

THE INFLUENCE OF CROWDFUNDING INNOVATION AND TRUST ON ONLINE DONATION DECISIONS ON CROWDFUNDING PLATFORMS

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ABSTRACT

This study aims to explore the impact of innovation in crowdfunding and the level of trust on donation decisions through crowdfunding platforms. The sampling method used in this research is non-probability sampling. Respondents involved in this study are millennial entrepreneurs who are located in Bandung City and have made donations through crowdfunding platforms. The number of respondents involved in this study was 153 people. The sample in this study was obtained using the purposive sampling technique, which is included in non-probability sampling techniques. When selecting samples, purposive sampling relies on specific characteristics that are deemed to have a relationship with previously known population traits. The data analysis method used is multiple linear regression with data processing support using IBM SPSS Version 25. The research findings show that innovation in crowdfunding and the level of trust have a positive influence on donation decisions on crowdfunding platforms. The policy implications of the findings of this study are that the government and related institutions can encourage innovation in crowdfunding platforms through incentives and support, strengthen transparency and accountability in fund management, protect donor rights with clear policies, and improve public education and financial literacy. Thus, it is expected to create a healthier, transparent, and trustworthy crowdfunding ecosystem, increasing participation and benefits for all parties involved.

Keywords: *Crowdfunding Innovation; Donation Decision; Trust*

INTRODUCTION

As the Internet continues to reshape various aspects of our lives, donation practices have also evolved to adapt to new technologies, rendering conventional fundraising methods nearly obsolete (Hoefer, 2012). For instance, event organizers now leverage online tools to enhance publicity, recruit volunteers, and facilitate fundraising efforts (Reddick & Ponomariov, 2013). Among the various forms of online fundraising, crowdfunding has gained significant traction as a microfinance innovation on the Internet (Massolution, 2015). Well-known crowdfunding platforms like Kickstarter and Indiegogo primarily focus on equity-based or reward-based fundraising projects (Herrero et al., 2020; Vulkan et al., 2016). Simultaneously, charity crowdfunding, as an online philanthropic innovation, has gained popularity with a growing number of donation-based projects (Cox et al., 2018; Lee & Park, 2020; Li et al., 2018).

Charitable organizations play a crucial role in complementing government efforts by assisting those in need. Crowdfunding, compared to traditional fundraising methods, has a broader reach, allowing donations to reach a larger audience. Despite the increasing popularity of

donation-based crowdfunding, most research has focused on equity-based or reward-based crowdfunding (Shneor & Munim, 2019; Strohmaier et al., 2019; Vulkan et al., 2016; Z. Wang & Yang, 2019). The existing empirical studies on donation-based crowdfunding primarily predict users' intention to donate rather than their actual donation behavior (T. Wang et al., 2019). The literature on philanthropic behavior reveals a substantial gap between donation intentions and actual donation behavior (Bekkers & Wiepking, 2011).

Technological advancements have made it easier for people to contribute to solving social problems in Indonesia, including through online donations. In Indonesia, crowdfunding platforms have emerged as a means for individuals to support causes and address social issues. Kitabisa.com is one such platform. The act of donation involves individuals as donors and charitable institutions or individuals as recipients of the donations (donation targets). People decide to donate as a means of helping to alleviate existing social problems. Online donation platforms have transformed the way the general public engages in social activities, allowing for quick, easy, and transparent contributions via internet channels. Technological

innovation has facilitated fundraising for social activities, aiding disaster victims, and supporting humanitarian causes. The growing trend of online donations has propelled the development of online donation platforms and garnered significant interest from the public, including crowdfunding.

The decision of the public to donate through a crowdfunding platform is influenced by their trust in the chosen platform. Community trust in a crowdfunding platform is based on the belief that the platform can effectively meet their donation needs. In a study by Khairunnisa et al. (2020, p. 285), it was noted that the decision to select a crowdfunding platform is influenced by familiarity with the platform, which subsequently influences people's platform choice for fulfilling their donation needs. Trust in the name and reputation of a crowdfunding platform also plays a pivotal role in determining whether individuals donate on the platform. The decision-making process involves problem recognition, alternative evaluation, and ultimately, the selection of the preferred option.

The desire of the community to contribute through donations underscores the importance of addressing social problems. Individuals choose to donate online by evaluating the various crowdfunding platform options available to them. Kitabisa.com serves as a bridge between individuals seeking to fulfill their donation needs and the platform itself. Trust in crowdfunding platforms used for social activities reflects the community's preference for making donations to help solve social problems in Indonesia. Unlike traditional trust, which is built on long-term human relationships, trust in e-commerce platforms is based on the authenticity of digital content and the transaction process conducted on the site (Gefen, 2000). In this study, "Platform Trust" refers to the trust users place in crowdfunding platforms as social information systems, encompassing trust in donors/actors and the authenticity of project content.

