CHAPTER IV

DATA ANALYSIS AND DISCUSSION

This chapter contains the results of the findings of this research. This chapter shows the results and represents it based on the questionnaire obtained by the researcher. The results of the research are purposively used to show The Impact of Helping Others, Being Part of Community, Supporting Ideas, and Easy Used of Information Technology as Supporters’ Motivation in Crowdfunding on college students in Yogyakarta.

4.1 Statistics Descriptive

Data collection of the research was obtained by distributing the questionnaire to the samples through an online form. This method is effective and efficient enough because it is a paperless questionnaire. To distribute the questionnaire and wait for the responses from the samples, it took two weeks in total. Data were distributed to active students in Yogyakarta who taken part as supporters in a crowdfunding project. The data obtained were represented as follows:

Table 4.1 Result of Data Collection

<table>
<thead>
<tr>
<th>Explanation</th>
<th>Total</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Responded questionnaire</td>
<td>158</td>
<td>100%</td>
</tr>
<tr>
<td>Unqualified questionnaire</td>
<td>57</td>
<td>36%</td>
</tr>
<tr>
<td>Qualified questionnaire</td>
<td>102</td>
<td>64.5%</td>
</tr>
</tbody>
</table>

The data was distributed randomly to several active students in Yogyakarta. From the total of 158 questionnaires (100%), 57 of them (35.4%) were unqualified due to they haven not
taken part as supporters in crowdfunding. The rest of 102 questionnaires (65.1%) were qualified questionnaires because the respondents have taken part in crowdfunding.

Descriptive analysis is an analysis process by describing the data collected as it is without taking a general conclusion. Based on the data collected from respondents who had filled the questionnaire and already being a supporter in crowdfunding, then the researcher may correlate the impact of supporters’ motivation in crowdfunding through 46 items of the instrument in the questionnaire. The complete description profile of the respondent can be seen in table 4.2 as follows:

### Table 4.2 Description Profile of the Respondent

<table>
<thead>
<tr>
<th>No</th>
<th>Description</th>
<th>Total of Respondent</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Gender:</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Male</td>
<td>30</td>
<td>29.4%</td>
</tr>
<tr>
<td></td>
<td>• Female</td>
<td>72</td>
<td>71.0%</td>
</tr>
<tr>
<td>2</td>
<td>Age:</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• 19-20</td>
<td>16</td>
<td>16.0%</td>
</tr>
<tr>
<td></td>
<td>• 21-23</td>
<td>86</td>
<td>84.3%</td>
</tr>
<tr>
<td>3</td>
<td>Faculty:</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Economics</td>
<td>75</td>
<td>73.5%</td>
</tr>
<tr>
<td></td>
<td>• Law</td>
<td>7</td>
<td>6.8%</td>
</tr>
<tr>
<td></td>
<td>• Engineering</td>
<td>12</td>
<td>12%</td>
</tr>
<tr>
<td></td>
<td>• Social and political sciences</td>
<td>7</td>
<td>6.8%</td>
</tr>
<tr>
<td></td>
<td>• Medical</td>
<td>1</td>
<td>0.9%</td>
</tr>
</tbody>
</table>

#### 4.1.1. Analysis of Questionnaire Results on Helping Others Variable

In this research, the researcher measured the variable of Helping Others based on the respondents’ assessments. The variable of Helping Others was measured by 9 items of the questions. The results of respondents’ answer on the variable of Helping Others can be seen on the table below.

### Table 4.3 Descriptive Statistics on Helping Others
<table>
<thead>
<tr>
<th>No</th>
<th>Helping Others</th>
<th>Sample (n)</th>
<th>Minimum</th>
<th>Maximum</th>
<th>Mean</th>
<th>Standard Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>I give my money because I feel like I have a personal relationship with the creator</td>
<td>102</td>
<td>1.00</td>
<td>4.00</td>
<td>2.3235</td>
<td>.86930</td>
</tr>
<tr>
<td>2.</td>
<td>I became a supporter of crowdfunding because the creator is someone that I know</td>
<td>102</td>
<td>1.00</td>
<td>4.00</td>
<td>2.7647</td>
<td>.69191</td>
</tr>
<tr>
<td>3.</td>
<td>I was motivated to join crowdfunding because I had no chance to help creators before</td>
<td>102</td>
<td>2.00</td>
<td>4.00</td>
<td>3.0196</td>
<td>.64456</td>
</tr>
<tr>
<td>4.</td>
<td>I became a supporter of crowdfunding because I intended to help others</td>
<td>102</td>
<td>1.00</td>
<td>4.00</td>
<td>3.1373</td>
<td>.67544</td>
</tr>
<tr>
<td>5.</td>
<td>I give money to the project without expecting anything in return</td>
<td>102</td>
<td>1.00</td>
<td>4.00</td>
<td>3.2451</td>
<td>.68124</td>
</tr>
<tr>
<td>6.</td>
<td>I feel I have done the right thing when I gave my help to the project</td>
<td>102</td>
<td>1.00</td>
<td>4.00</td>
<td>3.1863</td>
<td>.67090</td>
</tr>
<tr>
<td>7.</td>
<td>I am motivated as a supporter in crowdfunding because of humanity</td>
<td>102</td>
<td>2.00</td>
<td>4.00</td>
<td>3.2843</td>
<td>.65063</td>
</tr>
<tr>
<td>8.</td>
<td>As a social creature, I have to help the creator to succeed the project</td>
<td>102</td>
<td>2.00</td>
<td>4.00</td>
<td>3.1863</td>
<td>.68550</td>
</tr>
<tr>
<td>9.</td>
<td>If I don’t take part in the crowdfunding project, I will feel very guilty</td>
<td>102</td>
<td>1.00</td>
<td>4.00</td>
<td>2.9314</td>
<td>.87041</td>
</tr>
</tbody>
</table>

(source: Primary Data Processed, 2019)

4.1.2. Analysis of Questionnaire Results on Being a Part of Community Variable

In this research, the researcher measured the variable of Being a Part of Community based on the respondents’ assessments. The variable of Being a Part of Community was measured by 9 items of the questions. The results of respondents’ answer on the variable of Being a Part of Community can be seen on the table below.

Table 4.4: Descriptive Statistics on Being a Part of Community

<table>
<thead>
<tr>
<th>No.</th>
<th>Being a Part of Community</th>
<th>Sample (n)</th>
<th>Minimum</th>
<th>Maximum</th>
<th>Mean</th>
<th>Standard Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
1. Crowdfunding is one of the communities that I have participated in

2. I realize that crowdfunding is a platform that unites the supporters (donors)

3. I want to feel a sense of a community

4. I felt that I had been a part of a donor group while contributing to one of the crowdfunding projects

5. I can communicate and interact with other supporters on the project

6. I become a supporter in crowdfunding because creators provide opportunities to be able to interact and contribute to groups of like-minded people.

7. I joined crowdfunding because I was interested in seeing myself appearing on the website page as one of the contributors to the project

8. I can give my idea to the community on the project

9. I want to be part of a crowdfunding community so that the project can succeed

(source: Primary Data Processed, 2019)

### 4.1.3. Analysis of Questionnaire Results on Supporting Ideas Variable

In this research, the researcher measured the variable of Supporting Ideas based on the respondents’ assessments. The variable of Supporting Ideas was measured by 5 items of the questions. The results of respondents’ answer on the variable of Supporting Ideas can be seen on the table below.

