TABLE OF CONTENTS

A THESIS….....ii
APPROVAL PAGE.....iii
LEGALIZATION PAGE.....iv
ACKNOWLEDGEMENT.....v
TABLE OF CONTENTS.....viii
LIST OF TABLE.....xi
LIST OF FIGURE.....xiii
ABSTRACT.....xv
ABSTRAK.....xvi
CHAPTER I.....1
1.1. Research Background 1
1.2. Problem Formulation 5
1.3. Research Objectives.....6
1.4. Research Benefits.....7
1.5. Systematics of Writing.....8
CHAPTER II.....10
2.1. Crowdfunding 10
2.2. Previous Research on Crowdfunding 11
2.3. Theory Related to Crowdfunding.....13
2.3.1 Self Determination Theory.....13
2.3.2 Cognitive Evaluation Theory 14
2.3.3 Technology Acceptance Model.....14
2.4. Hypothesis Development.....16
A. Helping Others.....16
B. Being a Part of a Community.....17
C. Supporting ideas.....18
D. Easy Use of Information Technology.....18
E. Motivation in Crowdfunding.....19
CHAPTER III 21
3.1. Research Methodology.....21
3.1.1 Types of Study.....21
3.2 Population and Sample.....21
3.3 Data Collection Method.....22
3.4 Definition of Variable Operational and Measurement Research.....23
3.4.1 Independent Variables.....22
3.4.2 Mediating Variables.....28
3.4.3 Dependent Variable.....29
3.5. Data Analysis Techniques.....32
3.5.1. Descriptive Analysis 32
3.6 Validity and Reliability Test.....33
3.6.1. Validity Test.....33
3.6.2. Reliability Test.....33
3.7. Classic Assumption Test.....33
3.7.1. Normality Test.....34

3.7.2. Multicollinearity Test.....35
3.7.3. Heteroscedasticity Test.....35
3.8 Multiple Linear Regression Analysis 35
3.9 Hypothesis Test.....37
3.10 Sobel Test.....38
CHAPTER IV.....40
4.1 Statistics Descriptive.....40
4.1.1. Analysis of Questionnaire Results on Helping Others Variable.....42
4.1.2. Analysis of Questionnaire Results on Being a Part of Community Variable 43
4.1.3. Analysis of Questionnaire Results on Supporting Ideas Variable.....44
4.1.4 Analysis of Questionnaire Results on Easy Use of Information Technology Variable.. 45
4.1.5. Analysis of Questionnaire Results on Supporters' Motivation in Crowdfunding Variable.....46
4.1.6. Analysis of Questionnaire Results on Becoming Supporter of Crowdfunding Variable 47
4.2 Validity and Reliability Test.....48
4.2.1 Validity Test.....48
4.2.2 Reliability Test.....52
4.2.3 Classical Assumption 54
4.2.4 Regression Analysis.....57
4.3 Hypothesis Testing.....63
4.3.1 F – Test.....63
4.3.2 T – Test.....65
4.3.3 Sobel Test.....71
4.4 Disussion.....73
CHAPTER V.....76
5.1 Conclusion.....76
5.2 Limitation.....78
5.3 Recommendation.....78
REFERENCES.....77

APPENDICES.....82

LIST OF TABLE

Table 3. 1 Research Variable.....23
Table 3. 2 Table Measurement Indicators of Helping Others.....25
Table 3. 3 Table Measurement Indicators of Being a Part of Community..... 26
Table 3. 4 Table Measurement Indicators of Supporting The Idea.....27
Table 3. 5 Table Measurement Indicators of Easy Use of Information Technology.....29
Table 3. 6 Table Measurement Indicators of Supporters' Motivation in Crowdfunding...30
Table 3. 7 Table Measurement Indicator of Becoming a Supporter of Crowdfunding.....32
Table 4. 1 Result of Data Collection.....40
Table 4. 2 Description Profile of the Respondent.....41
Table 4. 3 Descriptive Statistics on Helping Others.....42
Table 4. 4 Descriptive Statistics on Being a Part of Community.....43
Table 4. 5 Descriptive Statistics on Supporting Ideas.....44
Table 4. 6 Descriptive Statistics on Easy Use of Information Technology.....45
Table 4. 7 Descriptive Statistics on Supporters' Motivation in Crowdfunding.....46
Table 4. 8 Descriptive Statistics on Becoming Supporter of Crowdfunding.....47
Table 4. 9 Decriptive Statistics of All Variables.....48
Table 4. 10 Validity Test.....49
Table 4. 11 Reliability Test Result.....53
Table 4. 12 The Result of Normality Test.....54
Table 4. 13 The Result of Multicollinearity Test.....55
Table 4. 14 The Result of Heteroscedasticity.....56
Table 4. 15 The Regression Result Step 1.....57
Table 4. 16 The Regression Result Step 2.....58
Table 4. 17 The Regression Result Step 3.....59
Table 4. 18 The Regression Result Step 4.....61
Table 4. 19 The Regression Result step 5.....62
Table 4. 20 F-test Result on Help Others, Being a Part of Community and Supporting Ideas in Supporters' Intrinsic Motivation.....63
Table 4. 21 F-test Result on Easy Use of Information Technology in Supporters' Extrinsic Motivation.....64
Table 4. 22 F-test Result of Supporters' Intrinsic Motivation and Supporters' Extrinsic Motivation on Becoming Supporter of Crowdfunding.....64
Table 4. 23 The Results of Sobel Test on Helping Others.....71
Table 4. 24 The Results of Sobel Test on Being a Part of Community.....72
Table 4. 25 The Results of Sobel Test on Supporting Ideas.....72
Table 4. 26 The Results of Sobel Test on Easy Use of Information Technology….....73

LIST OF FIGURE

figure 2.1 Technology Acceptance Model 16
figure 2.2 The relationship between the dependent and independent variable.....20

LIST OF APPENDICES

Appendix 1 Descriptive Statistic.....83
Appendix 2 Normality Test.....83
Appendix 3 Multicollinearity Test.....84
Appendix 4 Heteroscedasticity Test.....84
Appendix 5 Regression.....85
Appendix 6 Quesionnaire.....88
Appendix 7 Result of Questionnaire.....91