

# FACTORS INFLUENCING CONSUMER ATTITUDE AND CORPORATE IMAGE ON DONATION DECISIONS THROUGH CROWDFUNDING PLATFORM

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## ABSTRACT

The main purpose of this study is to examine the factors that influence the consumer attitude and corporate image in making donation decisions through crowdfunding platforms. One crowdfunding platform in Indonesia is Kitabisa.com in this platform, fundraising is done on social media Instagram, by doing one of the campaign #OrangBaik, is a fundraising campaign to collect funds and contributor with the people who matter and people who donate are given the name #OrangBaik. This study uses a quantitative approach to data collection, and uses a survey method. The research has a total sample of 100 respondents who are active followers on Instagram @kitabisa.com. In managing the results, the study uses the Slovin formula to represent the entire population and uses a Likert scale to measure a person's perceptions, attitudes, or opinions on a series of statements given in the questionnaire. The collected data were processed using PLS-SEM (Partial Least Squares Structural Equation Modeling). The results of this research is that consumer attitudes and corporate image greatly influence someone in making donations to the crowd funding platform. (Clearly stated what has been identified in the research in abstract and introduction sections) (DONE)

**Keywords:** *Consumer Attitude, Corporate Image, Decision Of Donating, Crowdfunding, Campaign.*

## 1. INTRODUCTION

The rapid development of today's technology, make the internet as a communication tool that is much in demand by the community, one social media, social media presence today, make a community and individual participation becomes easier. The lifestyle of today's society is also largely influenced by social media, from the start of the interaction, shopping, to channel donations and fundraising is done online. The use of social media in fundraising, not despite the influence of technological developments. Advances in technology are increasingly easy to use and can be accessed by anyone, can be formed the culture of "digital" where communication is easy in the can and can be easily trusted.

Social Media itself is a media for social interaction that can be easily accessed and measured, social media is also an online application, means a media which is intended to facilitate communication, collaboration, and in sharing the material. Not only that with the presence of social media can also facilitate communication with each other, therefore, with the presence of social media today many people

and organizations utilize social media as a forum to get profit and achieve a variety of purposes, such as finding information or promoting an activity. Then the information can be conveyed properly, hence the need for trust or faith between one another

The trust itself is defined as the notion of descriptive embraced by someone about something by Kotler [25].

Confidence (trust) in doing an activity is one manifestation of that stems from the belief of an individual or group in making decisions to choose an activity as a container that is better for his needs. The existence of social media is currently widely used by various companies as well as the activities of the fundraising done through social networking, one of them is to do with the activities of the social campaign which aims to provide awareness to the community and can provide social change.

One of the social changes that have been made by a Foundation is by way of crowdfunding or fundraising, which is an activity fundraising is done online, either website-based or application. Crowdfunding itself is defined as the raising of funds collected are intended for a specific purpose and

serves as an indicator, if the market has a product or new service by Kim, Por & A [22]. One of the crowdfunding in Indonesia is kitabisa.com which is a platform crowdfunding that focuses on social issues that are running by doing the activities of the campaign on social media. Kitabisa.com utilize social media to disseminate information widely and to the right target, and can build a relationship with the audience, the purpose of the platform kitabisa.com strive to improve the value of care to the community through the online platform in donating.

Kitabisa.com also has the belief that current in Indonesia is still a lot of potentially good people who care about each other, but unfortunately, the potential is there that, sometimes blocked with solid routines, resources, and limited access. Therefore Kitabisa.com presents as a means of connecting the two parties, namely the good people who have resources and who have the innovation, initiative, and creativity and want to help people who need it.

Then from that platform Kitabisa.com presenting one of the campaign conducted by Kitabisa.com is campaign #OrangBaik to mutually care for one another, and provide assistance to people who are in need. The strengths of the kitabisa.com crowdfunding platform chosen by the researcher are First, it is more efficient in making donations because, with the kitabisa.com application, fundraisers do not need to go to the field, through the kitabisa.com application, fundraisers can reach donors within the scope of a wider area so that the expected funding target can be achieved more quickly. Second, Transparant, at kitabisa.com, donors can monitor the use of funds that have been donated. This way, all parties can ensure that the funds that have been donated are actually used for their intended purpose.