Previous studies have explored crowdfunding and donation decisions. Liu et al. (2017) conducted research titled "Donation Behavior in Online Micro Charities: An Investigation of Charitable Crowdfunding Projects" and found that donor empathy significantly influences people's intention to donate. Rodriguez-Ricardo et al. (2018) conducted a study titled "What Drives Crowdfunding Participation? The Influence of Personal and Social Traits" and found that the attitude toward helping others, a social trait factor, and individual innovativeness, a personal trait factor, influence

crowdfunding participation intentions. These findings demonstrate that the attitude toward helping others affects the intention to participate or donate in crowdfunding, while personal traits, such as individual innovativeness, play a vital role in driving individuals' desire to use crowdfunding platforms.

There is a research gap in understanding how crowdfunding innovations impact online donation decisions. Despite the introduction of innovations such as enhanced user experiences, innovative payment methods, and improved social interactions on crowdfunding platforms, research that delves deeper into how these innovations influence individual decisions to donate online is limited. Additionally, the role of trust is an important aspect of online donation decisions on crowdfunding platforms, but a better understanding is needed regarding how trust in the crowdfunding platform, the funded project, or the campaign manager influences individuals' decisions to donate online. Conducting more comprehensive research in this area will provide valuable insights into the role of trust in influencing participation rates and the number of donations on crowdfunding platforms.

Based on these considerations, the researchers are interested in investigating the topic "The Effect of Crowdfunding Innovation and Trust on Online Donation Decisions on Crowdfunding Platforms." This study aims to examine the influence of the independent variables, crowdfunding innovation and trust, on the dependent variable, the decision to donate through online crowdfunding platforms. The population for this research will be millennial entrepreneurs in the Bandung area. The researchers seek to explore the respondents' knowledge, attitudes, and the extent of contributions made by millennial entrepreneurs toward the utilization of online donation platforms.

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Theory of Planned Behavior

The theory of planned behavior, developed by Ajzen (1991), is a widely used model for predicting and understanding individual behavior. This theory suggests that behavior is a result of conscious decision-making and can be influenced by three factors: attitude, subjective norm, and perceived behavioral control. Attitude refers to an individual's evaluation of the behavior in question, subjective norm reflects the social pressure and norms related to the behavior, and perceived behavioral control represents the individual's perception of their ability to perform the behavior.

The Theory of Planned Behavior (TPB) is a psychological framework employed to comprehend and forecast human behavior in diverse contexts. This theory holds substantial relevance to the research model, as TPB concentrates on the psychological factors impacting an individual's decision to undertake a certain action. The research model discusses the influence of innovation and trust on the decision to contribute to an online donation on a crowdfunding platform. Here's how TPB relates to the research model:

- a. **Attitude:** In TPB, attitude denotes an individual's assessment of a behavior. Within this study's scope, attitudes toward online donations on crowdfunding platforms are shaped by individuals' perceptions of innovations in crowdfunding projects and their level of trust in the platform. When individuals view innovations favorably and possess significant trust in the platform, they're likely to exhibit a positive attitude toward online donations.
- b. **Subjective Norms:** Subjective norms encompass the impact of others' opinions and expectations on one's behavior. In this study, subjective norms might encompass the viewpoints and anticipations of friends, family, or community members regarding online donations on crowdfunding platforms. If individuals experience social pressure or receive positive support from their surroundings, these subjective norms can sway their decisions.
- c. **Perceived Behavioral Control:** This element pertains to individuals' beliefs about the degree of control they possess over specific behaviors. In the context of this research, this might involve individuals' confidence and resource availability to make online donations. If individuals hold the belief that they're capable of doing so and have agency over their actions, they are more inclined to make donations.

By incorporating concepts from the TPB into the research model, researchers can discern the psychological factors that sway individuals' choices to contribute to online donations on crowdfunding platforms. For instance, researchers can gauge individuals' attitudes toward innovation in crowdfunding projects, the subjective norms impacting their decisions, and the degree to which they perceive control over the process of online donation. The outcomes of this study can offer insights into enhancing participation in online

donations through crowdfunding platforms, concentrating on the TPB-explored factors.

Fintech (Financial Technology)

Fintech refers to the application of technology in the financial sector and has become increasingly significant in modern society (Usman et al., 2022). It combines financial services with technological innovations, making financial transactions more efficient and accessible (Niswah & Legowati, 2019). Fintech has gained popularity due to the emergence of the Fourth Industrial Revolution and offers various benefits, including digitizing currency and enabling online payment transactions (Hiyanti et al., 2020). Donation-based crowdfunding, as a form of fintech, allows individuals to raise funds for social activities through online platforms.

