

CHAPTER 5

CONCLUTION AND SUGGESTIONS

5.1 Conclutions

This research study purpose is to introduce about crowdfunding to society in Surabaya as well as figuring out about the factors that could drive people to join in crowdfunding as funders by analyzing the effect of social identity which is contains of interpersonal connectivity and attitude towards helping other, innovativeness, & trust variable towards intention to participate in crowdfunding in surabaya. In this research the researcher found 7 hypothesis in total which are; 5 hypothesis is direct relationship and 2 hypothesis is indirect relationships. Based on the data analysis and the discussion on previous chapter, the conclusions are:

1. The stronger the individual level of connection in society towards crowdfunding platform, the more they are willing to participate as funder.
2. The stronger the level of attitude towards helping others to crowdfunding platform, the more they are willing to participate as funder.
3. The individual level of innovativeness is not affecting people intention to participate in crowdfunding platform as funder.
4. The stronger the level of trust towards crowdfunding platform, the more they are willing to participate as funder.
5. The stronger the individual level of social identity towards crowdfunding platform, the more they are willing to participate as funder.
6. The stronger the individual level of connection in society towards social identity, the more it will affect people to join in crowdfunding platform as funder.

7. The stronger the individual level of attitude towards helping others to social identity, the more it will affect people to join in crowdfunding platform as funder.

5.2 Limitations

The limitations in this research study are:

1. The object of research study is too general because its not focusing on one crowdfunding platform
2. The respondents majority came from people age around 17-25 years old and less with respondents age 30 years above

5.3 Suggestions

Based on the conclusions that have been stated above, the researcher give some suggestions or recommendation that can be used as consideration to future researchers and crowdfunding platform community.

5.3.1 Suggestions for Academic Use

Based on the result of the research explained in previous chapter, there are some academic suggestions for future researcher:

1. For further research, it is suggested to find more diverse respondents not only dominated by younger or older respondents.
2. Further research could add more variable such as brand awareness variable, since we know that brand have a power towards people trust or even affect directly on their intention to participate.
3. It is also suggested that in further research, the researchers could explore more towards innovation variable that was rejected in two researches. Besides if its possible the future researcher may find more respondents if it is felt the number of current respondents is still not enough.
4. Further research should find another exogenous variables that could help endogenous variable which is social identity because of the small value of AVE.

5. Further research should pay more attention and towards interpersonal connectivity, innovativeness (rejected) and trust because those variable give low impact towards intention to participate in crowdfunding based on the statistics data result.

5.3.2 Suggestions for Practical Use

Based on the respondents's responses from the questionnaire, the researcher have some suggestions that could be done by all crowdfunding platforms:

1. In innovativeness respondents are more likely to vote neutral options, therefore crowdfunding platform could give an education about the importance or the benefits from crowdfunding platform
2. The lack of information is affecting people trust to participate in crowdfunding some people still prefer to choose neutral or even disagree in the questionnaire, because there is a tendency from people to have a difficult time believing in something from online platform. Therefore, crowdfunding need to proves their integrity and guarantee that the donation they earned will be used as it should.
3. For donation based crowdfunding platform to increase people trust maybe the company such as Kita Bisa can offer funders participation in some of their project as a volunteer so the funder can see that the money they donate is distributed well.

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