

# DONOR'S INTENTION ON THE CROWDFUNDING AMONG UNIVERSITY STUDENTS: AN EXTENSION OF THE THEORY OF PLANNED BEHAVIOUR

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## Abstract

**Purpose of the study:** The primary purpose of this study is to examine the antecedents of the Intention to donate on the crowdfunding.

**Methodology:** The research design of this study is a quantitative technique. The data is primary data based on the survey to active university students in the City of Yogyakarta. The study examines 185 completed questionnaires and analyzes the relationship among variables by employing structural equation model.

**Main Findings:** Overall, the results support the Theory of Planned Behaviour (TPB). When other variables are integrated into the TPB, the variables of past behavior and religiosity, but not moral norm, improve the prediction on the Intention to donate significantly.

**Applications of this study:** In addition to the extension of the TPB, this study suggests that individuals, owner projects or charitable organizations should include past behavior and religiosity components in understanding donor behaviors.

**Novelty/Originality of this study:** This study expands the Theory of Planned Behaviour by integrating additional factors that are considered to improve the explanatory power of the model.

**Keywords:** Crowdfunding, Intention, Religiosity, Behavior, Norm, Donor.

## INTRODUCTION

In this digital era, crowdfunding is a phenomenon that has various developments every year. The growth of the number of crowdfunding platforms continues to increase. A report from [Massolution \(2015\)](#) stated that crowdfunding online has been experiencing extraordinary growth in the last few years in terms of total revenue, global spread, number of platforms, and diversity of applications. In abroad, an increasingly popular platform of crowdfunding is widely used, such as Kickstarter, IndieGogo, and Crowdfunder UK has triggered crowdfunding development in Indonesia. In recent years, there are many platforms for crowdfunding that are well known in Indonesia, such as Patungan.com, Act.com, Ayopeduli.com, and Kitabisa.com, which facilitate many projects for non-profits such as performing arts, education, culture, and health.

Crowdfunding is more capable of attracting the community because of its broad reach and is considered to be easier to use to raise funds, especially for donation-based crowdfunding. Donation-based crowdfunding used for fundraising has been successful, especially when natural disasters and medical emergencies happen. According to [Anvel \(2018\)](#), it captured the exponential growth, from 892 Million in 2014 to 472 Billion Rupiah (IDR) in 2018 on online. The percentage of yearly donation is 119% and has funded around 16.000 projects. In just a few years, the amount of money raised through this kind of crowdfunding has grown to billions of Rupiah. From a financial perspective, crowdfunding activities involve raising funds from the community. The awareness of the people to use and participate in giving funds is also higher, reflecting the growth in the value of funds, which grows more than double every year ([Kaur & Gera, 2017](#)).

While the popularity of donation-based crowdfunding is growing, many charity projects fail to achieve their funding goals within a specified time period. In order to increase the success of the project effectively, existing research focuses on a variety of factors that influence the behavior of potential donors ([Bhawika, 2017](#)). There are many discussions to enhance the crowdfunding platform that is important to increase the funding for specific project purposes. One of the ways is it is essential to understand donors' funding motivations. Practitioners, researchers, creators, and manager platforms need to improve the number of people who are willing to contribute to the donation projects and enhance their donations to the projects ([Bagheri, Chitsazan, & Ebrahimi, 2019](#); [Forbes & Schaefer, 2017](#); [Nevin et al., 2017](#)). An understanding of what causes them to donate to the decision-making process of a donor decision will significantly help the development of crowdfunding platforms in developing policies and strategies to fundraising on the online platform that can optimize the potential for large donations is realized ([Adiansah, Mulyana, & Fedryansyah, 2016](#); [Aprilia & Wibowo, 2017](#)).

