

THESIS

EMPATHY OR PERCEIVED CREDIBILITY? AN EMPIRICAL STUDY OF MUSLIM DONATING BEHAVIOR THROUGH ONLINE CHARITABLE

**CROWDFUNDING AT UNIVERSITAS ANDALAS** 



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

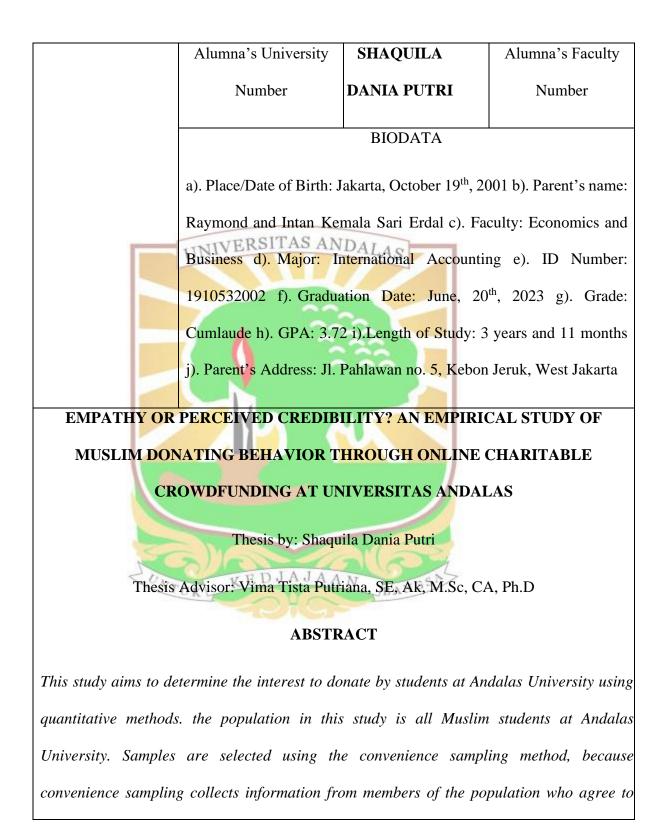
## THESIS APPROVAL LETTER

Here with, stated that:

Name	:	SHAQUILA DANIA PUTRI
Student ID	:	1910532002
Degree UNIVER	SITA	Bachelor Degree (S1)
Field of study		International Accounting
Thesis Title	: Stud	eathy or Perceived Credibility? An Empirical y of Muslim Donating Behavior at versitas Andalas
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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.	DJA	JAAN Bandang, July 17 <sup>th</sup> , 2023
Head of International Accounting Pro	ogram	Thesis Advisor
Indah Permata Survani, SE., M.Sc	Vir	na Tista Putriana, SE, Ak, M.Sc, CA, Ph.D <u>Ak, CA</u>

NIP. 198806222019032012

NIP.197811082002122007



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

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