

Drivers of Crowdfunding Adoption: A Research of User Behavior in Indonesia

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Abstract. This research aimed to analyze the factors influencing investment intentions on crowdfunding platforms in Medan, Indonesia. In this context, social influence and company reputation exerted a positive influence on perceived value using a survey of 110 respondents. However, trust, security, social media influencers, and motivation were not reported as significant drivers. The results showed that social dynamics and credible platforms played an important role in shaping user adoption. Practitioners also reported the need for reputation building, trust development, and leveraging social channels to drive crowdfunding growth. Even though initial evidence was provided in an under-researched Indonesian context, the research was limited by sample size and single-city focus. Therefore, future analysis should be conducted across diverse settings to enrich the understanding of the investment model.

Keywords: social influence, trust, crowdfunding platform, company reputation, perceived value, intention to use

1. Introduction

In this contemporary era, the advancement of Internet technology is progressively expanding utility across diverse spheres, including fundraising. The evolution has allowed several start-up companies to raise funds using crowdfunding system. According to (Mollick, 2014), crowdfunding includes the efforts of entrepreneurial individuals and groups to finance different businesses through relatively modest contributions of the internet, bypassing traditional financial intermediaries.

Transactions carried out through financial technology (fintech) include payments, borrowing money, investing, transferring money, and plans. In the current digital era, fintech has become a popular method of supporting the community in gaining access to inclusive financial services (Fitriani, 2018). Meanwhile, crowdfunding provides an attractive opportunity for funders and fundraisers, but this is accompanied by several problems such as the risk of fraud, misinterpreted promotions, and misuse of funds (Belleflamme, Lambert, & Schwienbacher, 2014).

The use of equity-based or lending-based crowdfunding is a typical example of online investment implementation. Furthermore, the applications are used as a method of investment and funding by business actors. Crowdfunding site aims to unite investors with business actors who need funds. There are four models identified in making decisions about placing funds appropriately. The first and second models are reward-based and equity-based crowdfundings, which provide rewards in the form of awards and a portion of business profits or royalties, respectively. The third model is loan-based crowdfunding, allowing investors or funders to act as lenders, while the last model is donate-based crowdfunding. In this model, the investors provide funds but do not expect any return from the recipient (Minghui, 2016).

For entrepreneurs, the availability of crowdsourcing websites such as IndieGoGo and Kickstarter is quite beneficial but there is no established legal protection. President Barack Obama of the United States signed the Jumpstart Our Business Startups (JOBS) Act in April 2012 commonly known as "crowdfunding bill". This provides the legal framework for the use of equity crowdfunding activities and the existence offers legal protection to enterprises and investors. Due to these rules and regulations, numerous equity crowdfunding websites are developed across international borders. Platforms for equity crowdfunding were providing financing options for small and medium-sized businesses in the US even before the passage of the Jobs Act, such as EquityNet founded in 2005. Investors were not required to make a minimum investment with EquityNet but contributed sums above USD 1,000.

Furthermore, there was a comparable website known as Crowdcube in the United Kingdom, and this business was established in 2011. A minimum of £10 can be invested and for every successful crowdfunding campaign, Crowdcube receives a commission.

In Indonesia, crowdfunding activity was first reported in 2011 and some examples of sites included Ko-fi, Kitabisa, and Ayopeduli (Nugroho & Rachmaniyah, 2019). Additionally, crowdfunding sites reported in Medan City were LandX and Kitabisa.

Equity crowdfunding is a relatively new concept introduced in the 2018 legal regulations, POJK Number 37/POJK.04/2018. Currently, this concept is available to investors, allowing SMEs to access realistic finance options at the same time.

As a consequence of the COVID-19 pandemic, 4,900 MSMEs in Medan have been adversely impacted, facing significant financial problems hindering the ability to sustain operations. The Medan City Cooperatives and MSMEs Department permits to use security crowdfunding as a method of financing and improving business. The Indonesian Central Securities Depository (KSEI) recorded that only 1.2% or 3.2 million Indonesians invested in crowdfunding (Siregar, 2021).

