

Pengaruh dukungan hadiah dan dukungan reputasi terhadap kinerja pendanaan proyek reward crowdfunding di negara BRICS = The role of reward and reputation support on performance of reward crowdfunding project in BRICS countries

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Abstrak

Skripsi ini bertujuan untuk menganalisis adanya pengaruh dukungan hadiah dan dukungan reputasi terhadap kinerja pendanaan proyek crowdfunding di negara BRICS. Metode penelitian yang digunakan adalah ordinary least square dengan 582 data cross-section berupa proyek kreatif crowdfunding tiga kategori teratas di platform Kickstarter dari tahun 2009 hingga tahun 2019. Secara serempak dukungan hadiah dan dukungan reputasi ditemukan berpengaruh signifikan terhadap kinerja pendanaan proyek crowdfunding di negara Brazil, Rusia, India, China, dan Afrika Selatan (BRICS). Dukungan hadiah yang dijelaskan oleh ego-boosting, customized, dan community reward berpengaruh signifikan terhadap kinerja pendanaan proyek crowdfunding di negara BRICS karena memiliki nilai unik yang tidak diperoleh pelanggan biasa dan dapat memberikan pengalaman bagi backer. Jumlah updates dan jumlah komentar sebagai variabel yang menjelaskan dukungan reputasi terbukti berpengaruh signifikan terhadap kinerja pendanaan proyek crowdfunding karena berguna untuk sarana komunikasi dan sumber informasi bagi backer.

.....The purpose of this study is to analyze the role of reward and reputation support on the performance of crowdfunding project in BRICS countries. Ordinary least square is used as methodology research with 582 cross-sectional data from top three creative projects that conduct in Kickstarter's platform from 2009 to 2019. This research finds that reward and reputation support influence the performance of crowdfunding project in BRICS countries simultaneously. Ego-boosting, customized, and community as variables that explain reward support are significantly influence the performance of crowdfunding project in BRICS countries since the uniqueness that does not get by another customer and it also gives backer experiences. The number of updates and comments as variabel of reputation support are significantly influence the performance of crowdfunding project in BRICS countries because it is useful for giving information to backer and as medium of communication.