<table>
<thead>
<tr>
<th></th>
<th>Statement</th>
<th>N</th>
<th>Mean</th>
<th>SD</th>
<th>Variance</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Crowdfunding is one of the communities that I have participated in</td>
<td>102</td>
<td>1.00</td>
<td>4.00</td>
<td>2.3333</td>
</tr>
<tr>
<td>2</td>
<td>I realize that crowdfunding is a platform that unites the supporters</td>
<td>102</td>
<td>1.00</td>
<td>4.00</td>
<td>2.5784</td>
</tr>
<tr>
<td>3</td>
<td>I want to feel a sense of a community</td>
<td>102</td>
<td>1.00</td>
<td>4.00</td>
<td>2.8529</td>
</tr>
<tr>
<td>4</td>
<td>I felt that I had been a part of a donor group while contributing to one</td>
<td>102</td>
<td>1.00</td>
<td>4.00</td>
<td>2.9020</td>
</tr>
<tr>
<td>5</td>
<td>I can communicate and interact with other supporters on the project</td>
<td>102</td>
<td>1.00</td>
<td>4.00</td>
<td>2.7549</td>
</tr>
<tr>
<td>6</td>
<td>I become a supporter in crowdfunding because creators provide</td>
<td>102</td>
<td>1.00</td>
<td>4.00</td>
<td>2.9314</td>
</tr>
<tr>
<td>7</td>
<td>I joined crowdfunding because I was interested in seeing myself appearing</td>
<td>102</td>
<td>1.00</td>
<td>4.00</td>
<td>2.8431</td>
</tr>
<tr>
<td>8</td>
<td>I can give my idea to the community on the project</td>
<td>102</td>
<td>1.00</td>
<td>4.00</td>
<td>2.9608</td>
</tr>
<tr>
<td>9</td>
<td>I want to be part of a crowdfunding community so that the project can</td>
<td>102</td>
<td>1.00</td>
<td>4.00</td>
<td>2.9510</td>
</tr>
</tbody>
</table>

**Table 4.5: Descriptive Statistics on Supporting Ideas**
1. I was motivated to join crowdfunding because the project was made to provide social effects  
   - Sample (n): 102  
   - Minimum: 2.00  
   - Maximum: 4.00  
   - Mean: 3.0882  
   - Standard Deviation: .46889

2. The project was in accordance with my identity and related to what I wanted to achieve  
   - Sample (n): 102  
   - Minimum: 2.00  
   - Maximum: 4.00  
   - Mean: 3.2059  
   - Standard Deviation: .49429

3. I want to see my money is useful for things that are in accordance with my will  
   - Sample (n): 102  
   - Minimum: 2.00  
   - Maximum: 4.00  
   - Mean: 3.3627  
   - Standard Deviation: .54116

4. I join crowdfunding because the project was done by the project creator having a good idea and must be supported  
   - Sample (n): 102  
   - Minimum: 2.00  
   - Maximum: 4.00  
   - Mean: 3.2647  
   - Standard Deviation: .54367

5. I feel that the CV project that I joined was my project too  
   - Sample (n): 102  
   - Minimum: 2.00  
   - Maximum: 4.00  
   - Mean: 3.3235  
   - Standard Deviation: .54794

(source: Primary Data Processed, 2019)

4.1.4 Analysis of Questionnaire Results on Easy Use of Information Technology Variable

In this research, the researcher measured the variable of Easy Use of Information Technology based on the respondents’ assessments. The variable of Easy Use of Information Technology was measured by 7 items of the questions. The results of respondents’ answer on the variable of Easy Use of Information Technology can be seen on the table below.

<table>
<thead>
<tr>
<th>No.</th>
<th>Easy Use of Information Technology</th>
<th>Sample (n)</th>
<th>Minimum</th>
<th>Maximum</th>
<th>Mean</th>
<th>Standard Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>I use a smartphone / laptop / tablet that is connected to the internet to access all information about crowdfunding</td>
<td>102</td>
<td>1.00</td>
<td>4.00</td>
<td>2.8333</td>
<td>.89091</td>
</tr>
<tr>
<td>2.</td>
<td>I use social media to access all information about crowdfunding</td>
<td>102</td>
<td>2.00</td>
<td>4.00</td>
<td>3.0784</td>
<td>.74043</td>
</tr>
</tbody>
</table>
3. The use of information technology makes me easy to access all information about crowdfunding  
   102 2.00 4.00 3.4412 .55533

4. I shared information about crowdfunding that I get to social media that I have  
   102 1.00 4.00 3.1569 .78027

5. To support the success of the crowdfunding project, I will share the project on my social media  
   102 1.00 4.00 2.5588 1.02998

6. I use social media that I have to show my support in crowdfunding projects  
   102 1.00 4.00 2.9608 .79505

7. I always use my social media to know the progress of crowdfunding project  
   102 2.00 4.00 3.3137 .64456

(source: Primary Data Processed, 2019)

4.1.5. Analysis of Questionnaire Results on Supporters’ Motivation in Crowdfunding

Variable

In this research, the researcher measured the variable of Supporters’ Motivation in Crowdfunding based on the respondents’ assessments. The variable of Supporters’ Motivation in Crowdfunding was measured by 10 items of the questions. The results of respondents’ answer on the variable of Supporters’ Motivation in Crowdfunding can be seen on the table below.

Table 4.7: Descriptive Statistics on Supporters’ motivation in Crowdfunding

<table>
<thead>
<tr>
<th>No.</th>
<th>Supporters’ Motivation in Crowdfunding</th>
<th>Sample (n)</th>
<th>Minimum</th>
<th>Maximum</th>
<th>Mean</th>
<th>Standard Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>I want to feel being a part of community through Crowdfunding</td>
<td>102</td>
<td>1.00</td>
<td>4.00</td>
<td>3.1275</td>
<td>.76652</td>
</tr>
<tr>
<td>2.</td>
<td>Crowdfunding provides a way for me to feel part of a group</td>
<td>102</td>
<td>1.00</td>
<td>4.00</td>
<td>3.1078</td>
<td>.71625</td>
</tr>
</tbody>
</table>
3. Crowdfunding provides an opportunity for me to communicate with fellow supporters

<table>
<thead>
<tr>
<th>No.</th>
<th>Description</th>
<th>Sample (n)</th>
<th>Minimum</th>
<th>Maximum</th>
<th>Mean</th>
<th>Standard Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>I decided to support the crowdfunding</td>
<td>102</td>
<td>1.00</td>
<td>4.00</td>
<td>3.0686</td>
<td>.78677</td>
</tr>
</tbody>
</table>

4. With Crowdfunding it makes me want to help others

5. Through Crowdfunding, I want to have a meaningful impact

6. I am willing to follow crowdfunding on the basis of humanity and mutual help

7. With Crowdfunding, I am motivated to be able to help support creator ideas

8. I talk about crowdfunding projects that I support to people around me

9. I will mention in my online profile that I support the crowdfunding project

10. I am satisfied to see myself (photo / name) as a supporter on the website of one of the crowdfunding platforms

(source: Primary Data Processed, 2019)

### 4.1.6. Analysis of Questionnaire Results on Becoming Supporter of Crowdfunding Variable

In this research, the researcher measured the variable of Becoming Supporter of Crowdfunding based on the respondents’ assessments. The variable of Becoming Supporter of Crowdfunding was measured by 7 items of the questions. The results of respondents’ answer on the variable of Becoming Supporter of Crowdfunding can be seen on the table below.