Many factors influence investors to invest in crowdfunding. Several factors tested were considered for influence on the decision to invest. This research ascertains the considerations or factors influencing individuals' decisions to invest through crowdfunding platforms.

Based on the background, research entitled "Factors that Influence the Decision to Invest using Crowdfunding Platforms in Medan, Indonesia" was carried out. The results provided benefits to parties

in theoretical and practical needs. Insight is added into the development of investment using crowdfunding platforms and the results are expected to be a reference in considering cryptocurrency platforms in Medan, Indonesia.

2. Literature Review

The evolution of Internet technology is facilitating versatile applications, with fundraising as a purpose among many others. The development of fintech use increased from 7% in 2006 to 78% in the following ten years. The number of users is 135-140 companies, where 43% are in the payment sector such as mobile payments (Finaka, 2019).

Fintech

Fintech is an acronym for 'finance' and 'technology', namely developments in activities related to finance. According to OJK, Fintech is an innovation in the financial services industry that uses technology. The fintech products produced are systems designed to carry out specific financial transactions (OJK, 2017). According to (Hsueh & Kuo, 2017), there are three types of fintech, namely:

1. Third-party payment systems

Payments through third parties, such as mobile payments, platforms providing transfer and payment services through banks.

2. Peer to peer (P2P) lending

Platform as a party that brings together funders and fund seekers using the internet.

3. Crowdfunding

An investment program concept is published using the internet and when investors are interested in the concept, funds are provided to receive rewards according to the agreement.

Crowdfunding

Crowdfunding originates from crowdsourcing, which is a method used to achieve specific objectives. The main aim of the concept is to obtain funds by using online media or a large audience, each of whom gives a small nominal amount (Belleflamme, Lambert, & Schwienbacher, 2014). The concept is a media for connecting investors and donators with entrepreneurs who need funds through the Internet or online (Valančienė & Jegelevičiūtė, 2014).

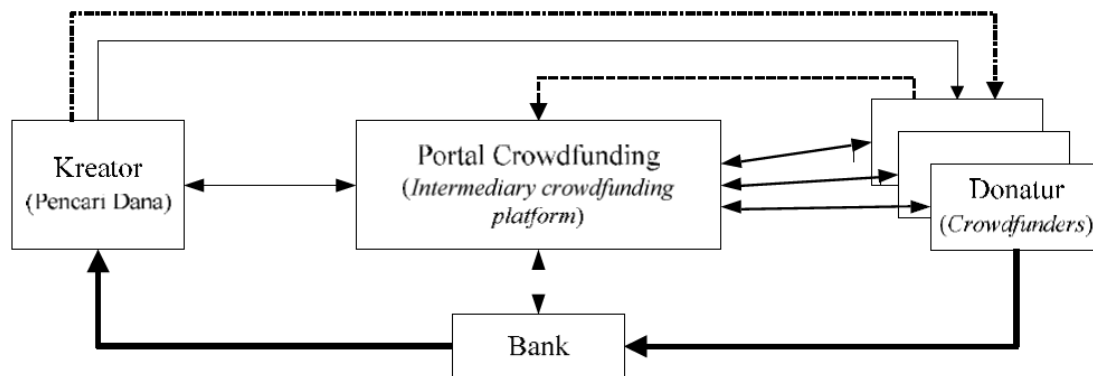


Fig.1: crowdfunding mechanism according to (Aziz, Nurwahidin, & Chailis, 2019)

Based on Figure 1, creators or fund seekers must register and send a proposal to the desired platform. Subsequently, fintech products produced are systems designed to carry out specific financial transactions selects and verifies fund seekers to prevent conflicts in the community. After the verification, platform advertises to potential donors or crowdfunders. Meanwhile, platform is a connection between creators and donors. Funds provided by donors are entered into the bank account, and the proceeds are sent to the creator after the donation. Platform also charges an administration fee for the donation proceeds.

