

## **ABSTRACT**

*The development of the Internet in the field of information technology used in the financial sector can facilitate access to various financial products and services. The use of Fintech that is better known today is the emergence of crowdfunding as an access that provides easy social relations between people. Crowdfunding works with influencers to expand their reach and increase interest in the trust and participation of the public in making donations. This study aims to determine how much influence perceived congruence, social influence, and motivation have on funding intentions (a survey of Rachel Vennya's crowdfunding campaign at Kitabisa.com).*

*This study uses quantitative methods and descriptive techniques by collecting data through a Google form questionnaire distributed to respondents, including Rachel Vennya's followers, domiciled in Indonesia, and Kitabisa.com through Rachel Vennya. The sampling technique used by researchers is a non-probability sampling method using a purposive sampling method. In this study, the data analysis technique used was descriptive analysis and multiple linear regression analysis using SPSS.*

*The research results based on the t-test yielded perceived congruence, social influence and motivation that partially affected funding intention in Rachel Vennya's crowdfunding campaign at Kitabisa.com. Based on the F test, it produces perceived agreement, social impact, and motivation simultaneously significantly affect funding intention in Rachel Vennya's crowdfunding movement at Kitabisa.com. Based on the coefficient test, funding intention is influenced by variables of perceived congruence social influence, and the remaining motivation is influenced by other variables not examined in this study.*

**Keywords:** *Perceived Congruence, Social Influence, Motivation, Funding Intention*