**Table 4.8: Descriptive Statistics on Becoming Supporter of Crowdfunding**

<table>
<thead>
<tr>
<th>No.</th>
<th>Becoming Supporter of Crowdfunding</th>
<th>Sample (n)</th>
<th>Minimum</th>
<th>Maximum</th>
<th>Mean</th>
<th>Standard Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>I decided to support the crowdfunding</td>
<td>102</td>
<td>1.00</td>
<td>4.00</td>
<td>3.0686</td>
<td>.78677</td>
</tr>
</tbody>
</table>
project because I wanted to help the creators to reach their targets

2. I believe it’s important for me to help creators without expecting anything in return

3. I will help creators to improve the results of their crowdfunding projects.

4. Supporting crowdfunding projects is an obligation for me

5. I will continue to support crowdfunding projects because of humanity

6. The success of the crowdfunding project is very important for me

(Source: Primary Data Processed, 2019)

**Table 4.9: Descriptive Statistics of All Variables**

<table>
<thead>
<tr>
<th>Descriptive Statistics</th>
<th>N</th>
<th>Minimum</th>
<th>Maximum</th>
<th>Mean</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>help others</td>
<td>102</td>
<td>1.67</td>
<td>4.00</td>
<td>3.0083</td>
<td>.44073</td>
</tr>
<tr>
<td>being a part of community</td>
<td>102</td>
<td>1.56</td>
<td>4.00</td>
<td>2.7898</td>
<td>.48945</td>
</tr>
<tr>
<td>supporting ideas</td>
<td>102</td>
<td>2.00</td>
<td>4.00</td>
<td>3.2490</td>
<td>.32632</td>
</tr>
<tr>
<td>easy used of IT</td>
<td>102</td>
<td>1.86</td>
<td>4.00</td>
<td>3.0490</td>
<td>.44522</td>
</tr>
<tr>
<td>supporter intrinsic motivation</td>
<td>102</td>
<td>1.86</td>
<td>4.00</td>
<td>3.0364</td>
<td>.52525</td>
</tr>
<tr>
<td>supporter extrinsik motivation</td>
<td>102</td>
<td>1.67</td>
<td>4.00</td>
<td>3.0490</td>
<td>.65400</td>
</tr>
<tr>
<td>becoming supporter of cf</td>
<td>102</td>
<td>2.00</td>
<td>4.00</td>
<td>3.1905</td>
<td>.47159</td>
</tr>
<tr>
<td>Valid N (listwise)</td>
<td>102</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

(Source: Primary Data Processed, 2019)

4.2 Validity and Reliability Test

4.2.1 Validity Test

Validity test was conducted to test whether the respondents’ answer on their perceives to items of corruptive behavior are valid or not. To determine the validity of 46 items, the researcher should compare the coefficient correlation of each item and the r-table value with a
degree of freedom (df) = n – 2 = 102 – 2 = 100 (at the significant level of 0.05), resulted in r-table of 0.163 (1-tailed). The result of validity test can be seen in Table 4.10 below.

<table>
<thead>
<tr>
<th>Variable</th>
<th>Items</th>
<th>Corrected Item – Total Correlation</th>
<th>r-table</th>
<th>Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Help others</td>
<td>HO.1</td>
<td>0.402</td>
<td>0.163</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>HO.2</td>
<td>0.550</td>
<td>0.163</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>HO.3</td>
<td>0.614</td>
<td>0.163</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>HO.4</td>
<td>0.656</td>
<td>0.163</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>HO.5</td>
<td>0.640</td>
<td>0.163</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>HO.6</td>
<td>0.700</td>
<td>0.163</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>HO.7</td>
<td>0.707</td>
<td>0.163</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>HO.8</td>
<td>0.671</td>
<td>0.163</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>HO.9</td>
<td>0.666</td>
<td>0.163</td>
<td>Valid</td>
</tr>
<tr>
<td>Being a part of community</td>
<td>BC.1</td>
<td>0.586</td>
<td>0.163</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>BC.2</td>
<td>0.600</td>
<td>0.163</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>BC.3</td>
<td>0.527</td>
<td>0.163</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>BC.4</td>
<td>0.691</td>
<td>0.163</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>BC.5</td>
<td>0.571</td>
<td>0.163</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>BC.6</td>
<td>0.623</td>
<td>0.163</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>BC.7</td>
<td>0.568</td>
<td>0.163</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>BC.8</td>
<td>0.623</td>
<td>0.163</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>BC.9</td>
<td>0.615</td>
<td>0.163</td>
<td>Valid</td>
</tr>
<tr>
<td>Supporting ideas</td>
<td>SI.1</td>
<td>0.619</td>
<td>0.163</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>SI.2</td>
<td>0.686</td>
<td>0.163</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>SI.3</td>
<td>0.571</td>
<td>0.163</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>SI.4</td>
<td>0.685</td>
<td>0.163</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>SI.5</td>
<td>0.586</td>
<td>0.163</td>
<td>Valid</td>
</tr>
<tr>
<td>Easy used of information technology</td>
<td>EU.1</td>
<td>0.552</td>
<td>0.163</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>EU.2</td>
<td>0.602</td>
<td>0.163</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>EU.3</td>
<td>0.392</td>
<td>0.163</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>EU.4</td>
<td>0.711</td>
<td>0.163</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>EU.5</td>
<td>0.467</td>
<td>0.163</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>EU.6</td>
<td>0.685</td>
<td>0.163</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>EU.7</td>
<td>0.592</td>
<td>0.163</td>
<td>Valid</td>
</tr>
<tr>
<td>Supporter intrinsic motivation</td>
<td>IM.1</td>
<td>0.610</td>
<td>0.163</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>IM.2</td>
<td>0.681</td>
<td>0.163</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>IM.3</td>
<td>0.711</td>
<td>0.163</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>IM.4</td>
<td>0.771</td>
<td>0.163</td>
<td>Valid</td>
</tr>
<tr>
<td>Variable</td>
<td>Items</td>
<td>Corrected Item – Total Correlation</td>
<td>r-table</td>
<td>Information</td>
</tr>
<tr>
<td>----------------------------</td>
<td>-------</td>
<td>-----------------------------------</td>
<td>---------</td>
<td>-------------</td>
</tr>
<tr>
<td>Supporter intrinsic</td>
<td>IM.5</td>
<td>0.654</td>
<td>0.163</td>
<td>Valid</td>
</tr>
<tr>
<td>motivation</td>
<td>IM.6</td>
<td>0.704</td>
<td>0.163</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>IM.7</td>
<td>0.707</td>
<td>0.163</td>
<td>Valid</td>
</tr>
<tr>
<td>Supporter extrinsic</td>
<td>EM.1</td>
<td>0.758</td>
<td>0.163</td>
<td>Valid</td>
</tr>
<tr>
<td>motivation</td>
<td>EM.2</td>
<td>0.838</td>
<td>0.163</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>EM.3</td>
<td>0.774</td>
<td>0.163</td>
<td>Valid</td>
</tr>
<tr>
<td>Becoming supporter of</td>
<td>SU.1</td>
<td>0.685</td>
<td>0.163</td>
<td>Valid</td>
</tr>
<tr>
<td>crowdfunding</td>
<td>SU.2</td>
<td>0.504</td>
<td>0.163</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>SU.3</td>
<td>0.667</td>
<td>0.163</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>SU.4</td>
<td>0.724</td>
<td>0.163</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>SU.5</td>
<td>0.519</td>
<td>0.163</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>SU.6</td>
<td>0.717</td>
<td>0.163</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>SU.7</td>
<td>0.694</td>
<td>0.163</td>
<td>Valid</td>
</tr>
</tbody>
</table>

(Source: Primary Data Processed, 2019)

**a. Helping Others**

Helping Others variable was measured by 9 questions in the questionnaire. In the path diagram, this variable was given a notation “HO” started from HO1 until HO9. By using the validity test, the result showed that all indicators in Helping Others variable are valid. It can be seen from the calculation result of correlation coefficient compared to r table. The whole question items have the significance Pearson correlation which is greater than r table, where r table is 0.163 (r calculated > r table). Therefore, it is concluded that the question items can be used in the next step as research instrument.