The weakness of the Kitabisa.com crowdfunding platform is the difficulty in spreading the campaign, this can happen, if the campaign is considered good by the donors, the campaign will easily go viral on social media. However, if the campaign created by the fundraiser is not attractive to donors, then the campaign is considered unsuccessful because there is no awareness from the public. (Justify the strengths and weakness of the manuscript in introduction) (DONE).

Through these strengths and weaknesses, therefore in this study, the researcher wants to know the factors of consumer attitude and corporate image in making donation decisions on the crowdfunding platform. Researchers chose consumer attitudes because in deciding to donate based on trust, which

has a reciprocal relationship and mutually influences decision making according to Ujang [39].

Meanwhile, the corporate image is the public's perception of the company's identity and corporate credibility. This perception is known by the public because of the various information provided by the company to the community by Pratiwi [28].

This study aims to identify and analyze the factors of consumer attitude and corporate image that can influence the decision to donate to the crowdfunding platform Kitabisa.com through the #OrangBaik campaign. (Clearly stated what has been identified in the research in abstract and introduction sections) (DONE).

## 2. LITERATURE REVIEW

In this study, researchers used a literature review in which the researcher studied or critically reviewed existing knowledge, ideas, or findings. A literature review also serves to identify, assess, interpret all findings on a research topic. This is done to answer the research question (research question) that has been previously defined by Kitchenham & Charters [23]. This study uses some theories that are considered relevant to support the findings of the study. The motivation of this literature review is the desire of researchers to develop knowledge. This research started from the researcher's interest in a situation in the surrounding environment regarding online donations through a crowdfunding campaign, so this interest led the researcher to raise several questions, in which the questions were expected to seek answers, the aim of which was to find out something knowledge that emerged at the time research, and the answer is expected to provide solutions in solving problems that occur.

The reason for this literature review is, to provide motivation for researchers, with mastery of theories related to the problem under study, this can support the belief in the researcher's knowledge to be motivated in conducting research to find research results. Therefore, to support this research, researchers used several theories and concepts. The theory and concept used by the researchers are as follows: (Present motivation and justify need of study from literature) (DONE)

### 2.1 Reasoned Action Theory

Reasoned Action Theory (TRA) was first coined by Fishbein & Ajzen in 1975. This theory reveals that a person's intention to perform a behavioural action determines whether the behaviour will be carried out or not. In the theory of

reasoned action or the desire to behave, it does not try to predict someone's behavior, but the desire to act by Mowen and Minor by Munandar [33].

This theory also connects belief, attitude, intention and behavior. The concept in this theory is to focus on attention (salience), which is to consider something that is considered important. Intention (intention) is also determined by a subjective norm) by Jogiyanto [21]. In addition, the assumption of this theory is that humans will behave in a conscious manner and consider all available information. In Theory Reasoned Action (TRA) whether or not a behaviour is carried out can be determined by asking someone. In addition, TRA also suggests that the interest in doing or not doing certain behaviours can be influenced by two determining factors.

The first factor is related to attitude, which is defined as a person's positive or negative feelings about a desire to behave by Fishbein & Ajzen [3]. Attitude is defined as the number of affections (feelings) that a person feels to accept or reject an object or behaviour, and is measured by a procedure that places the individual on a two-pole evaluative scale, such as good, or bad, agree or disagree, and others by Fishbein & Ajzen [1].

The second factor is the Subjective Norm, which is a person's perception or view of other people's beliefs which will later affect a person's interest in doing or not doing the behaviour that is being considered by Fishbein & Ajzen [2]. Subjective Norm also involves social pressure that can be felt by a person from the majority of people who are considered important to him, in this case it will be considered whether he should or should not do this behavior by Ajzen & Fishbein [3]. Fishbein and Ajzen also stated that this pressure would later be felt related to the expectations of one's family or friends, or society as a whole.

Subjective Norms are also individual beliefs about the expectations of those around them who have an effect (significant other), both individually and in groups, to be able to display certain behaviour or not. Someone who behaves can not be separated from activities in making decisions to behave. Decisions that are chosen can fail to be made if other people's considerations are not supportive, thus subjective considerations on other parties can provide encouragement to take action or make decisions, in this case which is called subjective norm.

