

## Review Form 1.7

Journal Name:	<b>Journal of Economics, Management and Trade</b>
Manuscript Number:	<b>Ms_JEMT_98633</b>
Title of the Manuscript:	<b>ANALYSIS OF FACTORS INFLUENCING INTENTION AND BEHAVIOR OF PIRACY OF DIGITAL ENTERTAINMENT PLATFORMS IN INDONESIA</b>
Type of the Article	<b>Review Article</b>

### **General guideline for Peer Review process:**

This journal's peer review policy states that **NO** manuscript should be rejected only on the basis of '**lack of Novelty**', provided the manuscript is scientifically robust and technically sound. To know the complete guideline for Peer Review process, reviewers are requested to visit this link:

(<https://www.journaljemt.com/index.php/JEMT/editorial-policy> )

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**PART 1: Review Comments**

	<b>Reviewer's comment</b>	<b>Author's comment</b> (if agreed with reviewer, correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)
<p><b>Compulsory</b> REVISION comments</p> <ol style="list-style-type: none"> <li><b>Is the manuscript important for scientific community?</b> (Please write few sentences on this manuscript)</li> <li><b>Is the title of the article suitable?</b> (If not please suggest an alternative title)</li> <li><b>Is the abstract of the article comprehensive?</b></li> <li><b>Are subsections and structure of the manuscript appropriate?</b></li> <li><b>Do you think the manuscript is scientifically correct?</b></li> <li><b>Are the references sufficient and recent? If you have suggestion of additional references, please mention in the review form.</b></li> </ol> <p><b><u>(Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)</u></b></p>	<p>I am pleased to have the opportunity to review this research paper. Although the topic of this research study is interesting and fits within the journal scope, I think authors should apply the comments indicated below to increase the quality of research justification, contributions, and findings.</p> <p><b>Abstract is well</b> <b>Introduction</b> Why is this study necessary? should make clear arguments to explain what the originality and value of the proposed model is. This should be stated in the final paragraphs of introduction and conclusion sections.</p> <p><b>Literature Review</b> What is the GAAP in the literature? Why we study this subject?</p> <p><b>Materials and Methods</b> Please linked the methodology to the existing literature.</p> <p><b>Conclusion:</b> -Managerial Implication -Practical/Social Implications -Future Research</p> <p>Questions to be answered: What practical/professional and academic consequences will this study have for the future of scientific literature (theoretical contributions)? Please review the next sequences for similarity:</p> <p>This study aims to identify the factors that influence individual behavior and intentions to pirate digital material and offer a better understanding of piracy behavior using the Theory of Planned Behavior (TPB), particularly on entertainment platform piracy in Indonesia.</p> <p>The results show that the Theory of Planned Behavior factors in this study (attitude, subjective norms, perceived behavioral control and moral obligation) have a positive and significant influence on digital piracy intentions. These results are also supported by the presence of a positive and significant influence on digital piracy intentions on digital piracy behavior. In addition, the results of this study can be used as material for decision making by company managers regarding the issue of digital piracy on entertainment platforms.</p> <p>Digital piracy has become a global economic issue (Eisend, 2019) [1]. Indonesia has a high prevalence of digital piracy (Hati et al., 2020) [2]. In 2020, Asosiasi Produser Film Indonesia (APROFI) has reported that film piracy in Indonesia alone (not including music and other works) has harmed the Indonesian entertainment industry by 5 trillion rupiahs annually or 348.8 million US dollars. According to Pham et al., (2019) added that it is true that Indonesia has a high level of sales of pirated digital products [3].</p> <p>Digital piracy refers to the copying, downloading or purchasing of copyrighted files without the explicit permission of the copyright holder (Eisend, 2019) [1]. Digital piracy is defined as the consumption of illegal copies of digital services (Taylor, 2012) [4]. This behavior is proven to be malicious activity and a thread for various industries. Downloading pirated products on the internet is not a difficult task and can be completed in less than a minute (Hati et al., 2020) [2]. In recent years, the phenomenon of digital piracy has become the subject of discussion in empirical research. The majority of these previous studies used Theory of Planned Behavior (TPB) to understand why consumers engage in digital piracy (Koay et al., 2021) [5]. According to Choi and Suh (2022) TPB is often studied in relation to unethical and illegal behavior [6]. TPB is often verified as a theoretical model to predict content usage behavior or digital piracy. TPB proposes that certain behavior is determined by the intention to perform the behavior which is predicted by several</p>	

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	<p>factors, namely moral obligation, attitudes, subjective norms and perceived behavioral control (Arlı and Tjiptono, 2016) [7] .</p> <p>In research conducted by Olivero et al., (2019) 78% of respondents have used software and websites to download digital material that is protected by copyright. They primarily download music (58%), movies (45%), software (23%) and e-books (7%) [8]. This figure illustrates that digital piracy in online entertainment media is very high, this is supported by research by Hati et al., (2020) who suggest renewal of digital piracy research on online entertainment media objects [2].</p> <p>TPB is an extended model of Theory of Reasoned Action (TRA). TRA relies on the proposition that a person's behavior is determined by the person's behavioral intention to perform the behavior. TRA and TPB are the most widely used theories to assess consumer decision making (Kasber et al., 2022) [9]. Both theories are widely used in empirical studies because of their understanding of how consumers behave and their attempts to explain and predict individual behavior (Kasber et al., 2022) [9].</p> <p>TPB explains that the intention to perform a certain behavior is a direct antecedent of any behavior, this means that greater intention is associated with superior efforts by individuals to perform the behavior. (Meireles and Campos, 2019) [10]. According to Pham et al., (2019) The TPB model was developed by Ajzen (1991), this model suggests three factors that influence a person's intentions and behavior, namely attitudes, subjective norms, and perceived behavioral control. behavioral control). The TPB factor can be used to predict digital piracy behavior (Pham et al., 2019). [3,11]</p> <p>According to Hati et al., (2020), subjective norms are a form of social pressure exerted on individuals to perform or avoid certain behaviors [2]. Subjective norms can also be defined as an individual's perception of whether people who are important to the individual think the behavior should be performed (Eisend, 2019) [1].</p>	
<p><b>Minor REVISION</b> comments  <b>1. Is language/English quality of the article suitable for scholarly communications?</b></p>	<p>Need revision.</p>	
<p><b>Optional/General</b> comments</p>	<p>Additional references:            Akram, U., Fülöp, M. T., Tiron-Tudor, A., Topor, D. I., &amp; Căpușeanu, S. (2021). Impact of digitalization on customers' well-being in the pandemic period: Challenges and opportunities for the retail industry. <i>International Journal of Environmental Research and Public Health</i>, 18(14), 7533.            Fülöp, M. T., Breaz, T. O., He, X., Ionescu, C. A., Cordoș, G. S., &amp; Stanescu, S. G. (2022). The role of universities' sustainability, teachers' wellbeing, and attitudes toward e-learning during COVID-19. <i>Frontiers in Public Health</i>, 10.</p>	

**PART 2:**

	<b>Reviewer's comment</b>	<b>Author's comment</b> (if agreed with reviewer, correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)
<p><b>Are there ethical issues in this manuscript?</b></p>	<p><i>(If yes, Kindly please write down the ethical issues here in details)</i></p>	

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