**b. Being a Part of Community**

Being a part of community variable was measured by 9 questions in the questionnaire. In the path diagram, this variable was given a notation “BC” started from BC1 until BC9. By using validity test, the result showed that all indicators in Being a Part of Community variable are valid. It can be seen from the calculation result of correlation coefficient compared to r table. The whole question items have the significance Pearson correlation, where r table is
0.163 ($r_{\text{calculated}} > r_{\text{table}}$). Therefore, it is concluded that the question items can be used in the next step as the research instrument.

c. **Supporting Ideas**

Being a part of community variable was measured by 4 questions in the questionnaire. In the path diagram, this variable was given a notation “SI” started from SI1 until SI5. By using the validity test, the result showed that all indicators in Supporting Ideas variable are valid. It can be seen from the calculation result of correlation coefficient compared to $r_{\text{table}}$. The whole question items have the significance Pearson correlation, where $r_{\text{table}}$ is 0.163 ($r_{\text{calculated}} > r_{\text{table}}$). Therefore, it is concluded that the question items can be used in the next step as the research instrument.

d. **Easy Use of Information Technology**

Easy Use of Information Technology variable was measured by 7 questions in the questionnaire. In the path diagram, this variable was given a notation “EU” started from EU1 until EU7. By using validity test, the result showed that all indicators in Easy Use of Information Technology variable are valid. It can be seen from the calculation result of correlation coefficient compared to $r_{\text{table}}$. The whole question items have the significance Pearson correlation, where $r_{\text{table}}$ is 0.163 ($r_{\text{calculated}} > r_{\text{table}}$). Therefore, it is concluded that the question items can be used in the next step as the research instrument.

e. **Supporters’ Motivation**

Supporters’ motivation variable was measured by 10 questions in the questionnaire. 7 questions for Intrinsic motivation, while other 3 questions for extrinsic motivation. In the path diagram, this variable was given two notations, the first “IM” started from IM1 until IM7 and the second is “EM” started from EM1 until EM3. By using validity test, the result showed that all indicators in Supporters’ Motivation variable are valid. It can be seen from the calculation result of correlation coefficient compared to $r_{\text{table}}$. The whole question items have the
significance Pearson correlation, where $r$ table is 0.163 ($r$ calculated > $r$ table). Therefore, it is concluded that the question items can be used in the next step as the research instrument.

**f. Supporter of Crowdfunding**

Supporter of Crowdfunding variable was measured by 7 questions in the questionnaire. In the path diagram, this variable was given a notation “SU” started from SU1 until SU7. By using validity test, the showed that all indicators in Supporter of Crowdfunding variable are valid. It can be seen from the calculation result of correlation coefficient compared to $r$ table. The whole item question has the significance Pearson correlation, where $r$ table is 0.163 ($r$ calculated > $r$ table). Therefore, it is concluded that the question items can be used in the next step as the research instrument.

**4.2.2 Reliability Test**

In this research, reliability testing is used to find out about the distribution of the questionnaires that are qualified reliable or not. Reliability test is done by using Cronbach alpha. A questionnaire can be said to be reliable if the Cronbach alpha value is greater than 0.6 or 60%. This reliability test uses SPSS Statistics 21 application. The result can be seen on the table 4.11 below.

**Table 4. 11 Reliability Test Result**

<table>
<thead>
<tr>
<th>Variable</th>
<th>Cronbach</th>
<th>Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Helping Others (HO)</td>
<td>0.792</td>
<td>Reliable</td>
</tr>
<tr>
<td>Being a part of Community (BC)</td>
<td>0.773</td>
<td>Reliable</td>
</tr>
<tr>
<td>Supporting Ideas (SI)</td>
<td>0.615</td>
<td>Reliable</td>
</tr>
<tr>
<td>Easy Use of Information Technology (EU)</td>
<td>0.642</td>
<td>Reliable</td>
</tr>
<tr>
<td>Supporters’ Intrinsic Motivation (IM)</td>
<td>0.807</td>
<td>Reliable</td>
</tr>
<tr>
<td>Supporters’ Extrinsic Motivation (EM)</td>
<td>0.698</td>
<td>Reliable</td>
</tr>
<tr>
<td>Supporter of Crowdfunding (SU)</td>
<td>0.770</td>
<td>Reliable</td>
</tr>
</tbody>
</table>

(Source: Primary data processed, 2019)
Based on the previous table, the result for Cronbach for the variables of Helping Others is 0.792, Being a part of Community is 0.773, Supporting Ideas is 0.615, Easy Use of Information Technology is 0.642, supporters’ intrinsic motivation is 0.807, supporters’ extrinsic motivation is 0.698 and supporter of crowdfunding is 0.770. Therefore, it can be concluded that all the variables in this study can be said reliable because the coefficient Cronbach alpha is greater than 0.6 and it is concluded that the question items can be used in the next step as the research instrument.

4.2.3 Classical Assumption

4.2.3.1 Normality Test

Normality test aims to test whether in the regression model, dependent variables and independent variables both have a normal distribution or not. A good regression analysis model should be normally distributed or near normal. The data distribution is normal, if probability value > 0.05. In this study, this normality test used SPSS Statistics 21 application. The result can be seen on The table 4.12:

<table>
<thead>
<tr>
<th>Table 4. 12 The Result of Normality Test</th>
</tr>
</thead>
<tbody>
<tr>
<td>One-Sample Kolmogorov-Smirnov Test</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>N</td>
</tr>
<tr>
<td>Mean</td>
</tr>
<tr>
<td>Std. Deviation</td>
</tr>
<tr>
<td>Absolute Differences</td>
</tr>
<tr>
<td>Positive Differences</td>
</tr>
<tr>
<td>Negative Differences</td>
</tr>
<tr>
<td>Kolmogorov-Smirnov Z</td>
</tr>
<tr>
<td>Asymp. Sig. (1-tailed)</td>
</tr>
</tbody>
</table>

a. Test distribution is Normal.
b. Calculated from data.
(Source: Primary data processed, 2019)

Based on the previous table, the result showed that this regression model is normally distributed. On the regression model 1, the probability value is 0.456 greater than 0.05.
Regression model 2, the probability value is 0.340 greater than 0.05. The regression model 3, the probability value is 0.098 also greater than 0.05. Therefore, all the data are normally distributed and this regression model is feasible for further analysis.

4.2.3.2 Multicollinearity Test

Multicollinearity test is used to determine whether the regression model is good or not, a good regression model should not occur correlation between independent variables. To detect the existence of multicollinearity in a regression model is through the tolerance value and VIF value. The data is stated free from multicollinearity if the value of tolerance > 0.10 and VIF value < 10.00. Multicollinearity test of this research variable by using application SPSS Statistics 21. The result can be seen on the Table 4.13.

