

Pengaruh rute sentral dan rute periferal dengan menggunakan elaboration likelihood model terhadap kinerja proyek crowdfunding di negara berkembang = The influence of central routes and peripheral routes on crowdfunding performance in emerging countries

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Abstrak

ABSTRAK

Skripsi ini bertujuan untuk meneliti pengaruh rute sentral dan rute periferal yang digambarkan melalui elaboration likelihood model terhadap kesuksesan proyek crowdfunding di negara berkembang. Penelitian menggunakan data yang berasal dari platform di Timur Tengah, India dan Brazil dengan rentang waktu data dari tahun 2011 hingga 2018. Rute sentral terdiri dari panjang deskripsi kata, hadiah atas kontribusi investor, pengalaman investor, target pendanaan dan komitmen pendanaan tinggi. Kemudian rute periferal terdiri dari jumlah komentar, reputasi pemilik proyek dan jumlah posting dibagikan. Hasil penelitian menunjukkan bahwa variabel dari rute sentral yang berdampak signifikan terhadap kesuksesan proyek crowdfunding yaitu panjang deskripsi kata, hadiah atas kontribusi investor, dan target pendanaan. Sedangkan, jumlah komentar dan reputasi positif berdampak signifikan dalam mempengaruhi kesuksesan proyek crowdfunding dari sisi rute periferal. Variabel kontrol yang digunakan dalam penelitian ini yaitu gambaran impian.

ABSTRACT

This study aims to examine the influence of central routes and peripheral routes illustrated by elaboration likelihood model on the crowdfunding performance in emerging countries. The study used data from platforms in the Middle East, India and Brazil with data ranges from 2011 to 2018. The central route consists of word counts, rewards, investor's experience, funding targets and high funding commitments. Then the peripheral route consists of the total comments, reputation of project owner and the number of posts shared. The result showed that the variables of the central route that had significant impact on the success of the crowdfunding project were the word counts, rewards, and the funding target. Meanwhile, total comment and positive reputation have a significant impact on the success of the crowdfunding project from the peripheral route side. The control variable used in this research is portraying dream.