Given this new phenomenon, there is a lack of in-depth knowledge of donation-based crowdfunding. In particular, there is very limited knowledge of what motivates the crowd to contribute to the charity project ([Dunford, 2016](#); [Knowles, Hyde, & White, 2012](#); [Anglin et al., 2018](#)). Limited studies have been found recently to examine motives of donation intentions and behaviors ([Dunford, 2016](#); [Kashif, Sarifuddin, & Hassan, 2015](#); [Knowles et al., 2012](#); [Linden, 2011](#);

[Smith & McSweeney, 2007](#); [Mittelman & Rojas-Méndez, 2018](#)). These studies generally apply a well-known framework in the area of research in human actions, called the Theory Planned Behavior (TPB). According to this theory, the expected or intended behavior can be predicted and guided by behavioral attitude, social norm, and perceived behavior factors. However, the TPB model is known to be deficient in a precise estimation of the predictors of the actual intentions of the allocation of money to social activities ([Smith & McSweeney, 2007](#)). Therefore, this study expands the TPB model to identify the real Intention to give charity by adding several additional factors that are considered to increase the explanatory power of the model. These new factors include past behavior and moral norm from the study of [Kashif et al. \(2015\)](#) and the religiosity variable, as suggested by [Metawie & Mostafa \(2015\)](#).

The next section presents the concept of Crowdfunding and Donation behaviors and the grand theories that underpin the proposed hypotheses. Part 3 offers the research design that guides this study, including the measurement of data and the methodology to examine the hypotheses. Section 4 describes the data and presents the empirical findings and analyses. The last article summarizes the results of this study emphasizes the implications of the findings, acknowledges its limitations, and provides recommendations and extension for future studies.

## LITERATURE REVIEW

### Crowdfunding and Donation Behavior

Crowdfunding is defined by several researchers as a new type of fundraising for business or simple projects. Crowdfunding is the new financing method for the process of raising funds from a large group of people through contributions for a specific purpose ([Kaur & Gera, 2017](#)). Crowdfunding, in the broadest sense of the term, is an alternative process of raising funds from a small contribution to a large group of people for business or social purposes. According to [Sahm, et al., \(2014\)](#), crowdfunding is an open call through the online or offline for the provision of monetary funds from a distributed audience often in exchange either in the form of donation or in exchange for the reward for supporting initiatives for specific purposes.

Crowdfunding provides a new way of financing that allows small and medium enterprises (SMEs), non-profit organizations, and individuals to expose their creative idea to become spotlight so that they can obtain funds ([Li et al., 2018](#)). The crucial part of crowdfunding is raising funds successfully. This way can solve the financial problems effectively, such as fund shortage or deficit capital. Based on several studies, ([Forbes & Schaefer, 2017](#); [Sahm, Belleflamme et al, 2014](#); [Gleasure & Feller, 2016](#); [Nevin et al., 2017](#)), there are several types of crowdfunding. First, donation-based crowdfunding is used mainly by non-profit and NGO organizations without receiving any kind of reward for a specific reason, mostly for social projects. The donor does not have the desire to return their contribution. Second, reward-based crowdfunding makes the funder has expected to get benefits such as proposed product, merchandise, or sometimes intangible rewards such as service from their contribution. Third, debt-based crowdfunding requires the donor to give money to a project, entrepreneurs or organizations, and expect repayment for the benefit of financial interest. The funder thinks this type as an investment that will receive interest or expect a higher interest in returns. Lastly, in equity crowdfunding, the creator of the project, offers investors a stake (or equity) in the company in return for their contribution. This form of crowdfunding can be in the investment of stock to fund the launch or the growth of a company.

The term donations or fundraising is very familiar in our daily lives. The definition of donation is an effort to give to charity and to help others in need. So, it can be concluded that the essence of donation-based crowdfunding is broad fundraising from the community consisting of individuals, organizations, or companies in the scope of small and medium-sized businesses for certain purposes, including social, health, education, creative industries that are voluntary. Donation-based crowdfunding is perhaps best known for facilitating a social project that is more profitable and more valuable than others ([Rijanto, 2018](#)). According to [Gleasure & Feller \(2016\)](#), the concept of this crowdfunding focused more on funding social projects and microfinance in helping the most vulnerable people in developing countries. The type of donation-based crowdfunding not only accepts the risks of supporting a new venture, but they also receive no returns and tangible rewards in return for their contribution ([Bagheri et al., 2019](#)). This type of fundraising is applied purely for charitable activities and not for seeking personal or group profit. In terms of non-profit donation, social responsibility of citizens, donation behavior can be driven by peer pressure.