<table>
<thead>
<tr>
<th>Model</th>
<th>Variables</th>
<th>Tolerance</th>
<th>VIF</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>help others</td>
<td>0.980</td>
<td>1.020</td>
</tr>
<tr>
<td></td>
<td>being a part of community</td>
<td>0.990</td>
<td>1.010</td>
</tr>
<tr>
<td></td>
<td>supporting ideas</td>
<td>0.986</td>
<td>1.014</td>
</tr>
<tr>
<td>2</td>
<td>easy used of IT</td>
<td>1.000</td>
<td>1.000</td>
</tr>
<tr>
<td>3</td>
<td>supporters’ intrinsic motivation</td>
<td>0.692</td>
<td>1.445</td>
</tr>
<tr>
<td></td>
<td>supporters’ extrinsic motivation</td>
<td>0.692</td>
<td>1.445</td>
</tr>
</tbody>
</table>

(Source: Primary data processed, 2019)

Based on the results of multicollinearity test in the above table, it can be seen that tolerance and VIF on model 1, for Helping Others (HO) is 0.980 and 1.020, Being a Part of Community (BC) is 0.990 and 1.010, Supporting Idea (SI) is 0.986 and 1.014. Model 2, for Easy Use of Information Technology is 1.000 and 1.000. Model 3, for Supporters’ Intrinsic Motivation is 0.692 and 1.445 and Supporters’ Extrinsic Motivation is 0.692 and 1.445. Therefore, it can be concluded that the data does not contain multicollinearity.
4.2.3.3 Heteroscedasticity

The heteroscedasticity test aims to determine whether the extent to which data values for dependent and independent variables have equal or unequal variances. In this research, the methods to test the heteroscedasticity is by using Spearman Rank Correlation method. The assumption of decision-making of this test is if the probability value is greater than 0.05. It means that there is no heteroscedasticity. The results of heteroscedasticity test in this research are shown in the Table 4.14 below.

Table 4. 14 The Result of Heteroscedasticity

<table>
<thead>
<tr>
<th>Model</th>
<th>Independent Variable</th>
<th>Spearman's rho Coefficient</th>
<th>P-value</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>help others</td>
<td>0.016</td>
<td>0.871</td>
</tr>
<tr>
<td></td>
<td>being a part of community</td>
<td>0.076</td>
<td>0.450</td>
</tr>
<tr>
<td></td>
<td>supporting ideas</td>
<td>-0.003</td>
<td>0.973</td>
</tr>
<tr>
<td>2</td>
<td>easy use of information technology</td>
<td>0.043</td>
<td>0.666</td>
</tr>
<tr>
<td>3</td>
<td>supporters’ intrinsic motivation</td>
<td>0.079</td>
<td>0.429</td>
</tr>
<tr>
<td></td>
<td>supporters’ extrinsic motivation</td>
<td>0.016</td>
<td>0.874</td>
</tr>
</tbody>
</table>

(Source: Primary data processed, 2019)

From the Table 4.14 above, it can be seen that significance value of Helping Others variable (HO) is 0.871, Being a Part of Community variable (BC) is 0.450, Supporting Ideas variable (SI) is 0.973, Easy Use of Information Technology variable (EU) is 0.666, Supporters’ Intrinsic Motivation variable (IM) is 0.429 and Supporters’ Extrinsic Motivation variable (EM) is 0.874 Because the significance value of all variables are above 0.05, there is no heteroscedasticity from this regression model and this regression model is feasible for further analysis.

4.2.4 Regression Analysis

In this research, the regression model used is three models. Therefore the regression analysis will be conducted in three steps. The first step of regression was to test the effect of Helping Others (HO), Being a Part of Community (BC) and Supporting idea (SI) towards...
Supporters’ Intrinsic Motivation (IM). The second step of regression was to test the effect of Easy Use of Information Technology (EU) towards Supporters’ Extrinsic Motivation (EM). The third regression was to test the effect of Supporters’ Intrinsic Motivation (IM) and Supporters’ Extrinsic Motivation (EM) towards Supporter of Crowdfunding (SU). The regression test in this study used SPSS Statistics 21.

Table 4.15 The Regression Result Step 1

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>(Constant)</td>
<td>-1.333</td>
<td>.493</td>
<td>-2.707</td>
</tr>
<tr>
<td></td>
<td>help others</td>
<td>.431</td>
<td>.088</td>
<td>.362</td>
</tr>
<tr>
<td></td>
<td>being a part of</td>
<td>.461</td>
<td>.079</td>
<td>.430</td>
</tr>
<tr>
<td></td>
<td>community</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>supporting ideas</td>
<td>.550</td>
<td>.119</td>
<td>.342</td>
</tr>
</tbody>
</table>

Based on the table 4.15, the regression model obtained is as follows:

IM = -1.333 + 0.431 HO + 0.461 BC + 0.550 SI

From the regression equation above it can be explained as follows:

1. The constant of -1.333 indicated that the independent variables (helping others, being a part of community and supporting ideas) are assumed to be unchanged (constant). The constant value of this model reflects that if there is no independent variable, so that the consistent value of Supporters’ Intrinsic Motivation is -1.333.

2. The Help Others of 0.431 means that every increase of Helping Others variable is 1 unit, then Supporters’ Intrinsic Motivation will increase by 0.431 unit with an assumption that other variable do not change or constant. The positive value showed that there is a positive impact of Helping Others (HO) on Supporters’ Intrinsic Motivation (IM).
3. The Being a Part of Community of 0.461 means that every increase of Being a Part of Community variable is 1 unit, then Supporters’ Intrinsic Motivation will increase by 0.461 unit with an assumption that other variable do not change or constant. The positive value showed that there is a positive impact of Being a Part of Community (BC) on Supporters’ Intrinsic Motivation (IM).

4. The Supporting Ideas of 0.550 means that every increase of Supporting Ideas variable is 1 unit, then Supporters’ Intrinsic Motivation will increase by 0.550 unit with an assumption that other variable do not change or constant. The positive value showed that there is a positive impact of Supporting Ideas (SI) on Supporters’ Intrinsic Motivation (IM).

<table>
<thead>
<tr>
<th>Model 2</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
</tr>
<tr>
<td>1</td>
<td>.447</td>
<td>.368</td>
</tr>
<tr>
<td>(Constant)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>easy used of information technology</td>
<td>.854</td>
<td>.120</td>
</tr>
</tbody>
</table>

a. Dependent Variable: supporter extrinsic motivation
(Source: Primary data processed, 2019)

Based on the Table 4.16, the regression model obtained is as follows:

\[ EM = 0.447 + 0.854 \text{ EU} \]

From the regression equation above it can be explained as follows:

1. The constant of 0.447 indicated that the independent variables (Easy Use of Information Technology) are assumed to be unchanged (constant). The constant value of this model reflects that if there is no independent variable, so that the consistent value of Supporters’ Extrinsic Motivation is 0.447.

2. The Easy Use of Information Technology of 0.854 means that every increase of Easy Use of Information Technology variable is 1 unit, then Supporters’ Extrinsic
Motivation will increase by 0.854 unit with an assumption that other variables do not change or constant. The positive value showed that there is a positive impact of Easy Use of Information Technology (EU) on Supporters’ Extrinsic Motivation (EM).

Table 4.17 The Regression Result Step 3

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>(Constant)</td>
<td>1.396</td>
<td>.218</td>
<td>6.393</td>
</tr>
<tr>
<td></td>
<td>Supporters’ intrinsic motivation</td>
<td>.273</td>
<td>.082</td>
<td>.304</td>
</tr>
<tr>
<td></td>
<td>Supporters’ extrinsic motivation</td>
<td>.317</td>
<td>.066</td>
<td>.440</td>
</tr>
</tbody>
</table>

a. Dependent Variable: becoming supporter of crowdfunding
(Source: Primary data processed, 2019)

Based on the Table 4.17, the regression model obtained is as follows:

\[ SU = 1.396 + 0.273 \text{IM} + 0.317 \text{EM} \]

From the regression equation above it can be explained as follows:

1. The constant of 1.396 indicated that Supporters’ Intrinsic Motivation and Supporters’ Extrinsic Motivation are assumed to be unchanged (constant). The constant value of this model reflects that if there is no independent variable, so that the consistent value of dependent variable (Supporter of Crowdfunding) is 1.396.

