

# ANALYSIS OF FACTORS INFLUENCING INTENTION AND BEHAVIOR OF PIRACY ON DIGITAL ENTERTAINMENT PLATFORMS IN INDONESIA

## ABSTRACT

**Aims:** This study aims to identify the factors that influence individual intentions and behavior to pirate digital entertainment platforms by using the Theory of Planned Behavior (TPB).

**Place and Duration of Study:** The study was carried out in Indonesia between January and March 2023.

**Methodology:** The data in this study were obtained through an online questionnaire using the Google Form which was distributed to 200 respondents who had accessed websites (such as IndXXI, LK21 and others) or entertainment platforms (such as Spotify, Joox, Netflix, Viu, Maxstream and others) illegally. The results will be presented through a descriptive analysis of the characteristics of the respondents and PLS-SEM analysis.

**Results:** The results show that influencing factors such as 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.

*Keywords: TPB, Digital Piracy Behavior, Entertainment Platforms, Indonesia*

## 1. INTRODUCTION

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].

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]. Basically, consumers can distinguish between legal and illegal products. However, purchasing decisions are of course largely derived from consumer intentions (Pham et al., 2019) [3].

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].

58 According to Choi and Suh (2022) TPB is  
59 often studied in relation to unethical and  
60 illegal behavior [6]. TPB is often verified  
61 as a theoretical model to predict content  
62 usage behavior or digital piracy. TPB  
63 proposes that certain behavior is  
64 determined by the intention to perform the  
65 behavior which is predicted by several  
66 factors, namely moral obligation,  
67 attitudes, subjective norms and perceived  
68 behavioral control (Arlı and Tjiptono,  
69 2016) [7].

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71 In research conducted by Olivero et al.,  
72 (2019) 78% of respondents have used  
73 software and websites to download digital  
74 material that is protected by copyright.  
75 They primarily download music (58%),  
76 movies (45%), software (23%) and e-  
77 books (7%) [8]. This figure illustrates that  
78 digital piracy in online entertainment

79 media is very high, this is supported by  
80 research by Hati et al., (2020) who  
81 suggest renewal of digital piracy research  
82 on online entertainment media objects [2].

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84 Therefore, this research will have a  
85 novelty where digital piracy is in the realm  
86 of online entertainment media objects,  
87 namely music and films such as Viu,  
88 Netflix, Spotify, Joox, pirated film websites  
89 (IndoXXI, LK21) and others which will be  
90 the object of this research

91  
92 Based on the study problems, the authors  
93 conducted research on TPB to analyze  
94 digital piracy behavior which is influenced  
95 by attitude, subjective norm, perceived  
96 behavioral control and moral obligation  
97 and is mediated by the intention to  
98 commit digital piracy in entertainment  
99 media on line.

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## 2. LITERATURE REVIEW

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### 105 **2.1 Theory of Planned Behavior** 106 **(TPB)**

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108 TPB is an extended model of Theory of  
109 Reasoned Action (TRA). TRA relies on  
110 the proposition that a person's behavior is  
111 determined by the person's behavioral  
112 intention to perform the behavior. TRA  
113 and TPB are the most widely used  
114 theories to assess consumer decision  
115 making (Kasber et al., 2022) [9]. Both  
116 theories are widely used in empirical  
117 studies because of their understanding of  
118 how consumers behave and their  
119 attempts to explain and predict individual  
120 behavior (Kasber et al., 2022) [9].

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122 TPB explains that the intention to perform  
123 a certain behavior is a direct antecedent  
124 of any behavior, this means that greater  
125 intention is associated with superior  
126 efforts by individuals to perform the  
127 behavior. (Meireles and Campos, 2019)  
128 [10]. According to Pham et al., (2019) The  
129 TPB model was developed by Ajzen  
130 (1991), this model suggests three factors  
131 that influence a person's intentions and

132 behavior, namely attitudes, subjective  
133 norms, and perceived behavioral control.  
134 behavioral control). The TPB factor can  
135 be used to predict digital piracy behavior  
136 (Pham et al., 2019). [3,11]

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#### 138 **2.1.1 Subjective Norm**

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140 According to Hati et al., (2020), subjective  
141 norms are a form of social pressure  
142 exerted on individuals to perform or avoid  
143 certain behaviors [2]. Subjective norms  
144 can also be defined as an individual's  
145 perception of whether people who are  
146 important to the individual think the  
147 behavior should be performed (Eisend,  
148 2019) [1].