In addition, subjective norm is also defined as a social factor that shows the social pressure that is felt to do or not do something by Dharmmesta [11]. This theory also says that someone will do an

action if he views the action positively and also hopes that other people will do the action.

## 2.2 Customer Trust

All social relationships will fail or will not function regularly without gaps of trust by Patrick [26]. Trust is defined as a general expectation that every individual that the words that appear from other parties can be relied upon by Rotter [34]. Besides, the customer's trust is an idea that a person has toward a product or campaign, the notion would appear to a person caused by the product or campaign that has been held by the company. The formation of trust by customers is one way to be able to maintain and create loyal customers by Setiadi [36].

According to Morgan and Hunt [31], there are benefits from the existence of consumer confidence. First, trust can be encouraged marketers to strive to maintain the relationship by working with colleagues. Second, the trust refused the short term and prefer long-term benefits that can be expected to retain customers. Third, the trust can ensure that what is done in the do action will not be detrimental and precisely able to give benefits to someone.

Besides, according to Ganesan and Shankar [16]. Stated that trust is a reflection of two components. First, credibility, which is based on the magnitude of the belief with other organizations and able to produce effectiveness and reliability. Second, benevolence, based on the amount of trust that has a purpose and motivation and become excess to a person in the act to something the intended.

## 2.3 Crowdfunding

According to Wheat [44], crowdfunding is a method of fundraising that is done through the internet where individuals request assistance to the project through the website dedicated to crowdfunding. The focus of crowdfunding is to raise many small donations from in the form of a large donation made from a donor. Crowdfunding itself is running in a limited amount of time from several days to several weeks and trying to be able to meet its funding goal before the deadline.

Crowdfunding itself is also defined as the process of fundraising is done by collecting small contributions from the general public which is called a crowd and fundraising done through the internet and social media by Canada Media Fund [7]. In addition to crowdfunding are distinguishable in several categories of the model by Bradford [6]. First, the model of donation, in this model, funders do not get any payback on the funds that have been donated to the platform that has been selected.

Second, the model of the reward, the project owner will offer a number of appreciation to the funders for their contribution.

Third, a model of lending, in this model, the loan contributor only provides funding for a while and expect a return on the funds lent. Fourth, the model of equity, this model gives interest to the contributor a refund of the business that they help. In this study, the authors use the model of the donation, which is done by way of fundraising through social media against the campaign organized. The donation can be made through the crowdfunding platform kitabisa.com.

### 3. RESEARCH MODEL

#### 3.1 Conceptual Research Model

The conceptual model used as an approach in solving a problem, usually formed within the framework of the research by using the scientific approach and shows the relationship between the variables in the analysis. As for the conceptual model used in this study was developed based on the empirical studies discussed in the review of the literature review. The Independent variables used in this research are the consumer attitude and corporate image and the dependent variable is the Decision to Donate as follows.

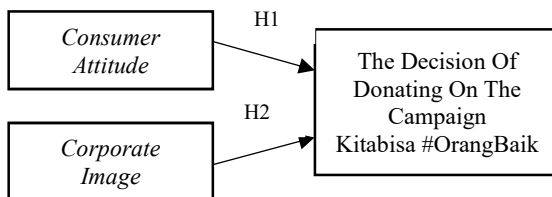


Figure 1: Conceptual Research Model

The platform crowdfunding selected by the researcher is kitabisa.com which is where this platform is quite known by the community and still active in doing fundraising. Platform kitabisa.com focused on donating and raising funds online, ranging from individual, community, foundation, and organization, can conduct a campaign in Kitabisa.com, which can be done with different categories like medical help, education, construction of houses of worship, natural disasters, and other.

On the platform of crowdfunding Kitabisa.com provide containers and online technology for individuals, communities, organizations to organizations that want to raise funds by making an online donation (campaign) with the goal of social, personal, creative, and other. Therefore, based on the platform selected, the researchers also want to know how the consumer

behavior or consumer attitude in the conduct of donating on the platform Kitabisa.com.