2. Supporters’ Intrinsic Motivation of 0.273 means that every increase of Supporters’ Intrinsic Motivation variable is 1 unit, then supporters of crowdfunding will increase by 0.273 unit with an assumption that other variable do not change or constant. The positive value showed that there is a positive impact of Supporters’ Intrinsic Motivation (IM) on Supporter of Crowdfunding (SU).

3. Supporters’ Extrinsic Motivation of 0.317 means that every increase of Supporters’ Extrinsic Motivation variable is 1 unit, then Supporter of Crowdfunding will increase
by 0.317 unit with an assumption that other variable do not change or constant. The positive value showed that there is a positive impact of Supporters’ Extrinsic Motivation (EM) on Supporter of Crowdfunding (SU).

**Table 4.18 The Regression Result Step 4**

<table>
<thead>
<tr>
<th>Model</th>
<th>Coefficientsa</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>(Constant)</td>
<td>.990</td>
<td>.552</td>
<td>1.795</td>
<td>.076</td>
</tr>
<tr>
<td></td>
<td>help others</td>
<td>.345</td>
<td>.099</td>
<td>.322</td>
<td>3.493</td>
</tr>
<tr>
<td></td>
<td>being a part of community</td>
<td>.205</td>
<td>.088</td>
<td>.212</td>
<td>2.315</td>
</tr>
<tr>
<td></td>
<td>supporting ideas</td>
<td>.182</td>
<td>.133</td>
<td>.126</td>
<td>1.373</td>
</tr>
</tbody>
</table>

a. Dependent Variable: becoming supporter of cf
(Source: Primary data processed, 2019)

Based on the Table 4.18, the regression model from independent variable to dependent variable is obtained is as follows:

\[ SU = 0.990 + 0.345 \text{HO} + 0.205 \text{BC} + 0.182 \text{SI} \]

From the regression equation above can be explained as follows:

1. The constant of 0.990 indicated that the independent variables (Helping Others, Being a Part of Community and Supporting Ideas) are assumed to be unchanged (constant). The constant value of this model reflected that if there is no independent variable, so that the consistent value of becoming supporters of crowdfunding is 0.990.

2. The Helping Others of 0.345 means that every increase of Helping Others variable is 1 unit, then Supporters’ Intrinsic Motivation will increase by 0.345 unit with an assumption that other variable do not change or constant. The positive value showed
that there is a positive impact of Helping Others (HO) on Becoming Supporter of Crowdfunding (SU).

3. The Being a Part of Community of 0.205 means that every increase of being a part of community variable is 1 unit, then Supporters’ Intrinsic Motivation will increase by 0.205 unit with an assumption that other variable do not change or constant. The positive value showed that there is a positive impact of Being a Part of Community (BC) on Becoming Supporter of Crowdfunding (SU).

4. The Supporting Ideas of 0.182 means that every increase of Supporting Ideas variable is 1 unit, then Supporters’ Intrinsic Motivation will increase by 0.182 unit with an assumption that other variable do not change or constant. The positive value showed that there is a positive impact of Supporting Ideas (SI) on Becoming Supporter of Crowdfunding (SU).

Table 4.19 The Regression Result step 5

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>(Constant)</td>
<td>1.707</td>
<td>.290</td>
<td>5.888</td>
</tr>
<tr>
<td></td>
<td>easy used of IT</td>
<td>.487</td>
<td>.094</td>
<td>.459</td>
</tr>
</tbody>
</table>

a. Dependent Variable: becoming supporter of crowdfunding (Source: Primary data processed, 2019)

Based on the Table 4.19, the regression model is obtained is as follows:

\[ SU = 1.707 + 0.487 \times EU \]

From the regression equation above it can be explained as follows:

1. The constant of 1.707 indicated that the independent variables (Easy Use of Information Technology) are assumed to be unchanged (constant). The constant value of this model reflects that if there is no independent variable, so that the consistent value of becoming Supporter of Crowdfunding is 1.707.
2. The Easy Use of Information Technology of 0.487 means that every increase of Easy Use of Information Technology variable is 1 unit, then Supporters’ Extrinsic Motivation will increase by 0.487 unit with an assumption that other variable do not change or constant. The positive value showed that there is positive impact of Easy Use of Information Technology (EU) on Becoming Supporter of Crowdfunding (SU).

4.3 Hypothesis Testing

4.3.1 F – Test

According to Ghozali (2011), F test is a tool to test whether the regression model is suitable to the multiple variance regression model to each variable. F-test used 0.05 for its significant level. If the significant level is less than 0.05, the regression provided is good toward the hypothesis. The result of F-test is stated in the table below.

**Table 4.20 F-test Result on Help Others, Being a Part of Community and Supporting Ideas in Supporters’ Intrinsic Motivation.**

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>Df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regression</td>
<td>13.252</td>
<td>3</td>
<td>4.417</td>
<td>29.624</td>
<td>.000^b</td>
</tr>
<tr>
<td>Residual</td>
<td>14.613</td>
<td>98</td>
<td>.149</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>27.865</td>
<td>101</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

a. Dependent Variable: supporters’ intrinsic motivation  
b. Predictors: (Constant), supporting ideas, being a part of community, helping others  
(Source: Primary data processed, 2019)

The Table 4.20 explained that there is significant influence of Helping Others, Being a Part of Community, and Supporting Ideas in Supporters’ Intrinsic Motivation. From the output above, the F value is 29.624 with the level of significance or probability is 0.000 which is less than 0.05 (sig. < 0.05). It means that the regression model used in this research can predict the Supporters’ Intrinsic Motivation variable.

**Table 4.21 F-test Result on Easy Use of Information Technology in Supporters’ Extrinsic Motivation**

21
### ANOVA

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>Df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regression</td>
<td>14.586</td>
<td>1</td>
<td>14.586</td>
<td>50.974</td>
<td>.000&lt;sup&gt;a&lt;/sup&gt;</td>
</tr>
<tr>
<td>Residual</td>
<td>28.614</td>
<td>100</td>
<td>.286</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>43.199</td>
<td>101</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

a. Dependent Variable: supporters’ extrinsic motivation  
b. Predictors: (Constant), easy use of information technology

On the Table 4.21 explained that there is significant influence of Easy Use of Information Technology in Supporters’ Extrinsic Motivation. From the output above, the F value is 50.974 with the level of significance or probability is 0.000 which is less than 0.05 (sig. < 0.05). It means that the regression model used in this research can predict the Supporters’ Extrinsic Motivation variable.

#### Table 4.22 F-test Result of Supporters’ Intrinsic Motivation and Supporters’ Extrinsic Motivation on Becoming Supporter of Crowdfunding

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>Df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regression</td>
<td>9.747</td>
<td>2</td>
<td>4.874</td>
<td>37.946</td>
<td>.000&lt;sup&gt;b&lt;/sup&gt;</td>
</tr>
<tr>
<td>Residual</td>
<td>12.715</td>
<td>99</td>
<td>.128</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>22.463</td>
<td>101</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

a. Dependent Variable: becoming supporter of crowdfunding  
b. Predictors: (Constant), supporter extrinsic motivation, supporter intrinsic motivation

On the Table 4.22 explained that there is significant influence of Supporters’ Intrinsic Motivation and Supporters’ Extrinsic Motivation. From the output above, the F value is 37.946 with the level of significance or probability is 0.000 which is less than 0.05 (sig. < 0.05). It means that the regression model used in this research can predict the Supporters’ Extrinsic Motivation variable.