Crowdfunding Theory

Crowdfunding is a financing model that involves raising funds from a large number of individuals, typically through small individual contributions (Aziz et al., 2019). It is a modern adaptation of traditional fundraising methods, where a group of people collectively contributes a small amount of money. Crowdfunding platforms provide online spaces for fundraising activities, enabling project creators to present their proposals and set fundraising goals (Bhawika, 2017). Donation-based crowdfunding, in particular, focuses on facilitating philanthropic giving or providing non-material rewards to donors (Turan, 2015).

Crowdfunding Innovation

The advancement of social networking technologies has greatly facilitated instant and easy access to crowdfunding platforms (Turan, 2015). However, there is limited research on the associated risks of crowdfunding. The growth of crowdfunding platforms, such as KitaBisa, Wujudkan, and GandengTangan, indicates the development and popularity of these platforms (Bhawika, 2017). Technological innovations have played a significant role in shaping the crowdfunding landscape and influencing fundraising practices.

Trust

Trust is a fundamental element in donation decisions and refers to an individual's belief that another party will act in their best interest (Bashir & Madhavaiah, 2015). Trust plays a crucial role in crowdfunding as it affects individuals' decision to donate to a particular platform. Trust is built on the

belief that charitable organizations will fulfill their charitable goals, use donations honestly, and prioritize the rights of beneficiaries (Achsen & Purnamasari, 2016). Establishing trust is essential in the process of problem identification, solution

finding, alternative evaluation, and decision-making in donation choices.

Previous Research

Table 1. Previous research

Researchers	Title	Research Results
(Nafidzah, 2020)	Analisis Faktor-Faktor Yang Mempengaruhi Keputusan Berdonasi Secara Online Di Kitabisa. Com	Information disclosure, trust, and emotional ties significantly influence donation decisions at Kitabisa.com. Religious knowledge factors and project quality do not significantly affect donation decisions at Kitabisa.com.
(Aziz et al., 2019)	Faktor-faktor yang mempengaruhi masyarakat menyalurkan donasi melalui platform crowdfunding berbasis online	Religiosity factors, campaign effectiveness, and platform innovation have a positive effect on donation decisions. The social psyche of the community has a negative effect. All factors are significant in influencing people to donate through online-based crowdfunding.
(Hasna, 2019)	Pengaruh Inovasi Crowdfunding Terhadap Keputusan Berdonasi	Crowdfunding innovation influences donation decisions by 18.2%. Technological innovation makes it easy to donate, but message campaigns require attention to build trust for effective donation activities.
(Linardi & Nur, 2021)	Faktor-Faktor Yang Mempengaruhi Minat Mahasiswa Berdonasi Melalui Platform Crowdfunding	Perceived convenience significantly affects interest in donating to the crowdfunding platform. Perceived trust significantly affects interest in donating to the crowdfunding platform.
(Sari, 2019)	Pengaruh Brand Awareness, Kualitas Proyek Dan Kepercayaan Terhadap Keputusan Berdonasi Secara Online Pada Platform crowdfunding Kitabisa.Com.	Brand awareness and trust have a positive and significant effect on donation decisions at Kitabisa.com.
(Alhidari et al., 2018)	Modeling the Effect of Multidimensional Trust on Individual Monetary Donations to Charitable Organizations	Trust is present when individuals tend to trust others and believe that the charitable organization (CO) can fulfill its mission, use donations honestly, and prioritize the rights of beneficiaries. Trust influences donation intentions and future monetary donation behavior.

Hypothesis Development

The Effect of Crowdfunding Innovation on Online Donation Decisions on Crowdfunding Platforms

Crowdfunding innovation refers to the development and implementation of new features, technologies, or concepts that enhance the user experience of donating online. These innovative factors can include elements such as an appealing interface, user-friendly design, interactive features,

integration with social media, and the utilization of emerging technologies like artificial intelligence or blockchain.

Innovation has the potential to increase user engagement and interest in crowdfunding platforms. Innovative features can capture the attention of potential users, expand the user base, and encourage participation in donation activities. Moreover, innovation can enhance the user experience of making online donations. For

instance, interactive features allow users to engage with funded projects, obtain more information, and feel more personally involved in the donation process. User-friendly interfaces and ease of use can expedite the donation process, reduce barriers, and enhance user satisfaction. Consequently, crowdfunding innovation can exert a positive influence on the decision to donate online. Users who experience appealing and satisfying innovations are more likely to make donations, both in terms of frequency and amount.

According to Safira & Irwansyah (2019), there is a positive influence of crowdfunding innovation on donation decisions by 18%. Technological innovation increasingly facilitates and expedites the donation process. Furthermore, research conducted by Aziz et al. (2019) suggests that innovations implemented by online-based donation platforms significantly impact people's decisions to contribute donations online.