History of crowdfunding

Crowdfunding can be traced back to various forms of collective funding and patronage throughout history. However, the modern history is associated with the rise of online platforms and the digital era. An overview of the history of crowdfunding is stated below:

1. **Early Forms of Collective Financing (Pre-Internet Era):** Before the Internet, there were various forms of collective financing and patronage. For example, artists, writers, and inventors often relied on wealthy individuals or patrons to fund creative efforts. Community-based fundraising events and project subscriptions also take various forms.
2. **Conceptual Foundation (Early 2000s):** The term "crowdfunding" only became widely used in the early 2000s and this concept gained attention with the development of online platforms such as ArtistShare (2003) and Kiva (2005). ArtistShare allows musicians to fund projects directly by offering various levels of rewards to backers, while Kiva focuses on microloans to entrepreneurs in developing countries.
3. **The Development of Crowdfunding Platforms (Late 2000s–Early 2010s):** Platforms such as Kickstarter (2009) and Indiegogo (2008) allow individuals, artists, entrepreneurs, and creators to present projects to a global audience and seek funding from individuals who share the same ideas. Kickstarter popularized the rewards-based crowdfunding model, where backers receive incentives based on the level of contribution.
4. **Diversification of Models (2010s):** As crowdfunding became more popular, various models were developed. Equity-based crowdfunding allows people to invest in startups and early-stage companies in exchange for equity. Meanwhile, donation-based crowdfunding allows individuals to raise funds for personal causes, medical expenses, disaster relief, and charitable initiatives. Peer-to-peer lending platforms such as LendingClub and Prosper lend money to peers in need.
5. **Regulatory Challenges and Legal Changes:** The rapid growth of crowdfunding has also given rise to regulatory challenges in equity-based crowdfunding. In the United States, the JOBS Act of 2012 introduced provisions to facilitate equity crowdfunding for small businesses and startups. The law increases the possibility of companies to raise capital from larger investors.
6. **Global Impact and Industry Growth:** Crowdfunding is quickly becoming a global phenomenon, with platforms launching in various countries, serving local and international projects. The industry is witnessing exponential growth in various sectors such as technology, arts, and social causes.
7. **Specialized Platforms and Niches:** Over time, specialized crowdfunding platforms are developed to serve specific industries and niches. For example, Patreon (2013) is gaining popularity among content creators by receiving ongoing support from fans. Crowdfunding also extends to real estate, agriculture, medical research, and other specialized domains.
8. **Challenges and Evolution:** Despite the success, crowdfunding faces challenges related to project execution, fraud, and oversaturation. Some projects failed to deliver promised rewards, giving rise to debates over accountability. Platform adapted by introducing stricter guidelines and offering resources to help creators manage expectations and deliver on promises.

The history of crowdfunding is a story of technological innovation, the democratization of finance, and the empowerment of individuals to fund and support projects. As the digital landscape continues to evolve, the concept remains an important force in shaping the way projects are funded and ideas are brought to life.

Crowdfunding first appeared in 2011, marked by several projects created by Indonesian people. Examples include *gagas.web.id*, *karetan.net*, *modal.in*, *kitabisa.com*, and *Ayo Peduli* (Rahayu, 2013). According to (Massolution, 2012), there are four types of crowdfunding, namely:

1. Equity-based crowdfunding

Equity-based crowdfunding, or crowdfinancing, is investment-based crowdfunding, where someone obtains ownership rights to company as a form of reward.

2. Lending-based crowdfunding

This type of crowdfunding offers the possibility to become borrowers and contributors to become lenders.

3. Reward-based crowdfunding

Reward-based crowdfunding offers funders non-financial rewards for funds provided. These rewards can be in the form of acknowledgment of merchandise, and invitations to attend events related to the project.

