

ABSTRACT

The attitude towards money in each person has a variety of characteristics. Among some individual behaviors there are those who choose to use money for charitable funding. The donation-based crowdfunding platform has recently be popular used to channel donations by the millennium. This study aims to analyze the factors that influence donations using crowdfunding platforms by millennials.

This research used qualitative descriptive method with the Interpretative Phenomenological Analysis (IPA) approach. The IPA methodology is used because it can find out the meaning of the experience of a millennial donation. Data generated by conducting in-depth interviews and analyzed through stages in accordance with the guidelines of the science method. Participants numbered ten millennials living in Semarang on the condition that they have used a crowdfunding platform and comply predetermined criteria.

The results of the study resulted in three main themes including donation motivations, donation transformations, and crowdfunding platform adoptions. The motivation donations is result of encouragement from altrusim, spiritual value, and intrinsic satisfaction. The donation transformations explain worldview about donations, digital technology encouragement, and information's ease and availability. The crowdfunding platform adoptions is influenced by the donation process, donation affordability, donation flexibility, platform credibility, and alternative payment schemes.

Keywords: Donation Behavior, Donation-Based Crowdfunding, Millennial, Interpretative Phenomenological Analysis.