

ABSTRACT

The purpose of this paper is to examine the factors influencing Indonesian people's motivations on both their willingness to share and intention to donate in the context of online charity crowdfunding. Online charity crowdfunding platforms have reported a high spike in traffic especially during the pandemic when COVID-19 took its toll in Indonesia. This is unique and interesting as the pandemic amplifies the mass to instead gather around and get their hands on to help one another. However, the pattern of digital donations remains inconsistent. Thus, this study aims to fill in the gap by involving respondents from Indonesia. The key drivers of individual's motivation on their willingness to share and intention to donate will be unfolded which influences the success rate of the campaign. This consequently holds a lot of key implications both for the online charity crowdfunding platforms and campaign initiators for the future onwards.

Keywords: Indonesia, online charity crowdfunding, online donation-based crowdfunding, intrinsic motivations, extrinsic motivations, pro-social movements, intention to donate, willingness to share.