



**THESIS**

**EMPATHY OR PERCEIVED CREDIBILITY? AN EMPIRICAL STUDY OF  
MUSLIM DONATING BEHAVIOR THROUGH ONLINE CHARITABLE  
CROWDFUNDING AT UNIVERSITAS ANDALAS**

**By:**

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*Submitted to fulfil of requirements to obtain Bachelor Degree in Accounting*

**DEPARTMENT OF ACCOUNTING  
FACULTY OF ECONOMICS AND BUSINESS  
ANDALAS UNIVERSITY**

**PADANG  
2023**

**ACCOUNTING DEPARTMENT  
FACULTY OF ECONOMICS AND BUSINESS  
ANDALAS UNIVERSITY**

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**THESIS APPROVAL LETTER**

Here with, stated that:

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Student ID : **1910532002**  
Degree : Bachelor Degree (S1)  
Field of study : International Accounting  
Thesis Title : **Empathy or Perceived Credibility? An Empirical  
Study of Muslim Donating Behavior at  
Universitas Andalas**

Has already passed the thesis seminar on May 4<sup>th</sup>, 2023, based on procedures and regulation prevailed in the Faculty of Economics and Business, Andalas University.

Padang, July 17<sup>th</sup>, 2023

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<p style="text-align: center;"><b>BIODATA</b></p> <p>a). Place/Date of Birth: Jakarta, October 19<sup>th</sup>, 2001 b). Parent's name: Raymond and Intan Kemala Sari Erdal c). Faculty: Economics and Business d). Major: International Accounting e). ID Number: 1910532002 f). Graduation Date: June, 20<sup>th</sup>, 2023 g). Grade: Cumlaude h). GPA: 3.72 i).Length of Study: 3 years and 11 months j). Parent's Address: Jl. Pahlawan no. 5, Kebon Jeruk, West Jakarta</p>			
<p style="text-align: center;"><b>EMPATHY OR PERCEIVED CREDIBILITY? AN EMPIRICAL STUDY OF MUSLIM DONATING BEHAVIOR THROUGH ONLINE CHARITABLE CROWDFUNDING AT UNIVERSITAS ANDALAS</b></p> <p style="text-align: center;">Thesis by: Shaquila Dania Putri</p> <p style="text-align: center;">Thesis Advisor: Vima Tista Putriana, SE, AK, M.Sc, CA, Ph.D</p> <p style="text-align: center;"><b>ABSTRACT</b></p> <p><i>This study aims to determine the interest to donate by students at Andalas University using quantitative methods. the population in this study is all Muslim students at Andalas University. Samples are selected using the convenience sampling method, because convenience sampling collects information from members of the population who agree to</i></p>			

*provide that information. The data used is primary data which is distributed via Google Form to students in each faculty at Andalas University. This study uses the Stimulus-Organism-Response (S-O-R) Approach. The primary data obtained will be analyzed using the PLS-SEM regression model and SmartPLS software.*

**Keywords:** *Interest to donate, S-O-R Approach and empathy.*



## ABSTRACT

*This study aims to determine the interest to donate by students at Andalas University using quantitative methods. the population in this study is all Muslim students at Andalas University. Samples are selected using the convenience sampling method, because convenience sampling collects information from members of the population who agree to provide that information. The data used is primary data which is distributed via Google Form to students in each faculty at Andalas University. This study uses the Stimulus-Organism-Response (S-O-R) Approach. The primary data obtained will be analyzed using the PLS-SEM regression model and SmartPLS software.*

**Keywords:** *Interest to donate, S-O-R Approach and empathy*