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#### 150 **2.1.2 Attitude**

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152 Hati et al., (2020) state that a person's  
153 attitude towards certain behaviors is his  
154 feelings or thoughts, both good and bad  
155 things about this behavior [2]. Attitude  
156 refers to the overall evaluation of an  
157 object, both likes and dislikes (Petrescu et  
158 al., 2018) [12]. Attitude towards behavior

159 can also be defined as a person's overall  
160 evaluation of the behavior in question  
161 (Meireles and Campos, 2018)[10].

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### 163 **2.1.3 Perceived Behavioral Control**

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165 According to Koay et al., (2020) perceived  
166 behavioral control (PBC) is an individual's  
167 perception that he is able or not to do  
168 something [13]. A meta-analysis shows  
169 that perceived behavioral control is one of  
170 the covariates consistently helpful in  
171 predicting piracy (Eisend, 2019) [1]. Koay  
172 et al., (2021) in their research stated that  
173 TRA assumes that people have control  
174 over their behavior, but this is not in  
175 accordance with reality [5]. Therefore,  
176 perceived behavioral control is added to  
177 the TPB framework to predict intention.  
178 Perceived behavioral control (PBC) is  
179 defined as an individual's perception that  
180 he is able or not to pirate digital products  
181 (Koay et al., 2020) [13].

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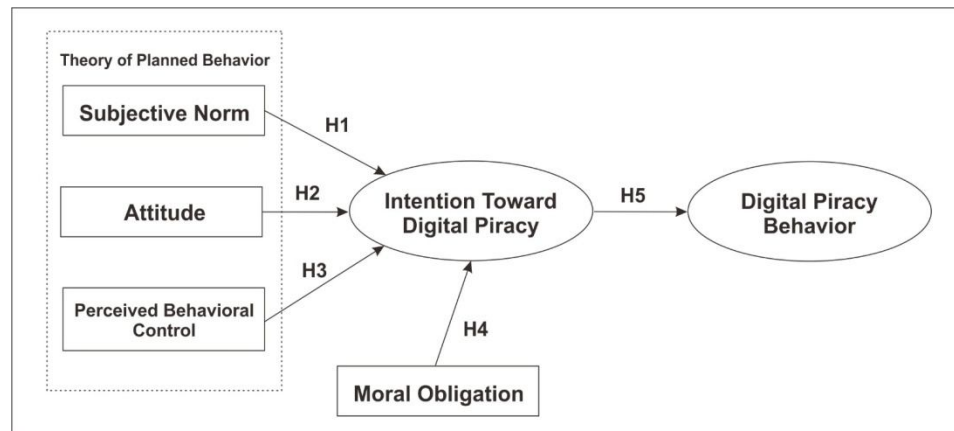
198 According to Pham et al., (2019) intention  
199 to engage in digital piracy is a person's  
200 willingness to perform a certain behavior,  
201 which will determine whether the person  
202 can perform that behavior or not (Pham et  
203 al., 2019) [3]. Intention to behave  
204 ethically/unethically is an individual's  
205 intention to perform or not perform certain  
206 behaviors (Cronan and Rafee, 2008) [14].

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### 208 **2.3 Digital Piracy Behavior**

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210 Pham et al., (2019) define digital piracy  
211 behavior as the illegal consumption of  
212 digital products or services, such as e-  
213 books, software, music and videos [3].  
214 Digital piracy refers to the copying,  
215 downloading or purchasing of copyrighted  
216 files without the explicit permission of the  
217 copyright holder (Eisend, 2019) [1]. This  
218 behavior is proven to be malicious activity  
219 and becomes a threat for various  
220 industries (Eisend, 2019) [1].



### 183 **2.1.4 Moral Obligation**

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185 Hati et al., (2020) moral obligation is a  
186 type of guilt that arises based on one's  
187 behavior [2]. Moral obligation explains the  
188 feeling of guilt felt by an individual if he or  
189 she performs a certain behavior (Cronan  
190 and Rafee, 2008) [14]. In other words, it  
191 refers to a person's judgment or  
192 evaluation of behavior whether it is  
193 morally right or wrong (Koay et al., 2020)  
194 [13].