Based on the above description, the hypothesis is formulated as follows:

H1: Crowdfunding innovation has a positive effect on online donation decisions on crowdfunding platforms.

The Effect of Trust on Online Donation Decisions on Crowdfunding Platforms

Drawing from the Theory of Planned Behavior (TPB), perceived trust represents the development of attitude variables toward behavior. Trust specifically connects beliefs with attitudes. When an individual perceives something as trustworthy, they are likely to respond positively, and vice versa. Donors who have a high level of trust in the crowdfunding platform, the funded project or campaign, and the project owner or

recipient are more inclined to make a donation. This trust is based on the donor's belief that the platform can effectively manage funds, safeguard against misuse of funds, and possess mechanisms to handle potential problems or disputes. Moreover, trust is bolstered by transparent and comprehensive information regarding the project's purpose, fund utilization, and progress. Donors also consider the reputation and track record of the project owner or recipient when building their trust. Research findings by Linardi & Nur (2021) and Sari (2019) indicate that trust plays a role in decision-making regarding online donations.

Based on the information provided, the following hypothesis can be proposed:

H2: Trust has a positive effect on online donation decisions on crowdfunding platforms.

Conceptual Framework

This study aims to examine the impact of crowdfunding innovation and trust on online donation decisions within crowdfunding platforms. The concept of crowdfunding serves as the central focus, elucidating online fundraising methods and their significant role in facilitating donation activities. Additionally, crowdfunding innovation and trust will be considered as dependent variables, while the decision to donate online will be treated as the independent variable. Within this conceptual framework, the hypothesis posits that crowdfunding innovation has a positive influence on online donation decisions, while trust also has a positive impact on donation decisions. The research methodology will involve surveying users of crowdfunding platforms, and statistical analysis will be employed to test the proposed hypotheses.

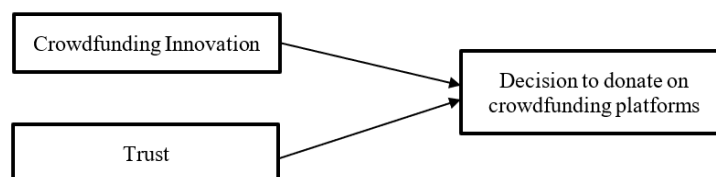


Figure 1. Conceptual Framework

RESEARCH METHODS

Population

The population for this study consists of millennial entrepreneurs in Bandung. Bandung was selected as the research area because entrepreneurs in this city have access to internet networks. Additionally, Bandung is a student city and a popular tourism destination, which can have a positive impact on its residents, including entrepreneurship.

Sample

The sample for this study was selected using purposive sampling, which is a non-probability sampling technique. Purposive sampling involves selecting individuals based on specific characteristics that are deemed relevant to the known population characteristics. Non-probability sampling is used when members of the population do not have an equal chance of being selected (Sugiyono, 2016).

The criteria for selecting respondents as the target objects in this study are:

1. The respondent is an entrepreneur.
2. The respondent was born between 1980 and 2000.
3. The respondent resides or lives in the Bandung area.
4. The respondent has made online donations through crowdfunding platforms.

Data Collection Technique

Data collection involved distributing questionnaires to millennial entrepreneurs residing in Bandung. The questionnaire was in the form of a Google Form, filled out by the respondents themselves. The questionnaire was distributed through social media platforms such as Instagram, Line, WhatsApp, and Twitter.

Types and Sources of Data

This study uses primary data sources, collected through the questionnaire survey. The questionnaire was distributed to millennial entrepreneurs residing in Bandung.

Variable Measurement

The variables in this study are crowdfunding innovation and trust, which serve as independent variables. The decision to donate online on the crowdfunding platform is the dependent variable. Researchers utilized instruments, such as a Likert scale, to collect quantitative data. The Likert scale measures a person's attitudes, opinions, and perceptions regarding social phenomena. The questionnaire questions were designed using a Likert scale ranging from 1 to 6, providing interval data. The scale ranges from 1 (Strongly Disagree) to 6 (Strongly Agree).

Data Analysis Technique

Descriptive Analysis

Descriptive statistics are employed to present the collected data in an informative manner. Descriptive statistics involve the collection, organization, summarization, and presentation of data, allowing readers to easily

understand the information (Widarjono, 2015). Descriptive statistics enable the concise and informative organization of data through various charts and graphs. In this research, questionnaires were distributed to 153 respondents who met the criteria. Descriptive analysis will be conducted to depict respondent information related to gender, age, average monthly income, and frequency of online donation activities.

Validity Test

A valid instrument is one that measures what it is intended to measure. A questionnaire is considered valid if the calculated correlation coefficient ($r_{\text{statistic}}$) is greater than the table value and has a positive direction (Ghozali, 2018).

