

Ikatan sosial pengembang proyek: investigasi efek moderat budaya kolektivis pada ikatan sosial pengembang proyek dan insentif untuk crowdfunding di Indonesia = Project developer's social tie: investigating the moderating effects of collectivistic culture on project developer's social ties and the incentives to crowdfund in indonesia / Syarifah Nadhira Anggitasari

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Abstrak

ABSTRAK

Ikatan sosial pengembang proyek dengan investor telah terbukti mempengaruhi keberhasilan proyek crowdfunding. Tujuan dari metode penelitian sekuensial campuran ini adalah untuk mengidentifikasi dampak moderat budaya kolektivis Indonesia terhadap hubungan antara ikatan sosial pengembang proyek crowdfunding dan insentif investornya untuk melakukan crowdfunding. Wawancara semi-terstruktur mendukung hasil data kuantitatif dan selanjutnya menguraikan pendorong utama ikatan sosial pengembang proyek yang non-signifikan pada insentif dalam crowdfunding. Metode penelitian campuran ini menggali lebih jauh sumber ikatan sosial berdasarkan perspektif peserta mengenai pentingnya hubungan antara investor dan pengembang proyek crowdfunding berdasarkan budaya kolektif dan budaya gotong royong di Indonesia.

ABSTRACT

The project developer's social tie with the backers has been found to impact the success of a crowdfunding project. The purpose of this mixed methods sequential explanatory study was to identify the moderating impact of Indonesian collectivistic culture on the relationship between the crowdfunding project developer's social tie and the backers' incentives to crowdfund. The qualitative follow up semi structured interview supported the quantitative results and further elaborated the key drivers of the non significance role of project developer's social tie on the incentives in crowdfunding. This mixed methods study further explored the source of the social tie based on the participants' perspective on the importance of the relationship between them and the crowdfunding's project developer based on their Indonesian collectivistic culture and gotong royong culture.