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### 196 **2.2 Intention Toward Digital Piracy**

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### 223 **2.4 Conceptual Framework**

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225 The research model describes six  
226 research variables, namely subjective  
227 norms, attitudes, perceived behavioral  
228 control, moral obligations, digital piracy  
229 intentions, and digital piracy behavior.  
230 Based on the empirical studies, the  
231 theoretical basis, and the formulation of  
232 the hypotheses above, the following  
233 research framework is formed:

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**Fig. 1. Conceptual Framework**

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237 **2.5 Hypothesis Development**

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239 In Olivero et al.'s study, (2019) revealed  
 240 that Subjective norms had a positive and  
 241 significant effect on Intention toward  
 242 digital piracy [8]. Most of the previous  
 243 studies reported that subjective norms  
 244 were positively related to the intention to  
 245 pirate digital products (Meireles and  
 246 Campos, 2019; Kasber et al., 2022; Hati  
 247 et al., 2020; Sayal and Singh, 2020)  
 248 [10,9,2,15]. So that the hypothesis can be  
 249 put forward as follows:

250 H1: Subjective norms have a positive  
 251 effect on digital piracy intentions

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253 In online platforms, attitudes play an  
 254 important role in decision-making  
 255 situations related to intentions to perform  
 256 electronic and internet actions involving  
 257 privacy and property rights (Petrescu et  
 258 al., 2018) [12]. Previous research  
 259 conducted by Sayal and Singh, (2020),  
 260 Pham et al., (2019) and Tseng et al.,  
 261 (2020) found that attitude has a positive  
 262 influence on intention. This is also  
 263 supported by the research of Hati et al.,  
 264 (2019) which found that the effect of  
 265 attitudes on students' intentions to hijack  
 266 e-textbooks is significant [15,3,16].  
 267 Attitude towards behavior is a personal  
 268 factor that assesses an individual's  
 269 tendency to engage in digital piracy  
 270 (Meireles and Campos, 2019) [10]. Thus,  
 271 the hypothesis that can be formulated is  
 272 as follows:

273 H2: Attitude has a positive effect on digital  
 274 piracy intentions

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276 Many previous studies have found that  
 277 perceived behavioral control has a  
 278 significant positive effect on consumer  
 279 intentions to pirate digital products (eg,  
 280 Sayal and Singh. 2020; Pham et al.,  
 281 2020; Koay et al., 2020; Olivero et al.,  
 282 2019; Meireles and Campos, 2019; Tseng  
 283 et al., 2020) [15,3,13,8,10,16]. It explains

284 how they think their ability to illegally  
 285 obtain digital products has a direct impact  
 286 on their decision to do so. So that the  
 287 hypothesis can be put forward as follows:

288 H3: Perceived behavioral control has a  
 289 positive effect on digital piracy intentions

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291 Research conducted by Meireles and  
 292 Campos (2019) states that subjects who  
 293 are easily pirated and have the  
 294 opportunity to do so are likely to have a  
 295 greater intention to pirate digital material  
 296 [10]. Koay et al., (2020) suggest that  
 297 moral obligation can be included in the  
 298 SDGs as a supporting variable of attitude  
 299 to explain unethical behavior, while  
 300 several studies have modeled moral  
 301 obligation as a direct variable of intention  
 302 [13]. The results of the research by  
 303 Meireles and Campos (2019) found that  
 304 moral obligations have a positive and  
 305 significant effect [10], this is also  
 306 supported by several previous studies  
 307 (eg, Koay et al., 2020; Xu et al., 2019)  
 308 [13,17]. Therefore, the hypothesis can be  
 309 formed as follows:

310 H4: Moral obligation has a positive effect  
 311 on digital piracy intentions.

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313 Research conducted by Cronan and Al-  
 314 Rafee (2008) found intention to be a very  
 315 accurate variable when predicting  
 316 behavior [14]. This is also supported by  
 317 research conducted by Koklic (2016)  
 318 which found positive and significant  
 319 results on intention to behavioral variables  
 320 [18]. In Choi and Suh's research (2022) it  
 321 was found that the hypothesis of use  
 322 intention towards piracy behavior has high  
 323 and significant results [6]. Based on the  
 324 theoretical studies and empirical  
 325 evidence, the following hypotheses can  
 326 be proposed:

327 H5: The intention of digital piracy has a  
 328 positive effect on digital piracy behavior.

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331 **3. METHODOLOGY**

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333 **3.1 Measurements**

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335 Researchers took those who were able to  
336 fill out a questionnaire via Google Form  
337 using a five-point Likert scale, which  
338 consisted of (1) Strongly Disagree to (6)  
339 Strongly Agree. The type of questionnaire  
340 used by the authors to get answers from  
341 the research variables is a questionnaire  
342 with closed and structured statements.

