

ABSTRACT

The development of internet technology in Indonesia shows a significant trend. With the number of internet users increasing every year, reaching around 221.56 million in 2024, equivalent to 79.5% of the total population. This high internet penetration is driven by advances in infrastructure and regulations that support digital businesses growth. One of the innovations that has emerged is crowdfunding, providing a new method for online fundraising for social and humanitarian activities. The purpose of this study is to analyze the factors that influence people's preferences for giving alms in using Kitabisa.com as a crowdfunding platform.

This research uses a quantitative analysis approach with poisson regression analysis methods. The sampling technique in this study was accidental sampling with a total sample of 100 Bekasi city residents. The research instrument used a questionnaire through the google form platform and was analysed using IBM SPSS Statistics 30.

The results of the study indicate that empathy, religiosity, trust, and social influence simultaneously influence the preference for using the Kitabisa.com crowdfunding community platform. While partially only trust and social influence have a positive and significant effect on the public's preference for using the Kitabisa.com crowdfunding platform.

Keywords: *Crowdfunding, Alms, Empathy, Religiosity, Trust, Social Influence*