

**ABSTRAK**

Penelitian ini menguji perbedaan penggunaan *argument quality* dan *brand familiarity* terhadap *perceived information quality*, *perceived risk*, *trust*, dan *intention to donate* pada kampanye *crowdfunding* menggunakan uji MANOVA yang kemudian dilanjutkan dengan menggunakan uji *structural equation modelling* (SEM) dengan aplikasi AMOS 23.0. Penelitian ini menggunakan desain faktorial 2 (*high argument quality* vs *low argument quality*) x 2 (*high brand familiarity* vs *low brand familiarity*) dan mengumpulkan data dari 180 partisipan dari kalangan mahasiswa. Stimuli penelitian ini berupa tampilan sebuah kampanye *crowdfunding* pada sebuah website dimana nama *platform* dan pesannya telah dimanipulasi. Variabel terukur *perceived information quality* (7 indikator), *perceived risk* (5 indikator), *trust* (6 indikator), dan *intention to donate* (5 indikator) diukur dengan masing-masing skala Likert 5 poin. Dalam *main effect* penelitian ini ditemukan bahwa penggunaan *argument quality* yang berbeda juga memberikan pengaruh berbeda terhadap *perceived information quality* dan *perceived risk*. Penggunaan *brand familiarity* juga memberikan pengaruh berbeda terhadap *perceived risk*, namun tidak terdapat perbedaan pengaruh pada *perceived argument quality*. Ditemukan pula *interaction effect* antara *brand familiarity* dan *argument quality* terhadap *perceived risk*. Kemudian dalam penelitian ini terbukti bahwa *perceived information quality* berpengaruh positif terhadap *trust* dan *perceived risk* berpengaruh negatif terhadap *trust*. Selain itu juga terbukti bahwa *trust* berpengaruh positif terhadap *intention to donate*.

**Kata kunci :** *argument quality*, *brand familiarity*, *perceived information quality*, *perceived risk*, *trust*, *intention to donate*, *crowdfunding*, MANOVA, *structural equation modelling*.

**ABSTRACT**

*This study examines the differences in the use of argument quality and brand familiarity toward perceived information quality, perceived risk, trust, and intention to donate in crowdfunding campaigns using the MANOVA test which is then continued using a structural equation modeling (SEM) test with the AMOS 23.0 application. This study used factorial design 2 (high argument quality vs. low argument quality) x 2 (high brand familiarity vs. low brand familiarity) and collected data from 180 participants from among students. The research stimulus was in the form of a crowdfunding campaign on a website where the name of the platform and the message were manipulated. Measured variables are perceived information quality (7 indicators), perceived risk (5 indicators), trust (6 indicators), and intention to donate (5 indicators) were measured with each 5-point Likert scale. In the main effect of this study it was found that the use of different quality arguments also had a different effect on perceived information quality and perceived risk. The use of brand familiarity also gives a different effect on perceived risk, but there is no difference in effect on perceived argument quality. This research also found interaction effect between brand familiarity and argument quality on perceived risk. Then in this study it is proven that perceived information quality has a positive effect on trust and perceived risk which has a negative effect on trust. In addition, it is also proven that trusts have a positive effect on the intention to donate.*

**Keywords :** *argument quality, brand familiarity, perceived information quality, perceived risk, trust, intention to donate, crowdfunding, MANOVA, structural equation modelling.*