343 **3.2 Sampling and Data Collection**

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345 This study used primary data. The  
346 samples that will be used in this study are  
347 users and website visitors (such as  
348 IndXXI, LK21 and others) and  
349 entertainment platforms (such as Spotify,  
350 Joox, Netflix, Viu, Maxstream and others)

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368 **4. RESULT AND DISCUSSION**

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370 **4.1 Measurements**

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372 From the total number of respondents used, namely as many as 200 respondents, the  
373 distribution of the description of the characteristics of the respondents was obtained as  
374 follows demographic table (Table.1)

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351 illegally. According to the theory of Hair et  
352 al., (2010) [19] sampling can be done with  
353 the following calculations:

354 Minimum sample :  $5 \times (25 + 6) = 155$

355 Maximum samples:  $10 \times (25 + 6) = 310$

356 However, For avoid the mistakes, the  
357 researchers collected 200 respondents. In  
358 practice, the sampling technique will be  
359 applied to respondents via Google Form.

360 **3.3 Data Analysis Technique**

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362 The type of SEM analysis used in this  
363 study is Partial Least Square or PLS-  
364 SEM. The hypothesis is tested using the  
365 Partial Least Square (PLS) technique  
366 because it has a high level of accuracy.

**Table.1 Respondent's Demographic Characteristic**

Category	Frequency	%
<b>Gender</b>		
Male	84	42.00%
Female	116	58.00%
<b>Education</b>		
Senior Highschool	127	63.50%
Diploma Degree	8	4.00%
Bachelor Degree	62	31.00%
Master's Degree	3	1.50%
<b>Profession</b>		
Senior Highschool Students	9	4.50%
Collage Students	158	79.00%
Private Sector Employee	22	11.00%
Self-Employed	1	0.50%
Businessman	9	4.50%
Others	1	0.50%
<b>Average monthly Incomes</b>		
<5.000.000 IDR	179	89.50%
5.000.001 IDR - 10.000.000 IDR	20	10.00%
10.000.001 IDR -15.000.000 IDR	1	0.50%
<b>Frequency of Use</b>		
1-2 Times	92	46.00%
3-4 Times	42	21.00%
5-6 Times	20	10.00%
>6 Times	46	23.00%
<b>Platform Used</b>		
Idilix	1	0.50%
Joox	5	2.50%
Maxstream	3	1.50%
Netflix	28	14.00%
Spotify	60	30.00%
Telegram	4	2.00%
Viu	3	1.50%
Website Film (IndXXI, Rebahin, etc.)	96	48.00%

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**4.2 Measurement Model: Validity and Reliability**

**4.2.1 Convergent Validity Testing**

Convergent validity or convergent validity is used to measure the magnitude of the correlation between constructs and latent variables. The measure of convergent validity is stated to be good if the factor loading value is > 0.70 and the Average Variance Extracted (AVE) value is > 0.50. The following is the outer loading value of each indicator in this research variable as follows.

**Table.2 Convergent Validaty Testing Results**

Variabel	Indikator	Nilai Loading	AVE	Keterangan
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<b>Subjective Norm</b>	SN1	0,880	0,774	Valid
	SN2	0,881		Valid
	SN3	0,883		Valid
	SN4	0,875		Valid
<b>Attitude</b>	A1	0,939	0,817	Valid
	A2	0,897		Valid
	A3	0,944		Valid
	A4	0,832		Valid
<b>Perceived Behavioral Control</b>	PBC1	0,839	0,754	Valid
	PBC2	0,915		Valid
	PBC3	0,865		Valid
	PBC4	0,852		Valid
<b>Moral Obligation</b>	MO1	0,904	0,746	Valid
	MO2	0,879		Valid
	MO3	0,837		Valid
	MO4	0,851		Valid
	MO5	0,879		Valid
	MO6	0,829		Valid
<b>Intention Toward Digital Piracy</b>	INT1	0,948	0,875	Valid
	INT2	0,940		Valid
	INT3	0,917		Valid
<b>Digital Piracy Behavior</b>	BH1	0,859	0,755	Valid
	BH2	0,848		Valid
	BH3	0,908		Valid
	BH4	0,861		Valid

Source : Primary Data Processed (2023)

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Based on Table 2, the factor loading value of all variable indicators is > 0.7 and the AVE value for each variable shows a value of > 0.50, indicating that all indicators in the research variables can be said to be valid and no data is released.

