

## **CHAPTER V**

### **CONCLUSION AND RECOMMENDATION**

In this chapter, researcher will described the conclusion, the limitation and the recommendation for this research. In conclusion, consist of the results of data analysis and hypothesis testing from previous chapters. In the limitation, there will be mentioned some of research's limitations and for the recommendation there are consist of useful suggestions that may be used for further research.

#### **5.1 Conclusion**

The research has been done with the purpose to know the effect of Helping Others, Being a Part of Community and Supporting Ideas towards Supporters' Intrinsic Motivation and Easy Use of Infomation Technology toward Supporters' Extrinsic Motivation and to know the effect of both Supporters' Intirnsic Motivation and Supporters' Extirnsic Motivation towards becoming Supporter of Crowdfunding to students in Yogyakarta. The data used in this research was obtained through questionnaires with the total of obtained sample is 102 respondents. This research consists of four hypotheses and tested by using SPSS statistics 21 application.

1. H1 is supported that there is a significance effect between Helping Others towards Supporters' Intrinsic Motivation (the probability value is  $0.000 < \text{level of significance } 0.05$ ). It means that if Helping Others increases, Supporters' Intrinsic Motivation will also increase.
2. H2 is supported that there is a significance effect between Being a Part of Community towards Supporters' Intrinsic Motivation (the probability value is  $0.000 < \text{level of significance } 0.05$ ). It means if Being a Part of Community Increase, then Supporters' Intrinsic Motivation also will be increase.
3. H3 is supported that there is significance effect between Supporting Ideas towards Supporters' Intrinsic Motivation (the probability value is  $0.000 < \text{level of$

significance 0.05). It means that if Supporting Ideas increases, Supporters' Intrinsic Motivation will also increase.

4. H4 is supported that there is a significance effect between Easy Use of Information Technology towards Supporters' Extrinsic Motivation (the probability value is  $0.000 < \text{level of significance } 0.05$ ). It means that if Easy Use of Information Technology increases, Supporters' Extrinsic Motivation will also increase.
5. H5 is supported that there is a significance effect between Supporters' Intrinsic Motivation towards becoming Supporters' of Crowdfunding (the probability value is  $0.001 < \text{level of significance } 0.05$ ). It means if Supporters' Intrinsic Motivation increase, becoming Supporter of Crowdfunding will also increase.
6. H6 is supported that there is a significance effect between Supporters' Extrinsic Motivation towards becoming Supporters' of Crowdfunding (the probability value is  $0.000 < \text{level of significance } 0.05$ ). It means if Supporters' extrinsic motivation is increase, becoming supporter of crowdfunding will also increase.

## **5.2 Limitation**

This research has several limitations that might be taken an effect in the result regarding the research goals. The limitations are as follow:

1. The respondents may not be categorized as the respondents if they never have any experience in crowdfunding. Therefore, from 158 respondents, there were only 102 respondents which are valid.
2. Some of respondents are having lack of knowledge of crowdfunding.

## **5.3 Recommendation**

1. Using other survey methods to obtain the data such as interviews to get two-way communication with subjects that aim to get more objective answers.

2. for further study, the growth of crowdfunding platform will be more advanced related to the growth of technology. Hence, the researcher can obtain the broader sample by taking the data sample not only to students in Yogyakarta future researcher can add the other factors that affecting supporters' motivations and become supporters of crowdfunding.