### Previous Studies

Most research about crowdfunding has focused on the success of crowdfunding platforms. There are several researchers related crowdfunding that has been carried out abroad ([Anglin et al., 2018](#); [Bathina, B. & Xu, 2017](#); [Sahm et al., 2014](#); [Cecere, Le Guel, & Rochelandet, 2017](#); [Choy & Schlagwein, 2016](#); [Efrat, Gilboa, & Sherman, 2019](#); [Hsieh, Hsieh, & Vu, 2019](#); [Mollick, 2014](#); [Rijanto, 2018](#); [Solomon, Ma, & Wash, 2015](#); [Xu & Zhu, 2018](#)). Previous research has resulted in several sources of motivation for funders to contribute to the crowdfunding campaign. The dominant motivation is altruism, that is a belief that helping and benefiting others will bring satisfaction because they feel they also contribute to society. In line with the previous research, it is identified several motivations of contributing to a project include altruism and a feeling of being part of a community ([Bagheri et al., 2019](#); [Choy & Schlagwein, 2016](#); [Efrat et al., 2019](#); [Gerber & Hui, 2013a](#)); Table 1 provides selected previous studies and their main factors and models.

## Hypothesis Formulation

Table 1 also shows that most of the previous studies develop the Theory of Planned Behavior (TPB), one of the best theories in the field of research on human behaviors to examine motivations of someone donation to crowdfunding. Since the TPB needs further factors to explain the behavior of Intention to donate, this study develops the TBP by integrating three external variables of the TBF with moral norms, past behavior, and religiosity. The following part describes the hypotheses of all variables included in the research model.

**Table 1:** Determinants of Intention

No	Selected Studies	Variable	Result
1.	(Kashif et al., 2015; Smith & McSweeney, 2007; Knowles et al., 2012)	PBC, Attitude, Self-reported, Injunctive, Behavior descriptive, Moral norms	Past behavior, injunctive standards, and Intention to make a positive result. Attitude, self-reported behavior, descriptive norms, and moral norms do not significantly contribute to intentions to donate money
2.	(Kashif et al., 2015; Okun & Sloane, 2002; Park & Lee, 2009)	Injunctive norms, PBC, Attitude, Descriptive norms, Moral norms	The results support the extended theory of planned behavior model in establishing the relationship between identified independent and dependent variables in a developing country
3.	(Knowles et al., 2012; Smith & McSweeney, 2007; Okun & Sloane, 2002)	Attitude, subjective norm, PBC, Moral obligation, Past behavior	Attitude, PBC, normative standard, and past behavior have emerged as important predictors of the Intention to donate money.
4.	(Greenslade & White, 2005; Mittelman & Rojas-Méndez, 2018; Linden, 2011)	Attitude, Subjective norm, PBC, Moral obligation, Past behavior	Past behavior, social values, and perceived behavioral regulation were the main factors in the decision to donate.
5.	(Dunford, 2016; Linden, 2011; Smith & McSweeney, 2007)	Attitude, Subjective norm, PBC, Moral obligation, Past behavior	Attitudes, subjective norms, perceived behavioral control, and moral norms all had strong influences on people's perceptions of charitable giving.
6.	(Linden, 2011; Lwin, Phau, & Lim, 2013; Metawie & Mostafa, 2015)	Attitude, Subjective norm, PBC, Religiosity	Perceived behavioral control, and subjective norms and religiosity were all found to be significant predictors of students' behavioral Intention to donate to charity.