4. Donation-based crowdfunding

Donation-based crowdfunding is based on donations, philanthropy, and sponsorship. There are several parties in crowdfunding, namely (Beaulieu, Sarker, & Sarker, 2015): 1. Funder (backer) contributes funds and plays a role in testing the market. These individuals can also contribute through social media or connections by spreading the word about the project. 2. Fundraisers are individuals who post ideas or projects on crowdfunding sites to obtain funds needed from various backgrounds. 3. Provider platform provides technology allowing fundraisers to communicate projects to potential funders and facilitates communication between recipients with features such as comments and email. 4. Legal are the regulations controlling transactions in crowdfunding to ensure safety and fairness to funders and fundraisers.

Previous research

Descriptive-quantitative research by Della Fitriana, Hamdan, and Imaningsih shows that influence of e-product knowledge, e-social influence, and e-trust is significantly positive on the decision to donate. The population of the samples is in the Tangerang area (Della Fitriana, Hamdan, & Imaningsih, 2021).

Research conducted by Rahmadhi and Hendrasto reports that personal connections have a positive influence on the decision to donate. The population consists of investors in the loan-based crowdfunding platform *gandengtangan.com* (Rahmadhi & Hendrasto, 2021).

Aprihasyyati and Fitria's research reports that trust has a dominant influence on investment intentions. The population taken is investors in equity crowdfunding platforms receiving permission from the OJK in Indonesia (Aprihasyyati & Fitria, 2021). According to (T-Peng, SP-Ju, & C-chi, 2018), trust and reputation have a positive influence on investment decisions.

Research (Kim, Kim, Chong, & Choi, 2019) shows that security has a positive effect on perceived value, influencing intention to use. The questionnaire used was distributed to 400 people who had experience in investing. Furthermore, (Najamudin, 2020) shows that company reputation influences credibility and intention to use. The population taken is the people of the Special Region of Yogyakarta Province who have carried out charity using crowdfunding.

3. Methodology

3.1. Research model

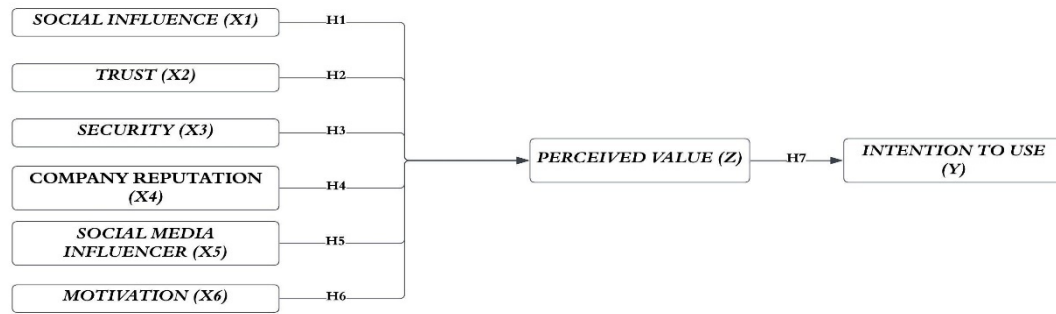


Fig.2: conceptual framework

The seven factors influencing intention to use crowdfunding platform are social influence, security, trust, company reputation, social media influencers, and motivation, with perceived value as a moderating variable. The results of (Della Fitriana, Hamdan, & Imaningsih, 2021; Linardi & Nur, 2021; Aprihasyyati & Fitria, 2021; T-Peng, SP-Ju, & C-chi, 2018) showed that trust influenced intention to invest. According to (Della Fitriana, Hamdan, & Imaningsih, 2021; Linardi & Nur, 2021; Rahmadhi & Hendrasto, 2021), social influence impacted intention to invest. The research of (Zulfian, 2020; Kim, Kim, Chong, & Choi, 2019) reported that security influenced intention to invest. Meanwhile, (Najamudin, 2020; Zulfian, 2020; T-Peng, SP-Ju, & C-chi, 2018) suggested that company reputation influenced intention to invest.

3.2. Research Variables

Dependent Variable (Y)

The dependent variable in this research is intention to use. The measurement used is a Likert scale with 1 (strongly disagree), 2 (disagree), 3 (agree), and 4 (strongly agree).