#### 2.4 The Decision for Donating

The decision is based on information about the excellence of the product that is structured in such a way, so that can cause a sense of fun that will change someone to be able to decide by Tjiptono [14]. While the purchase decision is the stage in the purchase decision-making process, wherein this case the consumer is buying by Kotler and Armstrong [5]. From the definition, it can be seen that the decision in a case is one form of consumer behavior in the use of a product, and in making decisions. Besides, the purchase decision or the decision of donating can occur if consumers already get services from the provision of services and after that consumers can feel the presence of satisfaction and dissatisfaction, then from this concept – the concept of purchase decision or decision to donate cannot be separated from the concept of customer satisfaction. As for the stages in the decision-making, namely, by Kotler and Armstrong [5].

First, the introduction of the problem is the first stage in the purchase process or the process in the decision to donate. At this stage is the process consumers recognize a problem or need where the need can be triggered by internal or external stimuli. Second, information search, consumers who aroused his needs will be classified to find more information, when more information is obtained, the awareness and knowledge of consumers about the goods, services, or campaign which is conducted to be increased.

Third, evaluation of alternatives, in this case, consumers are trying to meet their needs, and consumers will find out the specific benefits of a product that will be chosen. At this stage, the consumer will look at each product is a set of attributes with varying abilities so that can't benefit to satisfy their needs. In the alternative evaluation stage, the consumer will process the information on a brand that competes and make the final assessment. Fourth, purchasing decisions, consumers can form a preference for brands that exist in the set of options.

The consumer may form an intention to buy the most preferred brand. Fifth, post-purchase behavior, at this stage, the consumer will experience a level of satisfaction in post-purchase, where if the performance of a product is lower than expectations, then the customer will be disappointed, if it turns out according to expectations, then the customer will be satisfied, if it exceeds expectations, then customers will be very satisfied.



## 3.2 Hypothesis Development

### 3.2.1 Consumer Attitude

Consumer attitude is the actions directly involved in obtaining, consuming, and spent products or services, which is included in the decision-making process after ingestion by Engel, et al [13]. Meanwhile, according to Mowen and Michael [30]. Consumer behavior is the study of purchase units and the exchange processes involving in the process of acquisition, consumption, disposal of goods/services, experience, and ideas after using the goods/services by Mowen and Michael [30].

There are several factors in consumer behavior by Kotler and Keller [24]. First, cultural factors, is the overall beliefs, values, and habits that can learn and help direct the consumer behavior of members of a particular society by Schiffman & Kanuk [35]. Second, social factors, social factors, reference groups, family, social roles, and status affect purchasing behavior.

Third, personal factors, include age and stage in the life cycle of a buyer, work and economic circumstances, personality and self-concept, and lifestyle and values. Personality also is a pattern of traits of a person that becomes a decisive factor in the behavior of the response by Stanton [38]. Fourth, psychological factors are the purchase of a person is influenced by four psychological factors, namely motivation perception, learning and beliefs, and the establishment by Albari [4].

Attitude toward the behavior refers to the level of assessment or on the assessment of positive and negative assessment of a person against such behavior. The more positive the attitude towards a behavior, then the stronger the individual's intention to perform a behavior that is considered by Tarkiainen and Sundqvist [42]. Consumer behavior towards the purchase of a particular product is based on consumers' attitudes and personal desires of doing things by Chen [9].

Consumer behavior can be said to be dynamic and can change at any time by Sumarwan [40]. This behavior consists of three perspectives, from the three perspectives that will affect the way of thinking and will identify what factors will influence consumer behavior. First, the perspective of decision making, consumers will carry out a series of activities in making purchasing decisions. This perspective assumes that consumers have problems and carry out a rational decision-making process to solve these problems.

Second, the experience perspective, in this perspective suggests that consumers often make decisions in buying a product which do not always make decisions based on a rational decision process to solve the problems they face. Consumers themselves often buy a product not always based on a rational decision process to solve the problems they face. Consumers themselves often make purchases of a product or do something for reasons of joy, fantasy, or desired emotions.