## Attitude

Attitude towards behavior is a person's assessment of the action to be carried out, whether it will have a good or bad impact on the environment. Attitude is believed to have a direct effect on the desire to behave, which can relate to the control of perceived behavior and subjective norms (Ajzen, 1991). Linden, (2011) indicated the attitudes to donate are measured using favorable indicators, similar to the results of research carried out by Smith & McSweeney, (2007), which also forecasts the Intention to donate. In the context of this research, the people will have the willingness to give in crowdfunding donations if they have positive beliefs that donating is a beneficial activity for them (Smith & McSweeney, 2007). The first hypothesis proposed is:

**H1: Attitude toward behavior has a positive influence on Intention to donate in donation-based crowdfunding.**

## Subjective norm

The second variable of the TPB model is subjective norms, which is defined as the influence of people around (Ajzen, 1991). This behavior is related to feelings and known as subjective norms. Almost the same as attitude, subjective norms are also influenced by beliefs. The difference is only if the attitude is a belief in what he does while the subjective norm is an individual's belief in the views of others or normative beliefs. Social norms can be essential factors that can influence specific behaviors. Subjective norms play an important role in driving an individual's behavior (Zhao & Zhu, 2014). Therefore subjective norm is included in extrinsic motivation. Subjective norms are the perception of others with individual actions regarding the decision to agree or disagree with their behavior. A person can perform certain behaviors if they are motivated and believe in the importance of the actions of others. Donors are also willing to support

people that they do not know well. [Ajzen \(1991\)](#) stated that subjective norms affect behavioral intention. Subjective norms were a significant, strong, and positive predictor of the Intention to donate ([Kashif et al., 2015](#)). However, subjective norms were found to be non-significant in predicting the Intention to donate ([Mittelman & Rojas-Méndez, 2018](#)). Therefore, the second hypothesis proposed is:

**H2: Subjective norm has a positive influence on Intention to donate in donation-based crowdfunding.**

#### **Perceived behavior control**

[Ajzen \(1991\)](#) stated that behavioral control influences intention based on the assumption that behavioral control perceived by an individual will have motivational implications for the person. Individuals who have a high perception of control will continue to be motivated to succeed because he believes with the resources and opportunities available, so the difficulties they face can be overcome. That is the reason that [Ajzen \(1991\)](#) suggested that the control of this behavior, together with the Intention, is closely related to decision making for an individual about in their behavior. The more positive the attitude of a person towards subjective behavior and norms, and the higher the perceived control, the stronger a person's interest in bringing about a behavior. In this case, the more useful donations made to others, such as natural disaster donations, the stronger a person's interest in the donation. [Mittelman & Rojas-Méndez \(2018\)](#) mentioned that slightly higher than the other variables in donation behavior. It is in line with [Kashif et al. \(2015\)](#), stating that perceived behavior control has positive significance in the donation. Based on the description above, the third hypothesis proposed is:

**H3: Perceived behavior control has a positive influence on Intention to donate in donation-based crowdfunding.**

#### **Moral norm**

The variables used in the ETPB have been evolved over the years. The moral norm is one of the variables in ETPB. Moral norms appear to be particularly helpful in forecasting pro-social behaviors or activities with a moral component. Moral expectations have often been included in surveys of pro-social behavior, such as blood donations, organ donations, and charitable actions. [Burgoyne et al., \(2006\)](#) found that a sense of personal responsibility is a very important reason for charitable donations in their focus-group study of philanthropic actions, which suggests that charitable donations require a moral factor. Therefore, the current research has included moral norms. [Mittelman & Rojas-Méndez \(2018\)](#) stated that moral norms were always found to be significant and positive predictors of the Intention to donate. Based on the description above, the fourth hypothesis proposed is:

**H4: Moral norm has a positive influence on Intention to donate in donation-based crowdfunding.**

#### **Past behavior**

There has been a strong emphasis on the role of past behavior in the TPB. It has been suggested that many habits are dictated by one's past behaviors with repetitive success rather than by cognitions like those defined in the TPB model. Many kinds of research supported the argument that past behavior is an indicator of particular intentional and behavioral variation ([Mittelman & Rojas-Méndez, 2018](#)). Most researchers found that past behavior is the best predictor of actions in the future ([Smith & McSweeney, 2007](#)), and some researchers proposed that behavior in the past is a better predictor of behavior than attitude and PBC ([Park & Lee, 2009](#); [Linden, 2011](#)). The more often a person donated in the past, the more intentions he will donate in the future. [Smith & McSweeney \(2007\)](#) used a certain indicator to assess their previous behavior, such as the frequency of contribution. The higher frequency of contributors, the higher willingness to donate. Therefore, the proposed hypothesis is:

**H5: Past behavior has a positive influence on Intention to donate in donation-based crowdfunding.**

#### **Religiosity**

In many aspects of people's lives, religion plays a significant role, among others, in influencing their social opinions. It triggers a particular behavior that includes a variety of personal, social, and psychological characteristics. Religion helps to develop a path to helping others. Charity donation motives have so far provided the experiences of developed countries with a significant need to explore this trend in developing countries ([Smith & McSweeney, 2007](#)). Muslims, Hindus, Buddhists, Christians, and people of all other religious beliefs make generous donations for various causes ([Kashif & DeRun, 2010](#)). Believers behave properly in accordance with their faith. Therefore, the sixth hypothesis proposed is:

**H6: Religiosity has a positive influence on Intention to donate in donation-based crowdfunding.**

#### **METHODOLOGY**

This study focuses specifically on active students in the city of Yogyakarta, the city where its university students were coming from all regions of Indonesia. Primary data were used to achieve the research objectives, which basically involved interviewing and administering questionnaires in order to obtain information from active university students. Convenience sampling was applied to distribute the questionnaires to the target population. This sampling method was selected because of the unknown sampling frame of the active university students in this area. However, to improve the



quality of this study, questionnaires were distributed to the huge amount of target population with the help of five research assistants to survey the target respondents. The assistants were given training in areas such as how to fill in and choose the statements in the questionnaire, behave ethically, and persuade members of the population to participate in the project. The study yielded 185 responses that could be processed further, and this number exceeded the required sample size. Following the Central Limit Theorem, a sample size of 30 is considered sufficient when the population is symmetric (Gujarati, 2003).

The active university students were given questionnaires following receipt of their Intention to participate. The surveys consisted of two sections aimed at achieving the general purpose of the research. The first section contained five questions on the respondent demographic characteristics, as indicated in the research framework (table 2). The second section consisted of items measuring the students regarding the motivations when donating their money. Measurement of the variables was conducted using a four-point rating scale, with the responses ranging from 1 (absolutely disagree) to 4 (totally agree). This even scale provided no scope for neutrality, in which some respondents may opt to avoid completing the questionnaire thoroughly (Anafisati, 2020).

**Table 2: Variables and Their Measurements**

No.	Variable	Number of Items	References
1	Attitude	4	<a href="#">Ajzen (1991)</a>
2	Subjective Norm	3	<a href="#">Chen, Dai, Yao, &amp; Li (2019)</a>
3	Perceived Control	4	<a href="#">Dunford (2016)</a>
4	Moral Norm	4	<a href="#">Mittelman &amp; Rojas-Méndez (2018)</a>
5	Past Behavior	3	<a href="#">Mittelman &amp; Rojas-Méndez (2018)</a>
6	Religiosity	4	<a href="#">Padela &amp; Zaganjor (2014)</a>
7	Intention to Donate	4	<a href="#">Mittelman &amp; Rojas-Méndez (2018)</a>

All of the items in the questionnaire are based on the literature review discussed in section 2 (Table 4). The expert scholars in the field gave some inputs prior to the instrument's distribution. A pilot study was also carried out to improve the face validity of the items (Sekaran, 2003). As a result, some minor modifications were made to the words and statements in the instruments. Further, the research assistants helped in data collections. A short training was given to them to ensure that the questionnaires were free from misinterpretation and ambiguity (Shah Alam et al., 2012).