#### 4.3.2 T–Test

The t-test is used to prove the effect between variables. First the t-test is used to prove the effects of Helping Other, Being a Part of Community and Supporting Ideas to Supporters’
Intrinsic Motivation. Second the t test is used to prove Easy Use of Information Technology to Supporters’ Extrinsic Motivation. Then, to prove the effect between Supporters’ Intrinsic and Extrinsic Motivation to Become Supporter of Crowdfunding. Hypothesis testing in this study used statistical t test. The t test was performed by using SPSS Statistics 21 application.

Based on the previous tables, which are the Table 4.15, 4.16 and 4.17 and the $\alpha$ is determined $= 0.05$ can explain the result of the hypothesis are:

1. Testing the relationship between Helping Others variable and supporters’ intrinsic motivation.

**H1: Helping others has a positive influence to motivate supporters in crowdfunding participation.**

Based on the result of processing data obtained the probability value is $0.000 < \text{level of significance} 0.05$. Then, it concludes that there is a significant effect between Helping Others (HO) towards Supporters’ Intrinsic Motivation (IM). It means Helping Others (HO) has a significant effect towards Supporters’ Intrinsic Motivation (IM) students in Yogyakarta. A positive coefficient of 0.431 also supports that Helping Others (HO) has a positive effect towards Supporters’ Intrinsic Motivation (IM). Result of the test shows that hypothesis (H1) stated that Helping Others has a positive significant influence to motivate supporters in participating in crowdfunding. The idea of Helping Others is also supported by the research of Cecere, Le Guel and Rochelandet (2017). They mentioned that giving and helping others causes a positive and emotional sensation, and it triggers the customers to be the supporters and do the investment as the motive in crowdfunding (Harms, 2007). Wechsler (2013) stated that the willingness of supporters to help others could raise when they strongly or weakly tied. Based on the cognitive evaluation theory, the main reason why people are willing to do something is because they feel valued by other people and they also want to be connected with them. People want to be considered as online philanthropist who help others for the sake of
human welfare (Gerber and Hui, 2013). Therefore, supporters are intrinsically motivated to help other people on crowdfunding’s project, in the order to being valued by others.

2. Testing the relationship between of Being a Part of Community variable and Supporters’ Intrinsic Motivation.

**H2: Being a Part of a Community has a positive influence to motivate Supporters in Crowdfunding participation**

Based on the result of processing data obtained the probability value is 0.000 < level of significance 0.05, then it can be concluded that there is a significant effect between Being a Part of Community (BC) towards Supporters’ Intrinsic Motivation (IM). It means that Being a Part of Community (BC) has significant effect towards Supporters’ Intrinsic Motivation (IM) students in Yogyakarta. A positive coefficient of 0.461 also supports that Being a Part of Community (BC) has a positive effect towards Supporters’ Intrinsic Motivation (IM). Result of the test showed that hypothesis (H2) stated that Being a Part of Community (BC) has a positive significant influence to motivate supporters in participating in crowdfunding. In the research conducted by Gerber and Hui (2013) stated that people become a part of community when supporter take a pledge to crowdfunding’s project, they will feel as a part of like-minded people in community by the project. The supporters also contribute in crowdfunding project encouraged by their willing to take part in ‘exciting adventure of building project’ and to expand their social network with other supporters (Wechsler, 2013). In addition to, self determination theory provides an intrinsic motivation called sense of belonging and being connected to people, group or culture. As being part of community, people who support crowdfunding’s project are willing to take pledge because they want to feel the sense of as part of community which they can connect to other supporters, group or culture. It can be considered that intrinsic motivation affects the decision of crowdfunding’s supporters to participate in the project.
3. Testing the relationship between of Supporting Ideas variable and Supporters’ Intrinsic Motivation.

**H3: Supporting Ideas has a positive influence to motivate supporters in crowdfunding participation**

Based on the result of processing data obtained, the probability value is $0.000 < \text{level of significance 0.05}$, then it can be concluded that there is a significant effect between Supporting Ideas (SI) and Supporters’ Intrinsic Motivation (IM). It means Supporting Ideas (SI) has a significant effect towards Supporters’ Intrinsic Motivation (IM) students in Yogyakarta. A positive coefficient of 0.550 also supported that Supporting Ideas (SI) has a positive effect towards Supporters’ Intrinsic Motivation (IM). Result of the test showed that hypothesis (H3) stated that Supporting Ideas (SI) has a positive significant influence to motivate supporters in participating in crowdfunding. Therefore, H3 is supported by Gerber & Hui (2013) finding that Supporting Ideas (SI) variable has a positive and significant effect on Supporters’ Intrinsic Motivation. Self determination theory explained that intrinsic motivation is defined as an activity to meet someone’s inherent satisfactions such as cognitive, soacial, and physical development. Deci and Ryan (2000) mentioned that the existence of intrinsic motivation is the relationship between individuals and their activities. To support the idea, supporters use their inherent satisfaction to personal beliefs that related to their identity in participating the crowdfunding.


**H4: Easy Use of Information Technology has a positive influence to motivate supporters in crowdfunding participation.**

Based on the result of processing data obtained the probability value is $0.000 < \text{level of significance 0.05}$, then it can be concluded that there is a significant effect between Easy Use
of Information Technology (EU) towards Supporters’ Extrinsic Motivation (EM). It means that Easy Use of Information Technology (EU) has a significant effect towards Supporters’ Extrinsic Motivation (EM) students in Yogyakarta. A positive coefficient of 0.854 also supports that Easy Use of Information Technology (EU) has a positive effect towards Supporters’ Extrinsic Motivation (EM). Result of the test showed that hypothesis (H4) that Easy Use of Information Technology (EU) has a positive influence to motivate supporters in participating in crowdfunding. Therefore H4 is supported by Wechsler (2013) based on White & Peloza (2009) and Harm (2007) based on Nyvsveen et. al (2005) finding that Easy Use of Information Technology (EU) variable has a positive and significant effect on Supporters’ Extrinsic Motivation. Related to the theory of technology acceptance model, the use of information technology is depended on people’s perception in the usefulness and the ease of use of information technology which come from supporter’s perception when they tend to use or not use an application to extent their trust that can help them to perform their jobs (Davis, 1989). In addition to, Hui et al. (2013) mentioned crowdfunding as an online funding platforms, such as websites, applications, and social media network that are accessible by using gadgets, i.e. smartphones, tablets, and laptops, and also connected to internet which provide supporters the ease to find, access, and follow up crowdfunding’s project. As stated by Harms (2007), some people in crowdfunding’s project use internet as the platform to connect and express their support in crowdfunding’s project through their social media network. The use of technology that connects people to internet becomes an important part in supporting the crowdfunding’s project. The easier the use of application to obtain information about crowdfunding, the more supporters are interested to take part in crowdfunding’s project.

5. Testing the relationship between of variable intrinsic motivation and supporters’ supporter of crowdfunding.
H5: Intrinsic motivation in crowdfunding has a positive influence to become a supporter of crowdfunding.

Based on the result of processing data obtained the probability value is 0.001 < level of significance 0.05. Then it is concluded that there is a significant effect between Supporters’ Intrinsic Motivation (IM) towards becoming Supporter of Crowdfunding (SU). It means Supporters’ Intrinsic Motivation (IM) has a significant effect towards Supporter of Crowdfunding (SU) students in Yogyakarta. A positive coefficient of 0.273 also supports that Supporters’ Intrinsic Motivation (IM) has a positive effect towards Supporter of Crowdfunding (SU). Therefore, H5 is supported by Gerber & Hui (2013) finding that Supporters’ Intrinsic Motivation variable has a positive and significant effect on Supporters of Crowdfunding.

