

**PENGARUH KARAKTERISTIK INOVASI PEMBIAYAAN  
(CROWDFUNDING) TERHADAP KEPUTUSAN BERDONASI  
MASYARAKAT DALAM APLIKASI KITABISA.COM (STUDI KASUS :  
FOLLOWERS INSTAGRAM KITABISA.COM)**

**Diana Hertiyas Tuti**

**ABSTRAK**

Perkembangan teknologi mempermudah masyarakat dalam mengumpulkan donasi secara *online* yaitu melalui *platform crowdfunding*. Kemudahan dari suatu *platform crowdfunding* menentukan keputusan masyarakat untuk berdonasi. Tujuan dari penelitian untuk mengetahui adanya pengaruh dan besarnya pengaruh karakteristik inovasi *crowdfunding* terhadap keputusan berdonasi masyarakat dalam aplikasi Kitabisa.com. Metode penelitian yang digunakan adalah metode kuantitatif survei kepada *followers* instagram Kitabisa.com sebanyak 100 orang. Menggunakan *purposive sampling* sebagai teknik pengambilan sampel dan pengolahan data menggunakan kuesioner. Penelitian ini menggunakan teori difusi inovasi menurut Everet M Rogers. Hasil penelitian uji korelasi menunjukkan nilai signifikansi sebesar 0.000 karena terletak  $<0.5$  koefisien  $r$  hitung 0.850 menunjukkan adanya korelasi kuat. Hasil uji regresi linear sederhana bahwa arah karakteristik inovasi *crowdfunding* pada keputusan berdonasi bernilai positif. Hasil koefisien determinasi menunjukkan terdapat pengaruh sebesar 77.4% antara karakteristik inovasi *crowdfunding* terhadap keputusan berdonasi. Hasil tersebut diperkuat dengan hasil uji hipotesis yang membuktikan  $H_0$  ditolak dan  $H_a$  diterima, artinya terdapat pengaruh antara karakteristik inovasi *crowdfunding* terhadap keputusan berdonasi. Kesimpulan dari penelitian ini adalah karakteristik inovasi *crowdfunding* mempengaruhi keputusan berdonasi masyarakat, khususnya pada *followers* instagram Kitabisa.com.

Kata Kunci : *Crowdfunding*, Keputusan Berdonasi, Teori Difusi Inovasi

**THE EFFECT OF FINANCING INNOVATION CHARACTERISTICS  
(CROWDFUNDING) ON COMMUNITY DONATION DECISIONS IN THE  
KITABISA.COM APPLICATION (CASE STUDY: KITABISA.COM  
INSTAGRAM FOLLOWERS)**

**Diana Hertiyas Tuti**

**ABSTRACT**

*Technological developments make it easier for people to collect donations online, namely through the crowdfunding platform. The convenience of a crowdfunding platform determines people's decisions to donate. The purpose of the study was to determine the influence and magnitude of the influence of the characteristics of innovation crowdfunding on people's donation decisions in the Kitabisa.com application. The research method used is a quantitative survey method followers for 100 Kitabisa.com Instagram. Using purposive sampling as a technique and data processing using a questionnaire. This study uses the theory of diffusion of innovation according to Everet M Rogers. The results of the correlation test show a significance value of 0.000 because it is located  $<0.5$  the coefficient of  $r$  count 0.850 indicates a strong correlation. The results of a simple linear regression test show that the direction of the characteristics of innovation crowdfunding on the decision to donate is positive. The results of the coefficient of determination show that there is an influence of 77.4% between the characteristics of innovation crowdfunding on the decision to donate. These results are reinforced by the results of hypothesis testing that prove  $H_0$  is rejected and  $H_a$  is accepted, meaning that there is an influence between the characteristics of innovation crowdfunding on the decision to donate. The conclusion of this study is that the characteristics of innovation crowdfunding affect people's donation decisions, especially on followers Kitabisa.com's Instagram.*

*Keywords: Crowdfunding, Donation decision, Innovation Diffusion Theory*