Reliability Test

A reliable instrument produces consistent data when used repeatedly to measure the same object. Questionnaires are considered reliable if individuals' answers to the questions remain consistent over time (Ghozali, 2018). In SPSS, the Cronbach's Alpha statistical test can be used to measure reliability. Variables are considered reliable if the Cronbach's Alpha value exceeds 0.70 (Ghozali, 2018).

Classical Assumption Test

The classical assumption test is conducted to check for deviations from classical assumptions in the data used in this study. Three tests are performed: the normality test, multicollinearity test, and heteroscedasticity test. These tests assess whether the data meets the assumptions required for the analysis.

RESULTS AND DISCUSSION

Descriptive statistics

In this study, variable measurements used descriptive statistics with 153 respondents with each variable being crowdfunding innovation, trust, and decision to donate. This analysis uses the minimum, maximum, average, and standard deviation of the respondents' answers for each variable.

Table 2. Descriptive Statistics

Factor	N	Minimum	Maximum	Means	Standard deviation
CI	153	2,33	6.00	5,21	0.861
T	153	2,20	6.00	5,276	0.8112
DD	153	2.75	6.00	5.2875	0.83325

Based on table 2, it can be described descriptively for each variable as follows:

- 1) Crowdfunding Innovation

Crowdfunding innovations have a minimum score of 2.33 and a maximum score of 6.00. The average value of crowdfunding innovation is 5.21 and the standard deviation is 0.861, which means that if the average is greater than the standard deviation, it can be concluded that the data is homogeneous.

2) Trust

Trust has a minimum value of 2.20 and a maximum value of 6.00. The average value of confidence is 5.276 and the standard deviation is 0.8112, which means that if the average is greater than the standard deviation, it can be concluded that the data is homogeneous.

3) Donate Decision

The decision to donate has a minimum value of 2.75 and a maximum value of 6.00. The average value of the decision to donate is 5.2875 and the standard deviation is 0.83325, which

means that if the average is greater than the standard deviation, it can be concluded that the data is homogeneous.

Respondent Demographics

Respondents in this study are millennial entrepreneurs in the Bandung area. The type of data used in this study is primary data obtained directly from respondents through questionnaires distributed using the Google form. Respondents who filled out the questionnaire were 153 people who are millennial entrepreneurs. The 153 people were obtained from distributing questionnaires by the author through various social media such as Instagram, Twitter, and through communication applications such as Line and WhatsApp.

Table 3. Profile of Pilot Test Respondents

Characteristics	Frequency	Percentage
Gender		
Man	60	60.8%
Woman	93	39.2%
Age		
21 - 25 years	81	52.9%
26 - 30 years	29	19%
31 - 35 years	24	15.7%
36 - 40 years	19	12.4%
Type of business		
Culinary Business	56	40.6%
Besides Culinary	34	22%
Fashion	18	11.8%
Trading	16	10.5
Online business	14	9.2%
Transportation and property services	4	2.6%
Agriculture and Animal Husbandry	2	1.3%
Fishery	3	2%
Income		
< 5,000,000	104	68%
5,000,000 – 10,000,000	41	26.8%
10,000,000 – 15,000,000	6	3.9%
15,000,000 – 25,000,000	0	0
>25,000,000	2	1.3%
Online Donation Activities		
1-3 times	127	83%
4-6 times	24	15.7%
7-9 times	0	0
<9 times	2	1.3%

Of the 153 respondents who completed the questionnaire, the majority were women, accounting for 60.8% or 93 individuals. The

number of male respondents was 60, representing 39.2% of the total.

In terms of age distribution, 52.9% of respondents fell into the 21-25 age range, totaling

81 individuals. Respondents aged 26-30 accounted for 19% of the sample, comprising 29 people. Those aged 31-35 represented 15.7% with 24 respondents, while the smallest percentage was in the 36-40 age range, with 12.4% or 19 individuals.

When considering the types of businesses represented among the respondents, the culinary sector had the highest percentage at 36.6%, with 56 people engaged in this field. Other business types, excluding culinary, transportation services, tourism, online business, agriculture, fisheries, plantations, financial services, trade, fashion, livestock, and property, accounted for 22.2%, involving 34 individuals. The fashion sector was represented by 18 respondents, constituting 11.8% of the sample. Trade sector businesses accounted for 10.5%, with 16 respondents. Online business types made up 9.2%, totaling 14 individuals. Additionally, transportation and property services each had 4 respondents, with a percentage of 2.6%. Agricultural and livestock businesses each had 2 respondents, representing 1.3% of the sample, while other fishery businesses had 3 respondents, totaling 2%. There were no respondents from the tourism, plantation, and financial services sectors.