Cognitive evaluation theory which stated by Vansteenkiste, Lens and Deci (2006) explained that intrinsic motivation comes from inherent interest and enjoyment such as a growth, relationships (help others and feel connected) and being part of community. According to Gerber and Hui (2013), motivation to become a supporter of crowdfunding is because the supporters are philanthropy which means helping to improve human’s prosperity.


H6: Extrinsic Motivation in crowdfunding has a positive influence to become a supporter of crowdfunding.

Based on the result of processing data obtained the probability value is 0.000 < level of significance 0.05. Then it is concluded that there is a significant effect between Supporters’ Extrinsic Motivation (EM) towards Becoming a Supporter of Crowdfunding (SU). It means that, Supporters’ Extrinsic Motivation (EM) has a significant effect towards Supporter of Crowdfunding (SU) students in Yogyakarta. A positive coefficient of 0.317 also supports that Supporters’ Extrinsic Motivation (EM) has a positive effect towards Supporter of
Crowdfunding (SU). Therefore, H6 is supported by Harms (2007) finding that Supporters’ Extrinsic Motivation variable has a positive and significant effect on Supporter of Crowdfunding. Self determination theory explained that extrinsic motivation is ideally identified as a value of an activity and integrated by a sense of supporter’s self. When supporters are automatically motivated, they experience self endorsement to their actions. Therefore, the ease of using information technology is the way for supporters to obtain information and express themselves in social media network regarding to crowdfunding’s project.

4.3.3 Sobel Test

In order to prove that the mediating variable is significant, this research used Sobel test. Sobel test is used to know whether a mediator carries the influence of an IV to a DV. There will be four calculations to each independent variable.

<table>
<thead>
<tr>
<th>Variable</th>
<th>Test statistic</th>
<th>Standard error</th>
<th>P-Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Helping others (a)</td>
<td>0.362</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Intrinsic motivation (b)</td>
<td>0.304</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SEa</td>
<td>0.088</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SEb</td>
<td>0.082</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sobel test</td>
<td>2.8677</td>
<td>0.038</td>
<td>0.005</td>
</tr>
</tbody>
</table>

(Source: Primary data processed, 2019)

Based on Table 4.23, the probability value between Helping Others, Supporters’ Intrinsic Motivation and Supporter of Crowdfunding is 0.005, indicating falls below the alpha value of 0.05 with the score of 2.8677 which is more than 1.96. Then, mediation effect of Helping Others, Supporters’ Intrinsic Motivation and Supporter of Crowdfunding is significant.

<table>
<thead>
<tr>
<th>Variable</th>
<th>Test statistic</th>
<th>Standard error</th>
<th>P-Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Being a part of community (a)</td>
<td>0.430</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Intrinsic motivation (b)</td>
<td>0.304</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SEa</td>
<td>0.079</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SEb</td>
<td>0.082</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Based on Table 4.24, the probability value between Being a Part of Community, Supporters’ Intrinsic Motivation and Supporter of Crowdfunding is 0.002, falling below the alpha value of 0.05 with the score of 3.064 which is more than 1.96. Therefore, the mediation effect of Being a Part of Community, Supporters’ Intrinsic Motivation and Supporter of Crowdfunding is significant.

Table 4.25 The Results of Sobel Test on Supporting Ideas

<table>
<thead>
<tr>
<th>Variable</th>
<th>Test statistic</th>
<th>Standard error</th>
<th>P-Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Supporting ideas (a)</td>
<td>0.342</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Intrinsic motivation (b)</td>
<td>0.304</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SEa</td>
<td>0.119</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SEb</td>
<td>0.082</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sobel test</td>
<td>2.271</td>
<td>0.045</td>
<td>0.023</td>
</tr>
</tbody>
</table>

(Source: Primary data processed, 2019)

Based on Table 4.25, the probability value between Supporting Ideas, Supporters’ Intrinsic Motivation and Supporter of Crowdfunding is 0.023 falls below the alpha value of 0.05 with the score of 2.271 which is more than 1.96. Therefore, the mediation effect of Supporting Ideas, Supporters’ Intrinsic Motivation and Supporter of Crowdfunding is significant.

Table 4.26 The Results of Sobel Test on Easy Use of Information Technology

<table>
<thead>
<tr>
<th>Variable</th>
<th>Test statistic</th>
<th>Standard error</th>
<th>P-Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Easy use of information technology (a)</td>
<td>0.581</td>
<td></td>
<td></td>
</tr>
<tr>
<td>extrinsic motivation (b)</td>
<td>0.440</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SEa</td>
<td>0.120</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SEb</td>
<td>0.066</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sobel test</td>
<td>3.917</td>
<td>0.065</td>
<td>0.000</td>
</tr>
</tbody>
</table>

(Source: Primary data processed, 2019)

Based on Table 4.26, the probability value between Easy Use of Information Technology, Supporters’ Extrinsic Motivation and Supporter of Crowdfunding is 0.000, falls below the alpha value of 0.05 with the score of 3.917 which is more than 1.96. Therefore, mediation effect
of Easy Use of Information Technology, Supporters’ Extrinsic Motivation and Supporter of Crowdfunding is significant.

4.4 Discussion

The results from the multiple regression analysis showed that H1 has a significance effect between helping others towards Supporters’ Intrinsic Motivation. Helping Others has a positive effect towards Supporters’ Intrinsic Motivation. It means that the helping others will increase, according to the respondents, if they feel that helping others is one of the respondents’ motivations to participate in crowdfunding.

The results from the multiple regression analysis showed that H2 has a significance effect between Being a Part of Community towards Supporters’ Intrinsic Motivation. Being a Part of Community has a positive effect towards Supporters’ Intrinsic Motivation. It means that the Being a Part of Community will increase, according to the respondents if they feel that Being a Part of Community is one of the respondents’ motivations to participate in crowdfunding.

The results from the multiple regression analysis showed that H3 has a significance effect between Supporting Ideas towards Supporters’ Intrinsic Motivation. Supporting Ideas has a positive effect towards Supporters’ Intrinsic Motivation. It means that the Being a Part of Community increase, according to the respondents if they feel that Being a Part of Community is one of the respondents’ motivations to participate in crowdfunding.

The results from the multiple regression analysis showed that H4 has a significance effect between Easy Use of Information Technology towards Supporters’ Extrinsic Motivation. Easy Use of Information Technology has a positive effect towards Supporters’ Extrinsic Motivation. It means that the Easy Use of Information Technology will increase,
according to the respondents, if they feel that Easy Use of Information Technology is one of the respondents’ motivations to participate in crowdfunding.

The results from the multiple regression analysis showed that H5 has a significance effect between Supporters’ Intrinsic Motivation (IM) towards Becoming Supporter of Crowdfunding. Supporters’ Intrinsic Motivation has a positive effect towards becoming Supporters of Crowdfunding. It means if the supporters’ intrinsic motivation increase, according to the respondents if they feel that supporters’ intrinsic motivation is one of the respondents’ motivations to become supporter of crowdfunding.

The results from the multiple regression analysis showed that H6 a significance effect between Supporters’ Extrinsic Motivation (EM) towards becoming Supporters of Crowdfunding. Supporters’ Extrinsic Motivation has a positive effect towards becoming Supporters of Crowdfunding. It means that the Supporters’ Extrinsic Motivation will increase, according to the respondents, if they feel that Supporters’ Extrinsic Motivation is one of the respondents’ motivations to become Supporter of Crowdfunding.

Chu (2011) stated that college students are potentially to create something viral on social media, represented by a variety of universities and majors. Therefore, the respondents of this research are students in Yogykarta because Yogyakarta is famous with the city of students and cultural center. Thus, choosing students in Yogyakarta is the right choice related to philanthropy motivation from supporters of crowdfunding.