

ABSTRACT

The growing number of new crowdfunding platforms and online fundraising scams made it necessary for companies need to think about strategies to make people interested and decide to donate. The aim of this study was to determine the effect of brand image and trust on decision to donate online using Kitabisa.com crowdfunding platform.

The method used was quantitative causal verification. Non-probability sampling technique using purposive sampling was used as a sampling technique. The sample was 100 respondents with the criteria of active social media users and had donated using Kitabisa.com crowdfunding platform at least once. The techniques used in analyzing the data include descriptive analysis and multiple linear regression.

The results of the research based on descriptive analysis showed the brand image was very good showing that the users' perception of the Kitabisa.com brand was very good, trust was in a good category showing that Kitabisa.com was trusted by its users, and the decision to donate was in a good category showing that Kitabisa.com was chosen by the users over other brands. The results of the partial test indicated that Kitabisa.com's brand image had a significant effect on the users' decision to donate with significance level of 0,000 and Kitabisa.com users' trust on the decision to donate had a significant effect with significance level of 0,001. Brand image and trust simultaneously had a significant effect with significance level of 0,000 and an effect of 61% on decision to donate online using Kitabisa.com crowdfunding platform.

Keywords: *Brand Image, Trust, Decisions to Donate*