

## REFERENCES

- Lee, Nancy R and Philip Kotler. (2015). *Social Marketing :Influencing Behaviors for Good.* US. Sage Publication.
- Kaplan Robert S. and David P. Norton. (2002). *Balanced Scorecard Menerapkan Strategi Menjadi Aksi. Terjemahan. Erlangga.* Jakarta.
- Keller, Kevin L. (2013). *Manajemen Pemasaran, Jilid Kedua.*, Jakarta: Erlangga.
- March Hot Asi Sitanggang. 2018. *Memahami Mekanisme Crowdfunding Dan Motivasi Berpartisipasi Dalam Platform Kitabisa.com*
- Kumar, Wheat. (2013). *Development of Carrot Pomace and Wheat Flour Based Cookies. Journal of Pure and Applied Science and Technology.* Vol 1(1): 5-11.
- Suciningtyas, Wulan. (2012). *Pengaruh Brand Awareness, Brand Image, Dan Media Communication Terhadap keputusan Pembelian. Management Analysis Journal.* Vol. 1 No 1 Agustus 2012
- Setiadi, J. Nugroho (2003). *Perilaku Konsumen: Konsep dan Implikasi untuk Strategi dan Penelitian Pemasaran.* Jakarta: Prenada Media.
- Khoiriyah Indra Cahyani dan Rr. Endang Sutrasmawati. 2016. *Pengaruh Brand Awareness Dan Brand Image Terhadap Keputusan Pembelian. Management Analysis Journal 5 (4) (2016).*
- Dai, R. (2019). *Donate time or money ? The determinants of Donation intention in crowdfunding.* zhejiang, China.
- Holdershaw, J. (2011). *Predicting blood donation behaviour : further application of the theory of planned behaviour.*

---

liu, liu. (2017). *Empathy or perceived credibility? An empirical study on individual donation behavior in charitable crowdfunding*.

Moqri, M. and Bandyopadhyay, S. (2016). "Please Share! Online Word of Mouth and Charitable Crowdfunding". In Proceedings of the 22nd Americas Conference on Information Systems, San Diego, U.S.

Mummalaneni, V. (2005). "An empirical investigation of Web site characteristics, consumer emotional states and on-line shopping behaviors". *Journal of Business Research*, Vol. 58 No. 4, pp. 526-532.

Murillo, D. E., Kang, J., and Yoon, S. (2016). "Factors influencing pro-social consumer behavior through non profit organizations". *Internet Research*, Vol. 26 No. 3, pp. 626-643.

Riley-Huff, D. A., Herrera, K., Ivey, S., and Harry, T. (2016). "Crowdfunding in libraries, archives and museums". *The Bottom Line*, Vol. 29 No. 2, pp. 67-85.

Sana, M. S. (Year) Published. "Donating Behaviour in the Non-profit Marketing Context: An Empirical Study Based on the Identity Theory Model". In Proceedings of the International Conference" Marketing-from Information to Decision", 2014. Babes Bolyai University.

Khasif, M. (2013). *Charity donation : intentions and behaviour*. Johor Baru, Malaysia.

Ajzen, I. (1985). *From Intentions To Actions: A Theory Of Planned Behavior*, Springer, Berlin Heidelberg, pp. 11-39.

Andreasen, A.R. and Kotler, P. (2003), *Strategic Marketing for Non-profit Organizations*, 6th ed., Prentice-Hall, Upper Saddle River, NJ.

Chan, R.Y.K. and Lau, L.B.Y. (2001), "Explaining green purchasing

behaviour: a cross-cultural study on American and Chinese consumers",

*Journal of International Consumer Marketing*, Vol. 14 Nos 2/3, pp. 9-40.

Eng Ling, H. (2012), "A study of the relationship between indicators and public  
donation intention in Penang: a perspective of planned behaviour theory with  
inclusion of some cognitive factors" doctoral dissertation, USM, Penang.

Fishbein, M. and Ajzen, I. (1975), *Belief, Attitude, Intention, and Behaviour: An Introduction to Theory and Research*, Addison-Wesley, Reading, MA.

Lee, Y. and Chang, C. (2007), "Who gives what to charity? Characteristics affecting  
donation behaviour", *Behaviour and Personality*, Vol. 35 No. 9, pp. 1173-1180.

Okun, M.A. and Sloane, E.S. (2002), "Application of planned behaviour theory to  
predicting volunteer enrollment by college students in a campus-based program",  
*Social Behaviour and Personality*, Vol. 30 No. 3, pp. 243-250.

Kaltenbeck, J. (2011), *Crowdfunding und Social Payments im Anwendungskontext von*

*Open Educational Resources*, epubli GmbH, Berlin

Bi, S.; Liu, Z.; Usman, K. The influence of online information on investing decisions  
of reward-based crowdfunding. *J. Bus. Res.* **2017**, *71*, 10–18.

Kuppuswamy, V.; Bayus, B.L. Crowdfunding Creative Ideas: The Dynamics of  
Project Backers. In *The Economics of Crowdfunding: Startups, Portals and Investor  
Behavior*, 1st ed.; Cumming, D., Hornuf, L., Eds.; Springer: Cham, Switzerland,  
2018; pp. 151–182.

- 
- Sasaki, S. Majority size and conformity behavior in charitable giving: Field evidence from a donation-based crowdfunding platform in Japan. *J. Econ. Psychol.* **2019**, *70*, 36–51
- Funk, A.S. *Crowdfunding in China: A New Institutional Economics Approach*; Springer: Berlin/Heidelberg, Germany, 2019.
- Tsai, K.S.; Wang, Q. Charitable Crowdfunding in China: An Emergent Channel for Setting Policy Agendas? *China Q.* **2019**, 1–31
- Lorenz, B.A.; Hartmann, M.; Simons, J. Impacts from region-of-origin labeling on consumer product perception and purchasing intention—Causal relationships in a TPB based model. *Food Qual. Prefer.* **2015**, *45*, 149–157
- Feldman, N.E. Time is money: Choosing between charitable activities. *Am. Econ. J. Econ. Policy* **2010**, *2*, 103–130
- Paul, J.; Modi, A.; Patel, J. Predicting green product consumption using theory of planned behavior and reasoned action. *J. Retail. Consum. Serv.* **2016**, *29*, 123–134
- Dean, M.; Raats, M.; Shepherd, R. The Role of Self-Identity, Past Behavior, and Their Interaction in Predicting Intention to Purchase Fresh and Processed Organic Food. *J. Appl. Soc. Psychol.* **2012**, *42*, 669–688
- De Groot, J.I.M.; Steg, L. Morality and Prosocial Behavior: The Role of Awareness, Responsibility, and Norms in the Norm Activation Model. *J. Soc. Psychol.* **2009**, *149*, 425–449.
- Fishbein, M. Attitude and the prediction of behavior. In *Readings in Attitude Theory and Measurement*; John Wiley & Sons: New York, NY, USA, 1967; pp. 447–492.