#### **4.2.2 Discriminant Validity Testing**

Discriminant validity is a test conducted to ensure that each variable has a difference. Discriminant validity is seen through the value of the Fornell-Larcker Criterion and cross loading which shows the magnitude of the correlation between constructs and their indicators and indicators from other constructs. The Fornell-Larcker Criterion measurement is carried out by looking at the AVE roots of each construct that are worth greater than the correlation between the constructs and the standard value used for cross loading, which must be greater than 0.7.

**Table.3 Discriminant Validity Testing Results**

	<b>Moral Obligation</b>	<b>Perceived Behavioral Control</b>	<b>Intention Toward Digital Piracy</b>	<b>Subjective Norm</b>	<b>Digital Piracy Behavior</b>	<b>Attitude</b>
<b>Moral Obligation</b>	0.864					
<b>Perceived Behavioral Control</b>	0.561	0.868				
<b>Intention Toward Digital Piracy</b>	0.597	0.690	0.935			
<b>Subjective Norm</b>	0.290	0.567	0.611	0.880		
<b>Digital Piracy Behavior</b>	0.532	0.592	0.746	0.478	0.869	
<b>Attitude</b>	0.642	0.615	0.664	0.383	0.699	0.904

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*Source : Primary Data Processed (2023)*

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Based on table 3, the Fornell-Larcker Criterion value shows that the AVE root of each construct is greater than the correlation between constructs.

**Table.4 Formell-Lacker Criterion Results**

	<b>Subjective Norm</b>	<b>Attitude</b>	<b>Perceived Behavioral Control</b>	<b>Moral Obligation</b>	<b>Intention Toward Digital Piracy</b>	<b>Digital Piracy Behavior</b>
SN1	<b>0.885</b>	0.285	0.431	0.228	0.518	0.375
SN2	<b>0.889</b>	0.331	0.494	0.312	0.626	0.450
SN3	<b>0.884</b>	0.283	0.406	0.129	0.481	0.335
SN4	<b>0.895</b>	0.296	0.459	0.219	0.510	0.439
A1	0.303	<b>0.925</b>	0.489	0.580	0.589	0.580
A2	0.340	<b>0.879</b>	0.461	0.397	0.534	0.558
A3	0.310	<b>0.935</b>	0.463	0.547	0.551	0.564
A4	0.246	<b>0.811</b>	0.386	0.378	0.476	0.483
PBC1	0.318	0.323	<b>0.826</b>	0.251	0.393	0.343
PBC2	0.475	0.531	<b>0.907</b>	0.495	0.626	0.531
PBC3	0.418	0.410	<b>0.854</b>	0.340	0.486	0.395
PBC4	0.494	0.434	<b>0.834</b>	0.388	0.533	0.443
MO1	0.234	0.445	0.407	<b>0.887</b>	0.486	0.390
MO2	0.199	0.457	0.390	<b>0.882</b>	0.445	0.372
MO3	0.157	0.400	0.278	<b>0.805</b>	0.466	0.343
MO4	0.140	0.431	0.315	<b>0.822</b>	0.432	0.362
MO5	0.267	0.506	0.484	<b>0.880</b>	0.483	0.360
MO6	0.294	0.507	0.388	<b>0.825</b>	0.525	0.381
INT1	0.570	0.582	0.570	0.536	<b>0.949</b>	0.721
INT2	0.566	0.579	0.591	0.514	<b>0.946</b>	0.702

INT3	0.570	0.542	0.549	0.519	<b>0.913</b>	0.638
BH1	0.452	0.632	0.529	0.486	0.723	<b>0.843</b>
BH2	0.320	0.556	0.452	0.362	0.574	<b>0.843</b>
BH3	0.359	0.474	0.353	0.284	0.561	<b>0.874</b>
BH4	0.386	0.396	0.369	0.303	0.597	0.822

Source : Primary Data Processed (2023)

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Based on table 4, the cross loading value for each item has a value > 0.70, and also for each item it has the greatest value when it is associated with its latent variable compared to when it is associated with other latent variables. This shows that each manifest variable in this study correctly explains the latent variable and proves that the discriminant validity of all items is valid.