Third, the behavioral influence perspective, in this perspective states that a consumer buys a product which is often not for rational or emotional reasons that come from within him. At this stage, in the perspective of consumer behavior, it states that consumer behavior is strongly influenced by external factors such as marketing programs carried out by producers, cultural factors, physical environmental factors, economic factors and laws, as well as strong environmental influences that make consumers make purchases. Based on the description above, we propose the following hypothesis:

H1 : Consumer attitude significantly influences the decision of donating on the campaign Kitabisa #OrangBaik.

### 3.2.2 Corporate Image

Corporate image is the consumer response to the total bids offered and is defined as the amount of belief or as a service provided by the organization. It was related to the name of the business, product, or service, and the quality communicated by each person who has interacted with the organization. It is divided into functional and emotional.

Functional is a corporate image that is tangible and can be measured, while the emotional is the psychological aspect of feeling that is obtained based on the experience of the individual against the company. Besides, corporate image is also very important in creating consumer loyalty, the better the corporate image, which then possessed the more customers become loyal to the company. It occurs because the corporate image shows the achievement of satisfactory performance by Tang [41].

In addition, the corporate image is the image that was created and invested by the company to the consumer. The creation of the corporate image of the can through the two events, namely through the infrastructure view and the angle of view of the external image that has grown of the company. The angle of view of infrastructure, namely, the company

should be able to emphasize the vision and mission that are offered to consumers. While in the external image able to through, customer satisfaction, sponsorship, media relations, and social responsibility. So in this case the external image can be interpreted as a long-term activity between companies and consumers interact with each other by Ene and Özkaya [12].

According to Ene and Özkaya [12] dividing corporate image into 6 dimensions, namely, First, store layout, which is the distance between the placement of space between a product and another product that is presented to consumers. Second, store prestige, which can be interpreted as a store reputation that occurs due to the involvement of both parties between the company and consumers in the long run. Third, service quality of store, quality is the entire product or service provided to create the satisfaction needed by consumers for what they buy.

Fourth, products, which are objects of an object marketed through advertisements and aimed at marketing activities. Fifth, in-store promotion, is an investment made to promote a product or campaign that is being run. Sixth, support services and equipment, which are tools provided by stores such as shopping vouchers, shopping baskets, which are provided by stores to consumers.

Corporate Image is also related to the credibility of an organization. Credibility is honest and trustworthy. Credibility includes company name, personal characteristics, personal contact, and interactions with customers by Tjiptono [15]. Image itself is an object that is related to one's perception. Perception is a person's understanding of an object, which involves sight, appreciation, feeling and smell, this was stated by Toha [29].

There are three components that can influence a corporate image by, namely, first, the quality of the products and services produced, second, how the company provides services, third, builds interpersonal relationships formed through these services.

Based on the description above, corporate image is the perception of the good name of a company in the eyes of consumers, which can be measured from, a company that can be trusted, a company that has a good reputation, a company that is widely known or has a big name, a company that works professionally and company can meet customer expectations.

Therefore, based on the description above, we propose the following hypothesis:

H2 : Corporate Image significantly influences the decision of donating on the campaign Kitabisa #OrangBaik

## 4. RESEARCH METHODOLOGY

### 4.1 Data Collection

This study uses a quantitative approach because of the research data in the form of figures and analysis using statistics. According to Sugiyono [39]. The method of quantitative research is defined as a research method based on the philosophy of positivism, which is used to examine the population or a particular sample. In which the retrieval Technique until are generally done at random, and data collection using research instruments, analysis of quantitative data/statistics to test the hypothesis that has been set by Sugiyono [39].

In this study, researchers using survey methods, which collect information from a sample of individuals through their responses to the questions by Check & Schutt [8]. This method is done by selecting respondents related to research, collect data, and can utilize a variety of method instrumentation by Singleton & Straits [37]. The questionnaire in a survey will consist of several structured questions that these questions will be answered by the respondents. It aims to get information that is specific and involves processing data by Neuman [32].

In addition to data collection, researchers use a sampling technique which is taken from the part of the population. Where the population is the group that consists of individuals with the same characteristics by Creswell [10]. While the sample is part of the number and characteristics possessed by the population by Sugiyono [39]. The population selected in this study are the followers in your account Instagram @kitabisacom which is the official account Platform, the total number of followers Instagram is 408.000 people, and samples to be taken by the researcher are the followers active in your account in Instagram @kitabisa.com. Follower's active can be seen from like, comment, and share.