In terms of monthly income, the highest percentage was observed in the income range of

less than five million rupiah, with 104 respondents, constituting 68% of the sample. Income between five million and ten million rupiah accounted for 26.8%, involving 41 individuals. Six respondents had an income range of ten million to fifteen million rupiah, representing 3.9%. Only two respondents reported an income exceeding twenty-five million rupiah, with a percentage of 1.3%. There were no respondents with an income between fifteen million and twenty-five million rupiahs.

Regarding the frequency of donations, the majority of respondents (83%) donated one to three times. This category included 127 individuals. Donating four to six times accounted for 15.7%, with 24 respondents. Only two individuals donated more than nine times, representing 1.3% of the sample. No respondents reported donating seven to nine times.

Data Quality Test

Validity test

The questionnaire is considered valid if $r_{\text{statistic}} > r_{\text{table}}$.

Table 4. Results of the Research Instrument Validity Test

Variable	Indicator	R statistic	R table	Conclusion
Crowdfunding Innovation (X1)	X1.1	0.872	0.1587	Valid
	X1.2	0.828	0.1587	Valid
	X1.3	0.844	0.1587	Valid
	X2.1	0.885	0.1587	Valid
Trust (X2)	X2.2	0.876	0.1587	Valid
	X2.3	0.846	0.1587	Valid
	X2.4	0.864	0.1587	Valid
	X2.5	0.880	0.1587	Valid
Donation Decision (Y)	Y1	0.822	0.1587	Valid
	Y2	0.788	0.1587	Valid
	Y3	0.811	0.1587	Valid
	Y4	0.880	0.1587	Valid

Based on table 4, all research instruments have a significance value of less than 5% and $r_{\text{statistic}}$ is greater than r_{table} so that it can be concluded that the instrument is declared valid. The R_{table} is obtained from the calculation $df = N - 2$, namely $df = 153 - 2 = 151$, so it can be seen that at a significance level of 0.05, an R_{table} of 0.1587 is produced.

Reliability Test

The reliability test can be measured by the Cronbach's Alpha value, if the Cronbach's Alpha

value is greater than 0.70, the research data is considered reliable to be used in the data analysis process.

Table 5. Research Instrument Reliability Test Results

Variable	Number of Items	Cronbach's Alpha	Information
Crowdfunding Innovation	3	0.802	Reliable
Trust	5	0.920	Reliable
Donation Decision	4	0.842	Reliable

Based on table 5 above, it shows that the Cronbach's Alpha value for the crowdfunding innovation variable is 0.802, trust is 0.920, and the decision to donate is 0.842. From the results of these calculations it can be concluded that all variables have a Cronbach's Alpha value greater than 0.70 so that it can be said to be reliable.

Classic assumption test

The classical assumption test is carried out before carrying out multiple linear regression

testing which aims to provide certainty that multiple linear regression analysis has accuracy and consistent estimation. The classic assumption test includes the normality test, multicollinearity test, and heteroscedasticity test.

Normality test

The purpose of the normality test is to test whether the confounding or residual variables have a normal distribution in the regression model.

Table 6. Normality Test Results
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residuals
N		153
Normal Parameters, ^b	Means	.0000000
	Std. Deviation	1.53091329
Most Extreme Differences	Absolute	.056
	Positive	.047
	Negative	-.056
Test Statistics		.056
asympt. Sig. (2-tailed)		.200c,d

The Kolmogorov-Smirnov test was performed to detect the normality of the data by observing the residual value. Based on the table it can be explained that the Kolmogorov-Smirnov value is 0.056 with a significance probability of 0.200 and the value is far above 0.05, which means that it can be concluded that the data is normally distributed.

Multicollinearity Test

The multicollinearity test is useful for testing whether the regression model has a correlation between the independent variables. The regression model is said to be good if there is no correlation between the independent variables.

Table 7. Multicollinearity Test Results

Variable	Collinearity Statistics	
	tolerance	VIF
Crowdfunding Innovation (X1)	.312	3,209
Trust (X2)	.364	2,749

Based on the table, the results of calculating the tolerance value show that there is no independent variable that has a tolerance value of less than 0.10, which can be concluded that there is no correlation between the independent variables whose value is more than 95%. In addition, the results of calculating the VIF (Variance Inflation Factor) value also show that all

independent variables do not have a VIF value of more than 10, so it can be concluded that there is no multicollinearity between the independent variables in the regression model.

Heteroscedasticity Test

The test results are shown in the table below:

Table 8. Heteroscedasticity Test Results

	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,171	.672		4,719	.000
	Crowdfunding innovation (X1)	-.114	.063	-.253	-1,819	.071
	Trust (X2)	-.017	.036	-.060	-.463	.644

a. Dependent Variable: abs_res

Based on table 8, it can be seen that the significant value of each variable ($X1 = 0.071$; $X2 = 0.644$) has a value greater than 0.05 so it can be concluded that the regression model is good and does not contain heteroscedasticity.

