

Analisis pengaruh fitur founder dan fitur proyek terhadap kesuksesan pengumpulan dana proyek crowdfunding di emerging countries = Analysis on the effect of founder features and project features to the success of crowdfunding project fundraiser in emerging countries

Novita Adelia, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20474106&lokasi=lokal>

Abstrak

Skripsi ini bertujuan untuk meneliti pengaruh fitur founder dan fitur proyek terhadap kesuksesan pengumpulan dana proyek crowdfunding di negara berkembang pada tahun 2011-2018 dengan menggunakan metode Regresi Logit. Hasil penelitian ini menunjukkan bahwa fitur founder yang dijelaskan oleh pengungkapan identitas founder memiliki pengaruh terhadap kesuksesan proyek crowdfunding. Sedangkan pengalaman founder sebagai salah satu fitur founder tidak memiliki pengaruh terhadap kesuksesan proyek crowdfunding. Dari sisi fitur proyek, terbukti bahwa jumlah updates, elaborasi deskripsi, dan target pendanaan berpengaruh terhadap kesuksesan pengumpulan dana proyek crowdfunding. Selain itu, peneliti menambahkan variabel interaksi pada fitur proyek dengan hasil yang menunjukkan bahwa jumlah komen, sentimen komen, panjang reply, kecepatan reply memiliki pengaruh terhadap kesuksesan proyek crowdfunding. Namun, panjang komen terbukti tidak memiliki pengaruh terhadap keberhasilan proyek dalam mengumpulkan dana. Penelitian ini menggunakan data proyek yang berasal dari tiga platform crowdfunding yang mewakili beberapa negara berkembang.

.....This study aims to analyze the effect of founder features and project features to the success of crowdfunding project fundraiser in emerging countries from the year 2011 until 2018 using Logit Regression Method. The results of this study indicate that the founder features described by identity closure have an influence on the success of the crowdfunding project. While the founder 39s experience as one of the founder 39s features has no influence on the success of the crowdfunding project. In terms of project features, it is evident that the number of updates, elaboration of descriptions, and funding targets influences the successful collection of funds for crowdfunding projects. In addition, the researcher adds an interaction variable to the project features with results showing that the number of comments, sentiments of comments, length of reply, reply speed have an influence on successful crowdfunding project. However, the length of the comment proved to have no effect on the success of the project in raising funds. This study uses project data derived from three crowdfunding platforms representing several emerging countries.