### 4.2 Scale Development

In this study, the researchers use the Slovin Formula, which is expected to represent the entire population, with an error rate that is generally widely used in research, namely 1% 5% 10% by Kriyantono [27]. In this study, the sample used was 100 respondents. The questionnaire that researchers use to measure a

person's attitude of an object by using the Likert Scale that has been defined clearly and ordered by the researcher by Kriyantono [27]. All measures were assessed via a five-point Likert type scale ranging from “strongly disagree” (1) to “strongly agree” (5). Questionnaires were distributed to 100 active followers on Instagram kitabisacom, by sending questionnaires via direct message and respondents will fill out the questionnaire via a google form.

14	Through the #OrangBaik campaign, I clearly know the shape of the Kitabisa logo					
15	Through the #OrangBaik campaign, I learned the color of the Kitabisa logo					
16	Through the #OrangBaik campaign, I feel that the name Kitabisa is easy to remember					

Table 1 : Questioner of the study

Consumer Attitude						
No	Variable and Items	1	2	3	4	5
1	I made a donation because I knew about the Kitabisa #OrangBaik (#GoodPeople) campaign on social media					
2	I will choose to donate to Kitabisa because it can be done easily					
3	I feel like #OrangBaik (#GoodPeople) if I donate to Kitabisa					
4	I am interested in making donations, because the Kitabisa #OrangBaik (#GoodPeople) campaign is touching hearts					
5	I will vote back in Kitabisa if I want to make a donation					
6	I feel happy when I donate to Kitabisa					
Corporate Image						
7	Kitabisa has a name that is easily recognized					
8	Kitabisa has a logo that is easily recognized					
9	Through the #OrangBaik campaign, I believe Kitabisa is a trusted donation platform					
10	Through the #OrangBaik campaign I have a good impression of Kitabisa					
11	Kitabisa has a positive image in the minds of consumers					
12	Through the #OrangBaik campaign, I feel we can be responsive in handling consumer requests					
13	I feel that through the Kitabisa #OrangBaik campaign, it signifies concern for the community					

This study also using test validity and reliability. Test validity aims to determine the valid or invalid question in the questionnaire. The testing technique in this research using correlation Bivariate Person, in which the analysis is done by performing a statistical approach through the value of the correlation coefficient is determined using the table r. If the results of the comparison between the r count greater than the r table, then those results can be declared invalid. However, if the count r is smaller than the r table, then the statement is invalid.

Test reliability is the extent to which the results of measurements using the same object and will generate the same data by Sugiyono [39]. Reliability also a tool to measure a questionnaire, which is an indicator of the construct. The questionnaire can say reliable if one's answer to the statement is consistent from time to time by Ghazali [18].

The reliability test, which is used in this study is the use of the technique of Cronbach Alpha that sees the value of Cronbach Alpha of each indicator in the instrument.

- If the Cronbach's Alpha that is produced  $> 0.60$  then the grains of the research instrument is declared reliable.
- If the Cronbach's Alpha generated  $< 0.60$  then the grains of the instrument is declared less reliable

Data analysis techniques in this research using the approach of Partial Least Square (PLS), which in equations Structural Equation Modeling (SEM) based components or variants. According to Ghazali [17]. PLS is an alternative approach that shifted from an approach to SEM-based covariance and become a-based variants. The purpose of the approach of PLS is to help the researcher in making predictions. On the Model formula defining the latent variable is a linear aggregate of the indicators by Ghazali [17].

## 5. RESULTS AND DISCUSSION

The specific contributions of this study are, can contribute to companies where this research can provide an overview of the company, that the importance of always maintaining a positive corporate image in society and the public, because the consumer attitude will contribute to the company, if each company gives a positive impression in public, then consumers will be loyal to the company because consumers already trust the company.

