

**The Effect of Social Identity, Innovativeness, & Trust  
Variable Towards Intention to Participate in  
Crowdfunding in Surabaya**



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**APPROVAL PAGE**

THESIS

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## FORWORDS

All praise and thanksgiving to Jesus Lord for His blessings, love, guidance and help during the final task of undergraduated thesis so the author could finish final undergraduate thesis with title of “The Effect of Social Identity, Innovativeness, & Trust Variable Towards Intention to Participate in Crowdfunding in Surabaya”. This undergraduated thesis is written as one of the requirements to complete and obtain the title of Bachelor of Management from Faculty of Business, Widya Mandala Catholic University Surabaya. The final task couldn't works well without the helps from various parties. Therefore, the author wants to express his gratitude to:

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## ABSTRACT

Today, in Indonesia crowdfunding platform still in developing stage and as the result people still unfamiliar with crowdfunding. But, according to a research the growth of crowdfunding platform is become better as it is predicted in 2022, the crowdfunding investment is going to reach \$7 billion in transaction value. In order to explain the factors which affecting people intention to participate in crowdfunding activity in Surabaya the researcher is using social identity theory (SIT), innovativeness, and trust to explain about consumers intention to participate in crowdfunding.

In this research the researcher collected 184 respondents who live in Surabaya, at least 17 years old, and know about crowdfunding. The questionnair is in the form of google form and distributed via Whatsapp, Line, and Instagram. The data was processed and analyzed using Structural Equation Modeling Technique (SEM) – PLS.

The result of this study proved that (1) interpersonal connectivity (IC) have small impact to social identification with crowdfunding (SI). (2) Attitude towards helping others (ATHO) have medium impact to social identification with crowdfunding (SI). (3) Social identifications with crowdfunding (SI) have strong impact on the intention to participate in crowdfunding (ITP). (4) Innovativeness (I) is rejected in the hypothesis testing. (5) Trust (T) also contributed to give small impact to intention to participate in crowdfunding (ITP).

**Keywords: Crowdfunding, interpersonal connectivity, attitiude towards helping others, innovativeness, trust, social identity, intention to participate in crowdfunding**

## ABSTRAK

Saat ini, platform crowdfunding masih berada pada tahap pengembangan dan masih belum banyak masyarakat Indonesia yang belum familiar dengan istilah tersebut. Menurut sebuah penelitian pertumbuhan platform crowdfunding menjadi semakin lebih tinggi sehingga diperkirakan pada tahun 2022, pasar investasi crowdfunding akan mencapai nilai transaksi \$7 miliar. Untuk menjelaskan faktor-faktor apa yang mempengaruhi niat orang untuk berpartisipasi maka peneliti menggunakan teori identitas sosial, inovasi, dan kepercayaan untuk menjelaskan tentang niat masyarakat untuk berpartisipasi dalam kegiatan crowdfunding.

Dalam penelitian ini, peneliti mengumpulkan 184 responden yang bertempat tinggal di Surabaya, berusia minimal 17 tahun, dan mengetahui tentang crowdfunding. Kuesioner disebar dalam bentuk google form melalui media Line, Whatsapp, Instagram. Pengolahan data dalam penelitian ini menggunakan metode structural equation modeling (SEM) – PLS.

Hasil penelitian ini berhasil membuktikan bahwa (1) interpersonal connectivity (IC) memberikan dampak positif terhadap social identification (SI). (2) attitude towards helping others (ATHO) juga memberikan dampak positif terhadap social identification (SI). (3) Social identification (SI) memberikan dampak yang kuat terhadap intention to participate in crowdfunding (ITP). (4) Innovativeness (I) dalam hasil pengujian hipotesis di tolak. (5) Trust juga berhasil memberikan dampak positif terhadap intention to participate in crowdfunding (ITP).

**Keywords: Crowdfunding, interpersonal connectivity, attitude towards helping others, innovativeness, trust, social identity, intention to participate in crowdfunding**