

Innovation Platform:

A Study on Donors at Kitabisa.com

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Abstract—Technology and the internet are two things that cannot be separated in the digital age. Both become tools that can encourage various sectors, for example the economy, communication, transportation including charity activities. Considering that Indonesia is a country that has mutual cooperation principles, the kitabisa.com platform was created to facilitate the community in carrying out social activities. If previously the activity of charity is done directly, after the innovation platform for charity activities can be done online. This study aimed to determine the effect of platform innovation on the intention to make donations. The research method used to test the research hypothesis is quantitative descriptive Structural Equation Modelling (SEM). Data obtained through filling out questionnaires by 100 respondents who already have an account kitabisa.com. The results of hypothesis testing indicate that platform innovation influences the intention to make donations at a 95% confidence level. As an innovation, kitabisa.com platform has succeeded in changing people's behaviour in doing charity activities.

Keywords—innovation platform, kitabisa.com, SEM

I. INTRODUCTION

Marketing develops along with technological development. Advances in technology have brought huge changes to consumers, markets and society at large. Greetings the last decade, new information technology has been introduced in marketing and further developed into what is considered a new wave of marketing technology. Marketing 4.0 in the era of the digital economy this is the latest approach in the world of marketing. Most companies have used a platform for marketing activities.

The thing that caught the attention of researchers was how to use the platform in charitable organizations as a non-profit institution? Given Indonesia as a country that upholds the value of mutual cooperation. Charitable organizations must understand the power that influences donor behaviour [1]. Marketing ability can be seen from the level of knowledge of its customers [2]. Customer knowledge is influenced by different markets and open innovation processes [3]. Digital platforms as open innovation can open up new ways for organizations to collaborate with external sources to create useful results [4]. The relationship between the raising platform with cognitive and donor action produces social-intrinsic motivation [5]. On the other hand, platform innovation influences donor behaviour to use the platform [5,6].

The digital platform innovation process consists of problematization, interestment, enrolment and mobilization [7]. Problematization shows that digital innovation proposes a problem and involves the actor in a solution. Interaction shows innovators trying to define and stabilize the identity of the actors involved. Enrolment shows the definition of the role of actors involved in the innovation process. Mobilization shows the elimination of actors' interests, goals, and identities. Mobilization shows the elimination of actors' interests, goals, and identities. Platform innovation is a physical or virtual space, or series of events, the purpose of which is to support the development of new businesses [8]. An overview of traditional innovation users in crowdfunding consists of the dimensions of user motivation, user roles, user community, user collaboration and user investment [9]. The open platform has a dimension of customer openness so that customers transact on the platform to obtain services or products [10].

II. METHOD

The marketing research method will be use is analysis of factor. The purpose analysis of factor method is to identify a number of relatively small factors that can be used to explain platform innovation. Data collection analysis of factor research design is survey. Survey as a method of collecting data from a sample using questionnaire with structured question. Questionnaire as collecting data technique by giving a set of question or written question to respondent. Therefore, amount of sample is 100 respondent based on random calculation. To give a population ideal limitation, this analysis research unit are Kitabisa.com users as individual. Meanwhile, observation research unit are all located in Indonesia.

Data analysis technique in quantitative research method is statistic. To analyse the data with analysis of factor method researcher used *Structural Equation Modelling* (SEM). Using interval as measurement scale. Interval scale as a scale which researcher enable to arithmetic calculation from collected data from respondent. Measurement has no real zero value. Consumer behaviour measurement used in the common marketing research are Likert scale. Likert scale is a scale which ask respondents to respond if they agree or disagree about one perspected object which are very agree, agree, neutral, disagree and very disagree.

Basically, innovation platform for crowdfunding platform has four dimensions, namely problematization, interestment,

enrolment and mobilization [7]. Crowdfunding platform user has five dimensions, namely user motivation, user role, user community, user collaboration and user investment [9].

III. RESULTS AND DISCUSSION

Based on result data analysis, researcher found that innovation platform has effect to crowdfunding platform user behaviour. The questionnaire data is presented construct first order analysis of innovation platform and crowdfunding platform user in table 1, table 2, table 3, table 4 and table 5:

TABLE I. FIRST ORDER ANALYS CONSTRUCT

Innovation Platform	Outer Loadings >0,4	Convergent Validity
Problematization	0,563	Valid
Interessment	0,844	Valid
Enrollment dan	0,867	Valid
Mobilization	0,764	Valid
User motivation	0,700	Valid
User role	0,739	Valid
User community	0,655	Valid
User collaboration	0,575	Valid
User investment	0,618	Valid

Sources: Data processing over 100 respondents

TABLE II. SECOND ORDER ANALYS CONSTRUCT OF INNOVATION PLATFORM

Scale of measurement	Criteria	Value	Result
Discriminant Validity	\sqrt{AVE} > $\sqrt{0,593}$ RX	0,415	Valid
Composite Reliability	> 0,6	0,809	Reliabel

Source: Data processing over 100 respondents

TABLE III. SECOND ORDER ANALYS CONSTRUCT OF CROWDFUNDING PLATFORM USER

Scale of measurement	Criteria	Value	Result
Discriminant Validity	\sqrt{AVE} > $\sqrt{0,540}$ RY	0,563	Valid
Composite Reliability	> 0,6	0,778	Reliable

Source: Data processing over 100 respondents

TABLE IV. R-SQUARE CONSTRUCT

Variable	Value	t _{value} > 1,678	Effect
Innovation Platform	0,222	3,115	Low
Crowdfunding Platform User	0,346	4,696	Moderate

Source: Data processing over 100 respondents

TABLE V. HYPOTHESIS RESULT

Variable	Original Sample (O)	T Statistics ((O/STERR))	P Values	Result
Innovation Platform → Crowdfunding Platform User	0,472	5,270	0,000	Accepted

Source: Data processing over 100 respondents

IV. CONCLUSIONS

The benefits of platform innovation for donors are: 1) easily understand the meaning of information in a campaign with a

combination of text, photos and videos, 2) have the opportunity to leave encouraging comments and support, 3) easy reading and navigation, 4) know the fundraising status, 5) find out how much time you have left with a countdown, 5) know the names of other donors and their numbers. The content on the kitabisa.com has a relationship with the interests of the community to help others.

V. IMPLICATIONS

The implication of this research the donors / investors expected channelling donations to the right campaigns.

VI. SIGNIFICANCE

The results of the analysis factor show that the innovation platform dimension that has influence to crowdfunding platform user with 95% confidence level. Furthermore, kitabisa.com is a very popular donation platform in Indonesia today to raise funds for the theme of health. Donors follow the behaviour of previous donors, even donors tend to repeat donations on the platform.

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