Mediation Variable (Z)

The mediating variable used is perceived value, while the measurement is a Likert scale with 1 (strongly disagree), 2 (disagree), 3 (agree), and 4 (strongly agree).

Independent Variable (X)

The independent variables are social influence, trust, security, company reputation, social media influencers, and motivation. The measurement used is a Likert scale with 1 (strongly disagree), 2 (disagree), 3 (agree), and 4 (strongly agree).

3.3. Hipotesis

Based on Figure 2 of the conceptual framework, the following hypothesis can be concluded:

1. H1: Social influence affects perceived value
2. H2: Trust affects perceived value
3. H3: Security affects perceived value
4. H4: Company reputation influences perceived value.
5. H5: Social media influencers influence perceived value
6. H6: Motivation affects perceived value
7. H7: Perceived value influences intention to use

3.4. Population and Sample

The samples taken were people who had worked or earned income in Medan, Indonesia. In addition, the sample selection was carried out probabilistically or randomly and the size was calculated using the Slovin method.

$$n=N/(1 + Ne^2)$$

where:

n: minimum number of samples

N: many samples in the population.

e: error tolerance limit (error)

With an N value of 1,031,769 and a tolerance limit of 0.1, the sample obtained is 99.

3.5. Data Collection Methods

The indicators used were adopted from preliminary research. Table 1 below shows the indicators for the variables contained in this research.

Table 1. variable indicators

No	Variable	Indicator	reference
1	Social Influence (X1)	Encouragement by friends or others Encouragement by family	Shneor & Munim (2019)
2	Trust (X2)	Honest Dependable Satisfaction	(Liang, Wu, & Chih-chi, 2019)
3	Security (X3)	Security guarantee from a legal perspective Data confidentiality is maintained	(Kim, Ferrin, & Rao, 2008)
4	Company reputation (X4)	Good company name Widely known Service quality	(Liang, Wu, & Chih-chi, 2019)
5	Social media influencer (X5)	Influencers recommend Generates a desire to invest	(Mayuni, 2022)
6	Motivation (X6)	Potential high returns Desire to support innovative startups Personally interested	(Rahmadhi & Hendrasto, 2021)
7	Perceived value (Z)	Make investing easier	(Mandey, 2020)
8	Intention to use (Y)	Get benefits	(Sulaeman, 2021)

The instrument was taken using a Likert scale as an alternative, with the lowest and highest scores being 1 and 5, respectively. The alternative answers were "strongly disagree," "disagree," "agree," and "strongly agree." Meanwhile, primary data was used since the research takes data from the results of distributing questionnaires. Simple random probability sampling was used and the data was collected by distributing questionnaires online through Google's platform, namely Gform.

3.6. Data analysis

The data collected from the results of distributing questionnaires are grouped based on variables and tabulated. Data processing is carried out through calculations using SmartPLS 4.0 software. The analysis uses the partial least squares (PLS) approach, which is a causal model explaining influence of variables (Wijaya, 2019). PLS-SEM analysis consists of two submodels, namely the outer and the inner models. The measurement model shows how observable or manifest variables serve as proxies for the latent variables. Meanwhile, the structural model reports the strength of estimates between latent variables and constructs (Ghozali & Latan, 2015).

Measurement models

Validity test

The validity test aims to measure the validity of the selected indicators. The test is carried out by calculating the correlation between each indicator and the total score using product moment correlation (r). The item-to-total Pearson correlation formula is as follows:

$$r_{xy} = \frac{\sum xy}{\sqrt{(\sum x^2)(\sum y^2)}}$$

where:

r_{xy} = correlation coefficient

x = total item scores

y = total score

The question items in the questionnaire are significantly correlated with the total score when the calculated r is > 0.5 . The validity test consists of two types, namely the convergent and the discriminant validity test. The convergent validity test can be conducted by analyzing the loading factor value for each indicator. Value must be greater than 0.7 (Hulland, 1999) or through the Average Variance Extracted (AVE) value for each variable (Fornell & Larcker, 1981).