This study applied the statistical tool of four multiple regressions, powerful analysis methods in which the technique is to confirm the theory and can be used to explain the presence or absence of relationships among the variables. This study applied factor analysis with Varimax rotation in order to reduce and summarize the items of each construct. The results indicate the factors that have an anti-image correlation score with other elements of at least 0.50, thus suggesting good factorability. The Kaiser-Meyer-Olkin (KMO) value for measuring the adequacy of the sampling was 0.7, which is higher than the recommended value of 0.6. The chi-squared values of Bartlett's test were significant. Furthermore, these factors had high internal consistency reliability: the lowest value of Cronbach's alpha was 0.70 for barriers, while the highest was for the construct of strategies to resolve at 0.915. Nunnally (1967) recommended a Cronbach's alpha value of 0.7 or higher as a reliable benchmark.

## RESULTS AND DISCUSSIONS

Tables 3 and 4 show the results of the study. The characteristics of respondents in table 3 explained individual features that donate in crowdfunding. The nature of the respondents involves gender, age, religion, pocket money per month, and the frequency of donation. In addition to the results of hypothesis tests, table 4 shows the comparison of the adjusted R-squares for the four models. Adjusted R-squared values are used to measure the degree of variation in changes independent variables due to the Intention to donate (the dependent variable). The higher the value, the better the prediction model from the proposed research model. As indicated in table 4, the original TPB model (model) has the lowest adjusted R-squared value (33,35%). Its value increases as a new independent variable added to the original model. Model 4 has the highest adjusted R-squared value, implying the best model among the models.

The results in table 4 are also used to infer the significance of the influence of independent variables on the Intention to donate. The parameters in the coefficient variables describe the positive or negative relationships of the hypothesized variables. Table 4 shows that the three variables as the main factors of the Intention of the TPB are, in general, supported by the data. The following parts describe and discuss the results of the hypotheses.

### Attitude

The first hypothesis in this study is that attitude influences the Intention to donate. Table 4 shows the parameter of the attitude variable for four models is positive and significant, implying the variable of the attitude is a predictor of the Intention to donate. This result is in line with previous research that found that the attitude variable was also significant and positive in predicting the Intention to donate (Kashif & DeRun, 2010; Linden, 2011; Smith & McSweeney, 2007; Mittelman & Rojas-Méndez, 2018). This result also supports the TPB. TPB believes that individual behavior interests

are driven by attitudes. An attitude is a reason why a student considers the action in question positively or negatively. Attitude means that a student has good behaviors and respect for other people. It is believed that if a student has a high attitude-behavior, it will reflect the way that his/her behavior, including their perceptions of donations to crowdfunding. Based on this, it can be said that a person's attitude towards donating in charity shows how the person feels that donating has a good or bad effect on him/her. To maintain positive attitudes about charitable donations, it may be helpful for crowdfunding projects to inform the community how their investments can turn into tangible benefits for receivers, and this may also support at the state national and international levels in the future. This strategy may also have the added benefit of growing confidence in the activities of the charity.

**Table 3:** Respondent Characteristics

Gender	Total	Percentage
<b>Gender</b>		
Man	71	38.4%
Women	114	61.6%
		100%
<b>Age</b>		
17 – 19	16	8.6 %
20 – 23	165	89.2 %
24 – 26	4	2.2 %
		100%
<b>Religion</b>		
Islam	159	85.9%
Christian	4	4.9%
Catholic	14	7.6%
Hindu	3	1.6%
		100%
<b>Allowance IDR/Month</b>		
<Rp 500.000	13	7%
Rp 500.000 – Rp 1.000.000	35	18.99%
Rp 1.001.000 – Rp 1.500.000	55	29.7%
>Rp 1.500.000	82	44.3%
		100%
<b>Donation Frequency</b>		
< 5	112	60.5%
5 – 10	51	27.6%
>10	13	7%
Never	9	4.9%
		100%

