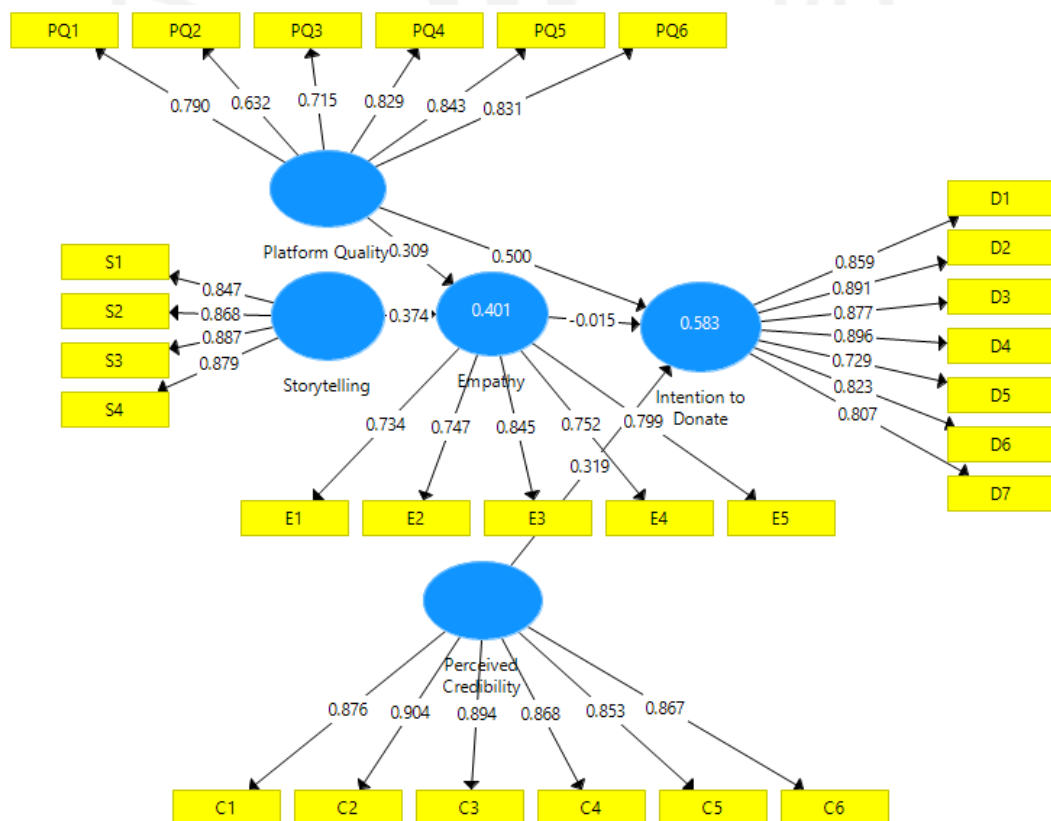


Figure 9

PLS Bootstrapping

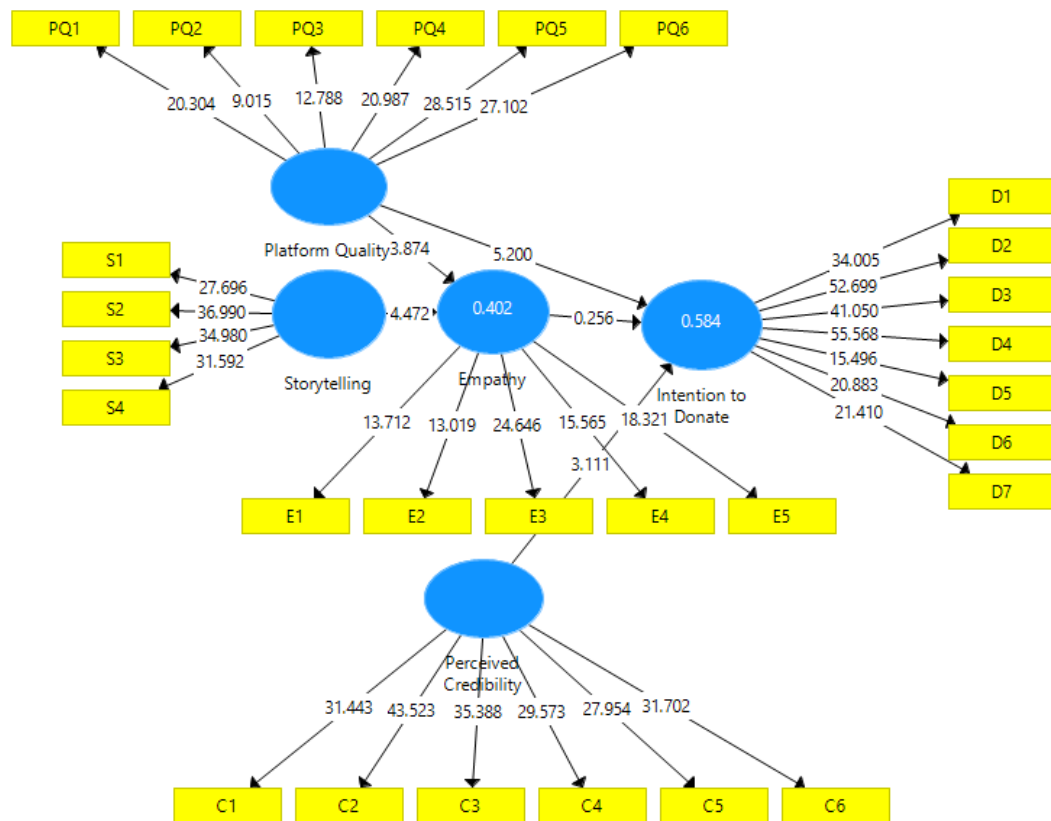


Figure 10

PLS Blindfolding

