

## DAFTAR TABEL

Tabel 1.1 Situs <i>Crowdfunding</i> di Indonesia.....	4
Tabel 1.2 Pra Survey Variabel <i>Perceived Congruence</i> ( $X_1$ ).....	8
Tabel 1.3 Donasi yang dilakukan Rachel Venny melalui Kitabisa.com.....	9
Tabel 1.4 Pra Survey Variabel <i>Social Influence</i> ( $X_2$ ).....	14
Tabel 1.5 Pra Survey Variabel <i>Motivation</i> ( $X_3$ ).....	16
Tabel 2.1 Skripsi Terdahulu.....	31
Tabel 2.2 Jurnal Nasional.....	35
Tabel 2.3 Jurnal International.....	38
Tabel 3.1 Operasionalisasi Variabel.....	47
Tabel 3.2 Pengukuran Skala Likert.....	49
Tabel 3.3 Hasil Uji Validitas Variabel.....	54
Tabel 3.4 Hasil Uji Realiabilitas Variabel.....	56
Tabel 4.1 Kriteria Interpretasi Nilai.....	57
Tabel 4.2 Tanggapan Responden terhadap Variabel <i>Perceived Congruence</i> ( $X_1$ )....	65
Tabel 4.3 Tanggapan Responden terhadap Variabel <i>Social Influence</i> ( $X_2$ ).....	70
Tabel 4.3 Tanggapan Responden terhadap Variabel <i>Motivation</i> ( $X_3$ ).....	75
Tabel 4.4 Tanggapan Responden terhadap Variabel <i>Funding Intention</i> (Y).....	78
Tabel 4.5 Hasil Uji Normalitas Data.....	81
Tabel 4.6 Hasil Uji Multikolinieritas.....	81
Tabel 4.7 Hasil Analisis Regresi Linier Berganda.....	82
Tabel 4.8 Hasil Uji-t.....	86
Tabel 4.9 Hasil Uji-F.....	85
Tabel 4.10 Hasil R-Square.....	87
Tabel 4.11 Hasil Uji Koefisien Determinasi Parsial.....	87