

INTISARI

Setiap individu memiliki risiko untuk menjadi korban *fraud*, termasuk generasi muda melalui *crowdfunding*. Sehubungan dengan itu, penelitian ini dilakukan untuk menganalisis pengaruh antara *fraud knowledge*, kepercayaan, dan empati generasi muda terhadap tendensi mereka menjadi korban *crowdfunding*. Penelitian ini mencoba mengimplementasikan *theory of planned behavior* terhadap hasil penelitian menggunakan primer yang berasal dari penyebaran kuesioner kepada 109 generasi muda yang berada dalam rentang usia 18 hingga 25 tahun. Hasil penelitian menunjukkan bahwa *fraud knowledge* tidak berpengaruh terhadap tendensi generasi muda menjadi korban *crowdfunding*, sedangkan kepercayaan dan empati berpengaruh terhadap tendensi generasi muda menjadi korban *crowdfunding*.

Kata Kunci: *Theory of planned behavior*, *crowdfunding*, *fraud knowledge*, kepercayaan, empati, *crowdfunding*.

ABSTRACT

Every individual has the risk of becoming a victim of fraud, including the young generation through crowdfunding. In line with that, this study was conducted to analyze the influence between fraud knowledge, trust, and empathy of the young generation on their tendency to become victims of crowdfunding. This study tries to implement the theory of planned behavior on the result of study using primers derived from distributing questionnaires to 109 young people who are in the age range of 18 to 25 years. The results shows that fraud knowledge has no effect on the tendency of the young generation to become victims of crowdfunding, while trust and empathy affect the tendency of the young generation to become victims of crowdfunding.

Keywords: *Theory of planned behavior, crowdfunding, fraud knowledge, trust, empathy, crowdfunding.*