Reliability test

Reliability testing is used to determine the consistency of indicators or variables when measured twice. The upper limit for composite reliability should be the same as other measures, with a score of 0.6 to 0.7, which shows an adequate model (Khoi & Tuan, 2018).

Structural models

Data analysis in this research is as follows:

Hypothesis testing.

Hypothesis testing in this research uses a simple regression model. Regression analysis is used to determine the possibility of increasing or decreasing the dependent variable. This simple regression is based on the functional and causal relationship of one independent variable with the dependent variable. The analysis is carried out to predict the level of change in the dependent variable when the independent variable is manipulated (Sugiyono, 2017).

The simple regression equation in this research is as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + \beta_6 X_6 + \beta_7 Z + e$$

Y = intention to use

α = Constant

$\beta_1 - \beta_7$ = Regression Coefficient

X1 = social influence

X2 = trust

X3 = security

X4 = company reputation

X5 = Social media influencer

X6 = Motivation

Z = Perceived value

e = error

The formulation of the hypothesis is as follows:

H1: Social influence influences perceived value

$H_0: \beta_0 = 0$, social influence does not affect perceived value
 $H_a: \beta_1 \neq 0$, social influence influences Perceived value
 H_2 : Trust influences perceived value
 $H_0: \beta_0 = 0$, trust does not affect perceived value
 $H_a: \beta_1 \neq 0$, trust influences perceived value
 H_3 : Security affects perceived value
 $H_0: \beta_0 = 0$, security does not affect perceived value
 $H_a: \beta_1 \neq 0$, security affects perceived value
 H_4 : Company reputation influences perceived value
 $H_0: \beta_0 = 0$, company reputation does not affect perceived value
 $H_a: \beta_1 \neq 0$, company reputation influences perceived value
 H_5 : Social media influencers influence perceived value
 $H_0: \beta_0 = 0$, Social media influencers do not influence Perceived value
 $H_a: \beta_1 \neq 0$, social media influencers influence Perceived value
 H_6 : Motivation influences perceived value
 $H_0: \beta_0 = 0$, Motivation does not affect perceived value
 $H_a: \beta_1 \neq 0$, Motivation influences perceived value
 H_7 : Perceived value influences intention to use
 $H_0: \beta_0 = 0$, Perceived value does not influence intention to use
 $H_a: \beta_1 \neq 0$, perceived value influences intention to use

H_0 is rejected and H_1 is accepted when the p-value is < 0.05

H_0 is accepted and H_1 is rejected when the p-value is > 0.05 .

In this research, data processing was carried out using SmartPls software.

Analysis of the coefficient of determination (R^2)

Determination analysis is used to obtain the percentage influence of the independent variable on the dependent variable. This coefficient shows influence of the independent variable on the dependent variable.

3.7. Data Gathering

The closed questionnaire is distributed to people who work in the city of Medan. Data collection started from October 9th, 2023 to 30th, 2023 and the number of questionnaires filled in is 110 packages.

3.8. Respondents

The results of the questionnaires show that there are 59 males and 51 females

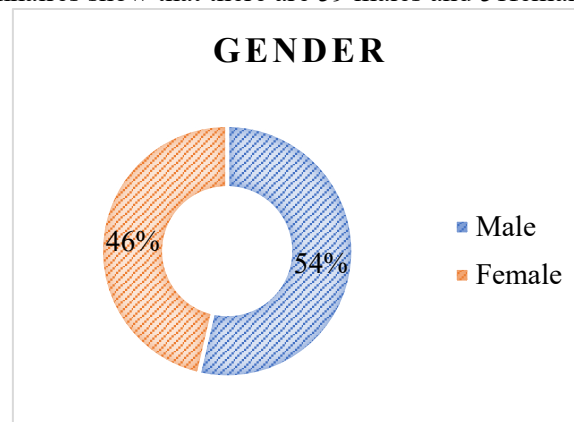


Fig.3: Respondent's gender

The ages below 18 years, 18 to 20 years, 21 to 30 years, 31 to 40 years, 41 to 50 years, and 51 to 60 years comprise one, seven, thirty-three, thirty-nine, twenty-five, and five respondents, respectively.

