

## ABSTRACT

This research investigates the relationship of celebrity endorsement and their willingness in Kitabisa as crowdfunding platform by considering the source attractiveness, source credibility, and celebrity-cause fit in selecting the celebrity. It adopted the quantitative approach with the survey method involving 422 respondents experienced in a Kitabisa donation. Consequently, the independent variable (celebrity endorsement) and the dependent variable (donation willingness) correlate strongly and positively. The celebrity endorser variable presents a strong and positive relationship with the correlation coefficient value. This study emphasizes the importance of audience impressions of celebrity endorsers in forming attitudes in willingness to donate. Celebrity endorsements have been shown to be an effective strategy for luring funders to campaigns on social crowdfunding sites. The findings highlight the potential of leveraging celebrity endorsers on crowdfunding platforms and offer marketers concrete marketing implications.

**Keywords:** Kitabisa, Audience Perception, Donation Willingness, Celebrity Endorser, Source Attractiveness, Source Credibility, Celebrity - Cause Fit.