

## Intisari

Penelitian ini bertujuan untuk menguji dan mengeksplorasi pengaruh faktor *perceived effectiveness of feedback mechanism*, *perceived effectiveness of escrow service*, *perceived effectiveness of payment security*, kualitas informasi, *trust in platform*, *trust in creator* dan *intention to donate*. Objek penelitian ini adalah platform *donation-based crowdfunding* “Kitabisa”. Penelitian ini merupakan penelitian kuantitatif dengan teknik pengambilan *non-probability sampling* dengan tipe *snowball sampling* dan *purposive sampling*. Sampel pada penelitian ini diperoleh melalui penyebaran *self-administered online questionnaire*. Penyebaran kuisioner ini mendapatkan 299 responden. Skala yang digunakan dalam penelitian ini adalah skala interval – skala *likert* 5 poin. Pengolahan data dalam penelitian ini menggunakan metode analisis *partial least square* (PLS) dengan perangkat lunak SmartPLS versi 3.2.8.

Penelitian ini menguji enam hipotesis dan seluruhnya terdukung. Hasil penelitian ini menunjukkan bahwa *perceived effectiveness of feedback mechanism*, *perceived effectiveness of escrow service* dan *perceived effectiveness of payment security* berpengaruh positif signifikan terhadap *trust in platform*. Variabel *trust in platform* dan kualitas informasi juga berpengaruh positif signifikan terhadap *trust in creator*. Kemudian, *trust in creator* juga menunjukkan hubungan positif signifikan terhadap *intention to donate*.

Kata kunci: Platform *Donation-Based Crowdfunding* “Kitabisa”, *perceived effectiveness of feedback mechanism*, *perceived effectiveness of escrow service*, *perceived effectiveness of payment security*, *trust in platform*, *trust in creator*, kualitas informasi, *intention to donate*.

### ***Abstract***

This research aims to examine and explore the effect of perceived effectiveness of feedback mechanism, perceived effectiveness of escrow service, perceived effectiveness of payment security, information quality, trust in platform, trust in creator and intention to donate. The object of this study is donation-based crowdfunding platform “Kitabisa”. This research is a quantitative research that use purposive sampling and snowball sampling as part of the non-probability sampling methods. The data was collected from 299 respondents through administered online questionnaire. This questionnaire used 5 point Likert scale. Data processing method used in this research is partial least square (PLS) analysis run by software SmartPLS version 3.2.8.

This research examine six hypothesis and all of them are accepted. The results show perceived effectiveness of feedback mechanism, perceived effectiveness of escrow service, perceived effectiveness of payment security have positive and significant influence towards trust in platform. Trust in platform and information quality also shows significant influence on trust in creator. Furthermore, trust in creator also have a significant positive effect on intention to donate.

**Keywords:** donation-based crowdfunding platform “Kitabisa”, perceived effectiveness of feedback mechanism, perceived effectiveness of escrow service, perceived effectiveness of payment security, trust in platform, trust in creator, information quality, intention to donate.