There are factors that influence the decision to donate to Kitabisa.com for the #OrangBaik campaign, first is consumer attitude, consumers will make a donation because consumers know the campaign that is being carried out by Kitabisa.com, donating to Kitabisa.com can be done easily and the campaign conducted by Kitabisa .com can touch the hearts of the public. This is what makes consumers feel comfortable in making donations

The second factor is a corporate image, in making donation decisions, consumers also see from the corporate image, Kitabisa.com has a name and logo that is easy to recognize and remember by the public, Kitabisa.com also has a positive image in the public, this is what makes consumers believe in doing the act of donating on Kitabisa.com through the #OrangBaik campaign. The results of this study can be explained below. (Contribution presentation needs to be detailed with justifications for your choices and management of factors that influence the presented) (DONE).

In this study, the hypothesis was tested using analysis techniques of Partial Least Square with SmartPLS. Here is the schematic model of the PLS that have been tested:

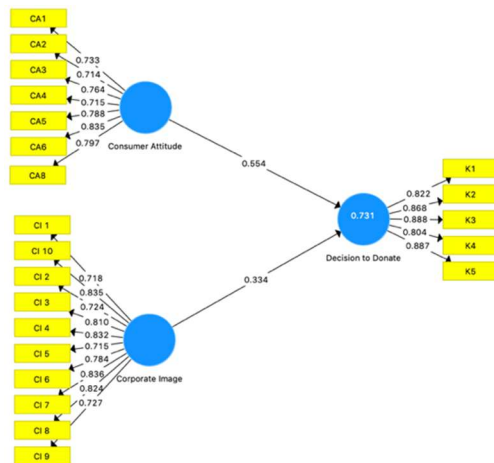


Figure 2: Model Path

The image on figure 2, is a structural model that shows the influence of consumer attitude towards the decision of donating on the campaign Behind #Orangbaik. Through such images, the value of R-square on the decision of donating through a campaign that has been implemented is 0,731. This shows that the campaign has been done consumer attitude influence the decision to donate. The indicators above also show that there are indicators that are omitted, i.e. CA7, which is an indicator of invalid so that such indicators should be excluded from the model. The removal of indicators that are not valid will be conducted estimation of the re- or re-estimation. This is done to be able to re-examine the validity of the outer factor on each indicator.

On the image that can be known after doing the Re-estimation, it can be seen that each indicator has a value of outer loading factor increases, this is because there is one variable that has been issued. Then from it through the image above, can be said to have a positive relationship on each variable and loading factor, where each indicator is greater than 0.5 and says pretty high.

This shows that the usage of each of the indicators is considered to measure the variables appropriately. On the model of the PLS to meet the convergent validity can be said to be valid if the value of the loading factors reached 0.5 to 0.6 by Ghazali [19]. As for methods to assess the reliability of which can be determined through a series of measurements or a series of measurement tools that have the consistency of answers on some questions given to the respondents. Consistency can be seen through the measurement carried out repeatedly.

The reliability of a construct can be seen through Alpha Cronbach. A constructor variable is said reliable if it has the value of Cronbach Alpha  $\geq 0,50$  by Sugiyono [39]. Here is the result of the test of reliability and validity conducted on 100 respondents who judged to meet the predetermined criteria.

Table 2: Reliability and validity test result

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Consumer Attitude	0.881	0.889	0.908	0.585
Corporate Image	0.929	0.932	0.940	0.612
Decision to donate	0.907	0.908	0.931	0.730



Based on table 3 it can be seen that reliabilities test that has been conducted on 100 respondents, shows that the variable is declared reliable or meet the requirements. It can be seen that each variable has a value of Cronbach alpha or composite reliability has a value of more than 0.6. As for the Average Variance Extracted (AVE) is a value that describes the magnitude of the variants or diversity in the variable manifest that can be supported by the latent construct. The value of AVE has a value more than 0.5 that indicates the size of the convergent validity good by Yamin and Kurniawan [42].

This research can be said every indicator that has been measured can reflect that more than one variable each is valid and has a value of high reliability. Next is to test the feasibility of the model by using the value of R-square or coefficient of determination is one measure that is often used to test the quality of an equation of the regression line by Gujarati [20].

On the value of the R-square describes the influence between the variable of latent specific to the variable latent dependent, whether the influence was substantive. Following the calculation of the value of R-Square.

