

CHAPTER V

CONCLUSION

5.1 Research Conclusion

This research aims to see the interest to donate through online crowdfunding platform, among students at Universitas Andalas. Six hypotheses have been developed and tested based on Altruism Theory that explains the act of giving to others as a response to concern for the welfare of others and Values, Attitudes and Interpersonal Behavior Theory that connect attitude with social rules and habit to the behavioral consequences that are predicted. Therefore, using the S-O-R Approach as the communication model that influence message from act of giving to organism or people in general to generate response, which is donating behavior.

The results of this study show that all hypotheses are supported and the results of this study are consistent with the previous study. This study also show some interesting findings:

1. Female students tend donate more than male students at Universitas Andalas, both in terms of frequency and the amount of donation.
2. There seems to be no correlation between level of expenditures per month with amount of donation. Majority of students, at all level of expenditures, tend to donate less than Rp50,000.

5.2 Practical Implications

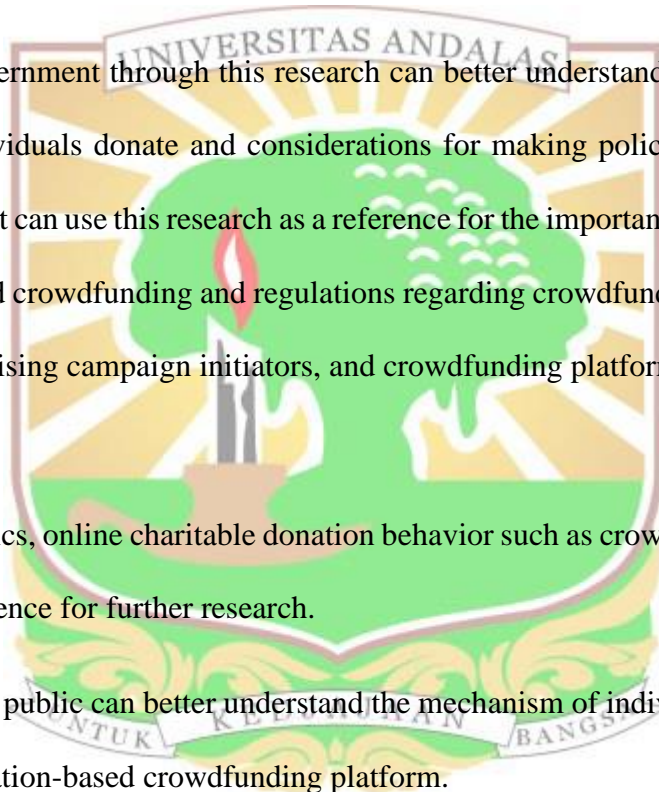
1) For crowdfunding platform providers, website features and technology design need to be considered and managed properly considering that web quality has a significant effect on empathy and perceived credibility.

2) Initiators of fundraising campaigns can consider what information is included in order to influence individual donation interest.

3) For the government through this research can better understand the factors that influence individuals donate and considerations for making policies. In addition, the government can use this research as a reference for the importance of overseeing donation-based crowdfunding and regulations regarding crowdfunding so that both donors, fundraising campaign initiators, and crowdfunding platforms are protected by law.

4) For academics, online charitable donation behavior such as crowdfunding can be used as a reference for further research.

5) The general public can better understand the mechanism of individual donations through a donation-based crowdfunding platform.



5.3 Limitations

Researchers faced several limitations in conducting this research that could be developed in further research, among others.

1) Most of the respondents came from the Faculty of Economics and Business, perhaps it could be considered for further research to use more samples from other faculties to make it more varied.

2) This research is limited to using respondents who have donated to Kitabisa, so it does not include those who have never donated to Kitabisa.

3) This research assumes level of expenditure is equal with the pocket money or income received by students every month. In reality, there could be a difference between amount of pocket money received with real expenditure of students.

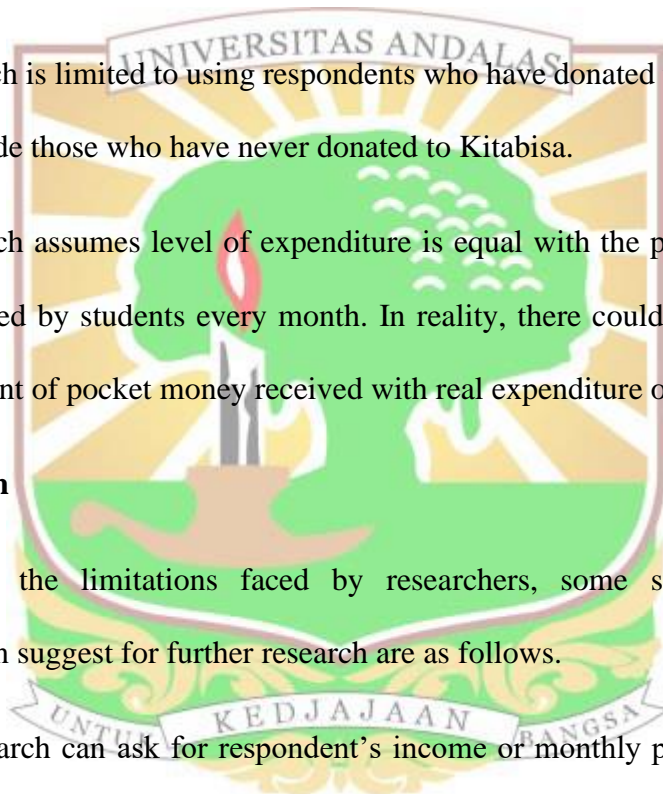
5.4 Suggestion

To overcome the limitations faced by researchers, some suggestions that researchers can suggest for further research are as follows.

1) Future research can ask for respondent's income or monthly pocket money to differentiate the student's expenditure and pocket money.

2) Future research can conduct research by comparing groups that have used online crowdfunding and those that have never used online crowdfunding platforms.

3) For further research it is recommended to distribute the questionnaires more broadly to obtain a more diverse variety of faculties.



4) Future research can use a comparison of the behavior of people who donate on online crowdfunding platforms in religious and non-religious contexts.