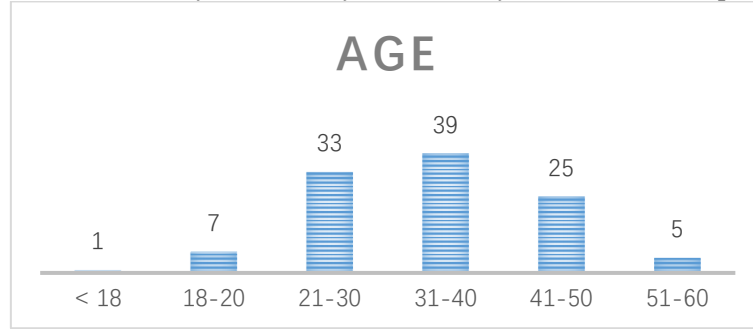


Fig.4: respondent's age

3.9. Validity and Reliability

Validity

Loading factor/outer loadings

A variable can be said to be valid when the loading factor value in the outer loadings is greater than 0.700 (Hair, Hult, Ringle, & Sarstedt, 2022).

Table 2. Loading factor value

	Outer loadings	Result
BI01 <- Intention to use (Y)	0,764	valid
BI02 <- Intention to use (Y)	0,848	valid
BI03 <- Intention to use (Y)	0,834	valid
M01 <- Motivation (X6)	0,844	valid
M02 <- Motivation (X6)	0,833	valid
M03 <- Motivation (X6)	0,772	valid
PV01 <- Perceived value (Z)	0,768	valid
PV02 <- Perceived value (Z)	0,775	valid
PV03 <- Perceived value (Z)	0,801	valid
RP01 <- Company's reputation (X4)	0,760	valid
RP02 <- Company's reputation (X4)	0,806	valid
RP03 <- Company's reputation (X4)	0,716	valid
RP04 <- Company's reputation (X4)	0,733	valid
S01 <- Security (X3)	0,812	valid
S02 <- Security (X3)	0,760	valid
S03 <- Security (X3)	0,741	valid
S04 <- Security (X3)	0,757	valid
S05 <- Security (X3)	0,714	valid
SI01 <- Social Influence (X1)	0,745	valid
SI03 <- Social Influence (X1)	0,724	valid
SI05 <- Social Influence (X1)	0,767	valid
SMI1 <- Social media influencer (X5)	0,847	valid
SMI2 <- Social media influencer (X5)	0,874	valid
SMI3 <- Social media influencer (X5)	0,859	valid
SMI4 <- Social media influencer (X5)	0,888	valid

T01 <- Trust (X2)	0,787	valid
T02 <- Trust (X2)	0,791	valid
T03 <- Trust (X2)	0,778	valid
T04 <- Trust (X2)	0,778	valid

Table 2 shows that all variables with loading factor values greater than 0.700 are valid. Therefore, the model is said to be good and acceptable in this research.

Average Variance Extracted (AVE)

Table 3 shows that every latent variable with an AVE value greater than 0.500 can be declared valid or the model is said to be good (Ghozali, 2014). Therefore, the variables have a loading factor value greater than 0.500 and are valid.

Table 3. average variance extracted (AVE)

	Average variance extracted (AVE)	Result
Intention to use (Y)	0,666	valid
Motivation (X6)	0,667	valid
Perceived value (Z)	0,610	valid
Company's reputation (X4)	0,569	valid
Security (X3)	0,574	valid
Social Influence (X1)	0,556	valid
Social media influencer (X5)	0,751	valid
Trust (X2)	0,614	valid

Reliability

Cronbach's Alpha

Table 4. Cronbach's alpha

	Cronbach's alpha	hasil
Intention to use (Y)	0,757	reliable
Motivation (X6)	0,750	reliable
Perceived value (Z)	0,683	reliable
Company's reputation (X4)	0,748	reliable
Security (X3)	0,815	reliable
Social Influence (X1)	0,734	reliable
Social media influencer (X5)	0,890	reliable
Trust (X2)	0,807	reliable

From Table 4, the variables can be said to be reliable because values are greater than 0.600.