Multiple Linear Regression Analysis

Used to determine how much influence the independent variables have on the dependent variable. The results of multiple linear regression analysis can be seen in the table below:

Table 9. Results of Multiple Linear Regression Analysis

	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,803	1.105		1632	.105
	Crowdfunding Innovation (X1)	.374	.103	.298	3,633	.000
	Trust (X2)	.163	.059	.210	2,764	.006

Based on Table 9, the regression equation can be expressed as follows:

$$Y = a + b_1X_1 + b_2X_2 + e$$

$$Y = 1.803 + 0.374X_1 + 0.163X_2 + e$$

Where:

Y represents the decision to donate online through a crowdfunding platform

X1 represents crowdfunding innovation

X2 represents trust

e represents the standard error

From the results of the linear regression analysis, the following observations can be made:

1) The constant value (a) of 1.803 is positive, indicating that the independent variables, crowdfunding innovation and trust, have a positive influence on the decision to donate. An increase in these independent variables by one unit is associated with an increase in the decision to donate to the crowdfunding platform by 1.803 units.

2) The coefficient for the crowdfunding innovation variable (X1) is 0.374, suggesting that a one-unit increase in crowdfunding innovation leads to a 0.374 unit increase in the decision to donate, assuming other variables remain constant.

3) The coefficient for the trust variable (X2) is 0.163, indicating that a one-unit increase in trust results in a 0.163 unit increase in the decision to donate, assuming other variables remain constant.

Hypothesis Testing Results

Regarding hypothesis testing, the researcher employed multiple regression analysis using SPSS 25 software. This analysis aimed to determine the magnitude of the R-squared value, which indicates the proportion of the dependent variable's variance explained by the independent variables. Additionally, the analysis aimed to determine if the overall independent variables have a significant effect on the dependent variable and whether the regression coefficients of each independent variable are statistically significant.

Determination Coefficient Test (R-Square)

The determination coefficient test (R-squared) was conducted to assess how much of the dependent variable's variation can be explained by the independent variables.

Table 10. Results of the Coefficient of Determination (R^2)

Model	R	R Square	Adjusted R Square	std. Error of the Estimate
1	.831 ^a	.690	.682	1,551

Based on table 10, it is known that the magnitude of the coefficient of determination is $R^2 = 0.682$, which means that crowdfunding innovation and trust affect the decision to donate on the crowdfunding donation platform by 68.2%, the remaining 31.8% is influenced by other variables not examined in this research.

t test

The statistical test of the t distribution was carried out to find out whether the independent variables affect the dependent variable individually.

Table 11. T Test Results (Partial)

	t	Sig.
Crowdfunding Innovation (X1)	3,633	.000
Trust(X2)	2,764	.006

Based on table 11 it can be concluded that:

1) Crowdfunding Innovation Variables

In the crowdfunding innovation variable (X1) it is known that the tstatistic is 3.633 with a significance probability of 0.000 which means it is less than 0.05. So that H_0 is rejected and H_a is accepted, which means that the crowdfunding innovation variable partially has a positive and significant effect on the decision to donate to the crowdfunding donation platform.

2) Trust Variable

In the crowdfunding innovation variable (X2) it is known that the tstatistic is 2.764 with a significance probability of 0.006 which means it is

less than 0.05. So that H_0 is rejected and H_a is accepted, which means that the trust variable partially has a positive and significant effect on the decision to donate to the crowdfunding donation platform.

F test

The F test is used to test the significance of the model which is a test of the effect of all independent variables simultaneously on the dependent variable. The F test can be explained using analysis of variance or ANOVA (analysis of variance).

Table 12. F Test Results (Simultaneous)

Model		Sum of Squares	df	MeanSquare	F	Sig.
1	Regression	792,595	4	198,149	82,321	.000 ^b
	Residual	356,242	148	2,407		
	Total	1148,837	152			

a. Dependent Variable: total_y

b. Predictors: (Constant), total_x4, total_x1, total_x3, total_x2

Table 12 shows that the Fstatistic value is 82,321 with a significance probability of 0.000, which means it has a value less than 0.05. So that it is known that H_0 is rejected and H_a is accepted, therefore it can be concluded that the variables of crowdfunding innovation (X1) and trust (X2) together (simultaneously) have a positive and significant effect on the decision to donate to the crowdfunding donation platform.