Table 3:  $R^2$  Calculation Output

	R Square	R Square Adjust
The Decision to Donate	0.731	0.725

Based on the above table can be seen the R-square value of 0.731, which indicates that the model is "moderate" because the value of R-square exceeds 0.50 can be regarded as predictive relevance. Further analysis is analyzing variables by using PLS-SEM. This analysis is used which aims to determine the relationship between variables is measured by calculating the value of the path coefficients are performed for each path (path analysis).

On the analysis of relationships is carried out by first performing resampling using the bootstrapping method, in that it aims to minimize the problem of abnormalities in data research and see the significance between the two variables. Based on data bootstrapping has been done, it has been obtained data the relationship between the variables as follows :

Table 4: Result of Hypothesis test Calculation

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (IOS / STDEVI)	P Values
Consumer Attitude -> Decision to donate	0.554	0.558	0.109	5.067	0.000
Corporate Image -> Decision to donate	0.334	0.332	0.107	3.112	0.002

In table 5, it can be seen that based on the results of testing the relationship between variables has been done using SEM PLS. This hypothesis is tested based on the value of the coefficient of the Path (Path Coefficient), so in this case, can be known the significance of the effect between constructs. The results of testing the hypotheses show the relationship between variables consumer attitude against the decision to donate has the value of the path coefficient each, in this case, the value of the path coefficient on the Original Sample amounted to 0.554 and the value of the corporate image against the decision to donate has the path coefficient on the Original Sample of 0.334. Therefore the value of t-count respectively( 1.6607). These results showed that the consumer attitude has a significant relationship to the decision of donating on the campaign Behind #OrangBaik therefore, such a hypothesis is shown supported.

The implication of this study will be meaningful because the corporate image is very important to be maintained because a good image will affect the perceptions of consumers and the public so that corporate image can affect the consumer's attitude in taking action. To test research and hypotheses, researchers used a questionnaire. This questionnaire was distributed through 100 active followers on Instagram @kitabisacom. The questionnaire statistical analysis was carried out using SEM-PLS (Structural Equation Modeling - Partial Least Square). The results showed that the reliability test results of each variable had a high level of reliability. (Discuss the implications of the research in the discussion) (DONE)

## 6. CONCLUSION

This study has investigated the factors that influence consumer and corporate attitudes in making donation decisions on the Kitabisa.com crowdfunding platform. The results of this study indicate that the factor consumer attitude and corporate image influence a person in doing the act

of donating. This also affects the theory used is Reasoned Action Theory, where a person's attitude in making decisions is influenced by determining factors, one of the factors is the corporate image, from the results of research that has been conducted that corporate image greatly influences a person's decision to make a donation. , when someone will make a donation, they will see the corporate image of the company.

A person in making a decision is based on good experience with the company, trust in the company, and the company has a positive image in society, the company logo is also easily recognized in the community. This makes someone take action in donating. If someone already believes in the company, it will make customer loyalty to the company. (What is the question this work answers?) (DONE)

The results of this study indicate that consumer attitude and corporate image have a significant relationship in making donation decisions on the kitabisa.com #OrangBaik campaign so that they have a positive influence between one variable and another. This can be seen through the results of distributing questionnaires to 100 active followers of Instagram @kitabisacom which was carried out through direct messages on Instagram. From these results, this study can be concluded that the importance of maintaining a corporate image, because in the research results corporate image is very influential on the consumer's attitude in taking action (In conclusion answer the questions/issues for this research posed in the introduction as well as provide insight into the argument as a whole. Conclusion section is just summary and is weak) (DONE)

## 7. LIMITATION AND FUTURE SCOPE

One of the limitations that was faced by the researcher while conducting this study was it is when researchers distributed questionnaires to active followers @kitabisacom via direct messages on Instagram, there were some followers who only read messages, but did not fill out the questionnaire that the researcher had given, this is because the followers do not know the researcher. Therefore, for further research, researchers can use a more diverse random sample not only focusing on @kitabisacom followers but using a more diverse random sample, which aims to make it easier to get respondent data, which can later be developed through further research. (Present limitations and demerits of your results. Also discuss improvement over current

understanding in literature on the topic after this study.) (DONE)

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