4. Research Results and Discussion

4.1. Coefficient of Determination

Table 5. Coefficient Of Determination

	R-square	R-square adjusted
Intention to use (Y)	0,239	0,231
Perceived value (Z)	0,516	0,488

Table 5 shows the results of the R square value of intention to use and perceived value. The R square value of Z on Y is 0.239, with an adjusted value of 0.231. Therefore, it can be explained that Z simultaneously influences Y by 0.231, or 23.1%. Since the adjusted R square is less than 33%, influence of all exogenous constructs Z on Y is weak. The R-square value of X on Z is 0.516, with an adjusted R-square of 0.488. Therefore, it can be explained that X simultaneously influences Z by 0.488, or 48.8%. Since the adjusted R square is more than 33%, influence of all exogenous constructs X on Z is moderate.

4.2. Hypothesis Analysis

Table 6. hypothesis analysis

	Original sample (O)	P values	Results
Motivation (X6) -> Perceived value (Z)	0,172	0,098	Not Accepted
Perceived value (Z) -> Intention to use (Y)	0,488	0,000	Accepted
Company's reputation (X4) -> Perceived value (Z)	0,268	0,029	Accepted
Security (X3) -> Perceived value (Z)	0,126	0,305	Not Accepted
Social Influence (X1) -> Perceived value (Z)	0,310	0,002	Accepted
Social media influencer (X5) -> Perceived value (Z)	-0,076	0,453	Not Accepted
Trust (X2) -> Perceived value (Z)	0,099	0,460	Not Accepted

H1: social influence influences perceived value

In the table, the p-value < 0.05 , is 0.002, hence, H1 is accepted.

H2: trust affects perceived value.

In the table, the p-value > 0.05 , is 0.460, hence H2 is accepted.

H3: security affects perceived value.

In the table, the p-value > 0.05 , is 0.305, hence H3 is rejected.

H4: Company reputation influences perceived value.

In the table, the p-value < 0.05 , is 0.029, hence, H4 is accepted.

H5: social media influencers influence perceived value.

In the table, the p-value > 0.05 is 0.460, hence, H5 is rejected.

H6: motivation affects perceived value.

In the table, the p-value > 0.05 is 0.098, hence, H6 is rejected.

H7: perceived value influences intention to use.

In the table, the p-value < 0.05 is 0.000, hence, H7 is accepted.

4.3. Analisis Indirect Effects

Table 7. Analisis Indirect Effects

	<i>Original sample (O)</i>	<i>P values</i>	information
<i>Motivation (X6) -> Intention to use (Y)</i>	0,084	0,124	no significant effect
<i>Company reputation (X4) -> Intention to use (Y)</i>	0,131	0,028	significant effect
<i>Security (X3) -> Intention to use (Y)</i>	0,062	0,347	no significant effect
<i>Social Influence (X1) -> Intention to use (Y)</i>	0,151	0,014	significant effect
<i>Social media influencer (X5) -> Intention to use (Y)</i>	-0,037	0,464	no significant effect
<i>Trust (X2) -> Intention to use (Y)</i>	0,048	0,490	no significant effect

Motivation, security, social media influencers, and trust do not have a significant effect on intention to use, while company reputation and social influence have a significant effect on the variable.

5. Conclusion

In conclusion, this research was carried out to show the significant role of social influence and platform credibility on crowdfunding adoption. However, several shortcomings and limitations were reported by the analysis. The theoretical review might not be sufficient, and the sample was limited due to time and elimination. Future research could build on this foundation to conduct expanded analyses across diverse contexts, user segments, and platforms. Investigating interactions between variables and comparing different crowdfunding models provided richer insights. From a practical perspective, the results showed the need for reputation building, trust development and leveraging social channels as key success factors for crowdfunding platforms. In this context, continuous innovation to enhance transparency, security, usability, and engagement remained important to unlock the potential of a democratic investment model.

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