Discussion**The Influence of Crowdfunding Innovation on Online Donation Decisions on Crowdfunding Platforms**

According to Table 11, crowdfunding innovation has a t-statistic value of 3.633 with a significance probability of 0.000, which is smaller than 0.05. This indicates that the crowdfunding innovation variable partially has a positive and significant effect on donation decisions on the crowdfunding platform. From the multiple linear regression analysis in Table 9, it can be observed that crowdfunding innovation influences the decision to donate to the crowdfunding platform with a coefficient of 0.374. This means that a one-unit increase in the crowdfunding innovation variable (X1) leads to a 0.374 increase in the decision to donate, assuming other variables

remain constant. In conclusion, the decision to donate to the crowdfunding platform is influenced by crowdfunding innovation. As the level of crowdfunding innovation rises, the likelihood of donating through the crowdfunding platform also increases.

This finding is supported by previous research conducted by Aziz et al. (2019) in the context of philanthropy. Their results indicate that the crowdfunding innovation variable positively affects individuals' decisions to donate through online-based crowdfunding systems. Additionally, Hasna (2019) conducted research showing that crowdfunding innovation has a positive impact on donation decisions on online platforms. The author's own study reveals that a majority of respondents find the donation payment process on the crowdfunding platform to be easy. The results of the IC (Crowdfunding Innovation) 1 questionnaire indicate that 47.7% of respondents strongly agreed that the payment system on the crowdfunding platform is easy to use. Similarly, 47.7% of respondents agreed that crowdfunding innovation allows for donations to be made conveniently using a smartphone, thus facilitating faster and easier transactions. Hence, respondents perceive crowdfunding innovation as helpful in simplifying the payment process for donations, making it accessible anytime and anywhere.

The Influence of Perceived Trust on Online Donation Decisions on Crowdfunding Platforms

According to Table 11, trust has a t-statistic value of 2.764 with a significance probability of 0.006, which is smaller than 0.05. This suggests that the trust variable partially has a positive and significant effect on donation decisions on the crowdfunding platform. The multiple linear regression analysis in Table 9 reveals that trust has a coefficient of 0.163, meaning that a 1% increase in trust leads to a 16.3% increase in the decision to donate to the crowdfunding platform by millennial entrepreneurs in Bandung, assuming other variables remain constant. Therefore, the decision to donate through the crowdfunding platform for millennial entrepreneurs in Bandung is influenced by trust. Higher levels of trust result in a higher likelihood of millennial entrepreneurs choosing to donate through the crowdfunding platform.

This finding is supported by research conducted by Linardi and Nur (2021), Salsabila and Hasbi (2021), and Sari (2019). Their studies demonstrate that the trust variable significantly influences online donation decisions on the kitabisa.com crowdfunding platform, convincing

users and the public to rely on kitabisa.com. Additionally, Alhidari et al. (2018) conducted research showing that individual trust in charitable organizations affects donation behavior.

In deciding whether to donate funds to a particular project, individuals often rely on the sense of trust provided by crowdfunding platforms. Therefore, it can be concluded that millennial entrepreneurs in Bandung require a sense of trust in order to decide to channel their donations through crowdfunding platforms.

CONCLUSION

In conclusion, this study reveals that crowdfunding innovation has a positive effect on online donation decisions through crowdfunding platforms. As the level of crowdfunding innovation increases, the likelihood of individuals choosing to donate through these platforms also increases. Additionally, trust has been found to play a crucial role in online donation decisions. Higher levels of trust are associated with a greater probability of individuals deciding to donate through the crowdfunding platform.

Research Implications

For crowdfunding donation platforms, it is recommended that they prioritize the implementation of targeted and effective innovations to enhance their services for the community in the future.

Academics can benefit from this research as it provides valuable information and knowledge that can serve as a reference for further studies, particularly those investigating online donation decisions through crowdfunding platforms.

The findings of this research also have implications for the community. By shedding light on financial technology, specifically crowdfunding donations, it aims to increase public awareness and confidence in donating through online crowdfunding platforms, emphasizing their safety and reliability.

Research Limitations

This study acknowledges several limitations. Firstly, the sample size was limited to 153 millennial entrepreneurs in the Bandung area due to time constraints during data collection. Therefore, the findings cannot be generalized to the broader scope of Indonesia. Secondly, the research data relied solely on closed questions in an online questionnaire, which may have limitations in capturing the full depth and nuance of participants' responses. Future research could consider incorporating open-ended questions and

employing additional methods such as interviews to gather more objective and accurate data.

Suggestions

Based on the findings, several suggestions for future research are proposed. Firstly, future studies should aim to broaden the scope by increasing the sample size and including a wider range of respondents to ensure more generalizable results. Secondly, it is recommended to explore the inclusion of new variables not examined in this study, drawing from previous research to enhance the research model in relation to similar topics. Thirdly, incorporating qualitative research methods, such as interviews with potential respondents, can provide more comprehensive and objective data. Additionally, considering the inclusion of moderating variables related to devotion or religion could further enrich future research in this field.

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