**Source:** Primary data developed by the authors

### Subjective norm

In general, the subjective norm has a significantly positive effect on the Intention to donate. This result of hypothesis 2 is consistent with the previous studies conducted by [Kashif & DeRun \(2010\)](#); and [Kashif et al. \(2015\)](#). In addition, this result is in line with the TPB. According to this theory, subjective norms are one's perceptions of other people's beliefs that will influence the interest in doing or not doing a certain behavior. Subjective norms are the perception of others (for example, relatives, peers) with individual actions regarding the decision to agree or disagree with their behaviors. A person can perform certain behaviors if he/she is motivated and believe in the importance of the actions of others. Furthermore, the subjective norm in this study includes external motivations, which means the broader the environment, such as friends, family, or relatives who make donations, the higher Intention to make donations. This is because someone considers it is important that human society recognition increases his/her interest in making donations in crowdfunding.

**Table 4:** Results of Hypothesis Tests

Variables	Coefficient Variables (StandardError)			
	Model 1	Model 2	Model 3	Model 4
C	1.523296* (0.287206)	1.442391* (0.291708)	1.292054* (0.288339)	1.490101* (0.257851)
Attitude	0.35197*	0.334238*	0.324342*	0.250340*

	(0.069497)	(0.070355)	(0.068193)	(0.064210)
Subjective Norm	0.147569*	0.142615*	0.128133**	0.069912
	(0.053440)	(0.053386)	(0.052372)	(0.049357)
Behavioural Control	0.155150**	0.130388**	0.105795**	0.059923
	(0.060327)	(0.062517)	(0.060623)	(0.055995)
Moral norm		0.072170		
		(0.049726)		
Past Behaviour			0.165949*	
			(0.050329)	
Religiosity				0.296936*
				(0.044442)
Adjusted R-squared	0.333470	0.337519	0.367944	0.462957

\* p<1%, \*\*p<5%

Source: Developed by the authors

### Perceived behavior control

Perceived behavior control (PBC) in general has a significantly positive relationship with Intention to donate. The result of hypothesis 3 is consistent with the previous study, which was conducted by [Linden \(2011\)](#) and [Mittelman & Rojas-Méndez \(2018\)](#). Following the TPB, perceived behavioral control represents a person's beliefs about how easily individuals exhibit the behavior. When individuals believe that they have a source (such as time or money) or have the opportunity to show behavior, they will have strong intentions to show the behavior (high control of behavior). The contribution of PBC to the prediction of intentions to donate money suggests that people's perceptions of their capacity to be able to donate money affect their intentions. The perception of low efficacy or power in donating money appears mainly to be the result of the individual's understanding that, particularly as university students, they lack the necessary financial resources to contribute when they wish to make a contribution. Charity organizations or crowdfunding need to make a campaign that people should be reassured that even very small contributions are appreciated and needed.

### Moral norm

Table 4 further shows the results when the TPB is extended or integrated into the variables of the moral norm, past behavior, or religiosity (models 2, 3, and 4). The result indicates (hypothesis 4) is not a predictor of the Intention to donate. The coefficient variable of the moral norm is positive but not significant. In this study, moral norm refers to the action of performing a certain act or failing to do so. The individuals may feel proud or guilty, depending on the coherence of the actions of an individual with their norms. The reason for someone to donate maybe for personal importance to them, it may be helpful to emphasize the personal relationship between potential donors and recipients as a method of encouraging a sense of moral responsibility to contribute. This result also does not support the previous studies conducted by [Linden \(2011\)](#); and [Kashif & DeRun \(2010\)](#). [Linden \(2011\)](#) stated that the moral norm is the strongest indicator that accounted for a significant increase in explaining the variance of the Intention of people to donate. The result of the current study may not represent the emergence of perception of moral responsibility or obligation to donate as an influence on the Intention to donate money in the future ([Knowles et al., 2012](#)). Crowdfunding managers can not campaign to make people encouraged to foster a sense of personal responsibility by portraying the donation of money to a charitable organization as the right or morally does not correct things to do.

### Past behavior

The past behavior variable significantly predicts the Intention to donate when it is integrated into the TPB (Model 3). According to [Smith & McSweeney \(2007\)](#), the more often a person donated in the past, the more intentions he had to donate in the future. With this result, crowdfunding managers may make a campaign to encourage people to donate with the benefit that they could help other people, or at least they have made a donation to enhance their sense to donate again. The result revealed that a high frequency of donations of respondents could be attributed to past behavior reasons. This result is also consistent with the data in table 3 indicating respondent characteristics. When answering the question 'how often have you donated last month?', 94,10% of respondents donated less than five times, or at least they donated once.

### Religiosity

Table 4 shows that the religiosity variable gives a better explanation about donors' Intention to donate in crowdfunding. This implies that donation-based crowdfunding is seen as a part of spiritual activities that may influence their self-satisfaction. It can also be considered as a social investment that can improve their social class. Indonesia is a country with strong religious beliefs. The majority of the population in Indonesia religion is Islam, and others include Christian, Catholic, Hindu, and Buddhist. These religions promote their adherents' social engagement, some of which require financial assistance or almsgiving [Padela & Zaganjor \(2014\)](#). For instance, one of Islam's pillars requires a charitable activity (Islamic tax) with 2,5 percent of revenue. A similar ritual in Christianity is practiced to pay 10% for social activities. All religions teach about doing good and helping others by donating that it could give an extreme potential

area (Brooks, 2003). It is understandable if religiosity is one of the variables that influence in donor's behavior in Indonesia.

## CONCLUSIONS

This research was conducted based on the inconsistent results among the previous studies. Notably, this research is to examine the extension of the Theory of Planned Behaviour by adding variables of the moral norm, past behavior, and religiosity. Overall the results of this study support the TPB: attitude, subjective norm, and perceived behavior control predict intentions to donate significantly (Anafisati, 2020). When other variables are integrated into the TPB, the variables of past behavior and religiosity but not moral norm improve the prediction on the Intention to donate significantly.

The result of this study has implications. First, this finding suggests that the current study provides a useful addition to the limited knowledge that can be used to research the Intention of a monetary donation. The dimensions of the TPB examined here are strongly interrelated and are useful for philanthropists in understanding the conduct of donors. This result provides strong support to the studies conducted by early researchers (Ajzen, 1991; Chen et al., 2019; Metawie & Mostafa, 2015; Knowles et al., 2012). The additional factors of past behavior and religiosity also provide strong evidence to the TPB model. These incremental variables offer substantial contributions to explain the Intention to donate. Therefore, this finding gives a contribution to the development of knowledge, especially in research about the understanding donor's plan to donate with the extension of the TPB. Furthermore, the findings of this study suggest that individuals, owner projects, or charitable organizations should include past behavior and religiosity components in understanding donor behaviors. They may gain certain marketing advantages by understanding donor behavior, such as innovation and design, reputation equity, and an increase in donor satisfaction.

## LIMITATION AND FUTURE STUDIES

Some limitations incur, and future studies may extend this study. First, focusing on actual donations instead of Intention to donate can be a useful study. Actual actions or behaviors provide a better understanding of why people donate their money. Second, when respondents fill in based on the perception of respondents, they may fill out the questionnaires carelessly. This could lead to results that are different from the actual situation. A qualitative approach to examine the reason for crowdfunding could be completed this quantitative method comprehensively. Lastly, there may be other additional factors that may influence the Intention to donate on crowdfunding, which has not been included in this research. Future research is expected to add new factors such as personal awareness, prior knowledge, and social status to improve the research model.

## CONFLICT OF INTEREST

The authors stated that a conflict of interest in this work does not exist. Virsyadini Anafisati worked for sections of the problem statement, literature review, and hypothesis development, and helped data collections. Hadri Kusuma refined the research design section, helped in data cleaning, performed the statistical analysis, interpreted the results, and enhanced the write-up in the analysis section.

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