#### **4.2.3 Composite Reliability Testing**

Composite reliability is a measure of the true value of the reliability of a construct. Measuring the reliability of a construct can be done in two ways, namely by Cronbach's Alpha and Composite Reliability with a value of > 0.7. Reliability test results can be shown in table 5

**Table.5 Composite Reliability Results**

Variabel	Cronbach's Alpha	Composite Reliability	Result
Subjective Norm	0,903	0,932	Reliabel
Attitude	0,924	0,947	Reliabel
Perceived Behavioral Control	0,891	0,925	Reliabel
Moral Obligation	0,932	0,946	Reliabel
Intention Toward Digital Piracy	0,928	0,954	Reliabel
Digital Piracy Behavior	0,892	0,925	Reliabel

Source : Primary Data Processed (2023)

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From table 5 above it can be seen that the value of all variables in the reliability test using either Cronbach's Alpha or Composite reliability has a value of > 0.7. Thus it can be concluded that the construct is declared reliable and can be continued to test the structural model

#### **4.2.4 Structural Model Analysis**

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Evaluation of the structural model or inner model aims to predict the relationship between latent variables. The structural model is evaluated by looking at the magnitude of the percentage of variance described, namely by looking at the R-Square value for endogenous latent constructs, testing model fit, and testing significance to answer the research hypothesis.

**Table.6 R-Square Results**

Model	R Square
Intention Toward Digital Piracy	0,654
Digital Piracy Behavior	0,556

Source : Primary Data Processed (2023)

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 452 Based on the R-Square in table 6 it can be concluded that the model of Subjective Norms,  
 453 Attitudes, Behavioral Control and Moral Obligations on Digital Piracy Intentions gives a value  
 454 of 0.654, which can be interpreted that the Digital Piracy Intentions variable can be explained  
 455 by the Subjective Norms, Attitudes, Behavioral Control variables and Moral Obligation is  
 456 65.4% while the rest is explained by other variables outside of this study.

457 **Table.7 The Goodness of Fit Results**

	SSO	SSE	Q <sup>2</sup> (=1-SSE/SSO)
Moral Obligation	1200.000	1200.000	
Perceived Behavioral Control	800.000	800.000	
Intention Toward Digital Piracy	600.000	264.798	0.559
Subjective Norm	800.000	800.000	
Digital Piracy Behavior	800.000	472.847	0.409
Attitude	800.000	800.000	

458 *Source : Primary Data Processed (2023)*

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460 The results of the goodness of fit test in table 7 above show that the Q2 value is greater than  
 461 0, this the research model is declared fit.

### 462 **4.3 Structural Equation Model Analysis**

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**Table.8 Estimation Results in Sem**

Hypothesis	Original Sample (O)	T Statistics ( O/STDEV )	P Value	Conclusion
SN →INT	0,318	4,020	0,000	Supported
A →INT	0,272	3,936	0,000	Supported
PBC →INT	0,230	3,023	0,003	Supported
MO →INT	0,202	2,835	0,005	Supported
INT →BH	0,746	16,498	0,000	Supported

465 *\*Notes : SN:Subjective Norm, A:Attitude, PBC:Perceived Behavioral Control, MO:Moral Obligation,*  
 466 *INT:Intention Toward Digital Piracy, BH:Digital Piracy Behavior*

467 *Source : Primary Data Processed (2023)*

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#### 469 **4.3.1 The Effect of Subjective Norms on Digital Piracy Intentions**

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471 Testing hypothesis 1 on the effect of subjective norms on digital piracy intentions shows that  
 472 the original sample coefficient is positive at 0.318. The t-statistic value for this construct  
 473 relationship is 4.020 > 1.96 with a p-value of 0.000 <0.05. Thus, the first hypothesis which  
 474 states "Subjective Norms have a positive effect on digital piracy intentions" is accepted.

475 Kasber et al., (2022) in their research revealed that subjective norms are the most important  
 476 factor influencing intentions [9]. The results of this study are in line with the results of  
 477 previous research conducted by Olivero et al., (2019) which showed that Subjective norms  
 478 had a positive and significant effect on Intention toward digital piracy [8]. That is, if the higher  
 479 the subjective norm, the intention to commit digital piracy will increase. Most of the previous

480 studies also showed the same results where subjective norms were positively related to  
481 digital piracy intentions (Meireles and Campos, 2019; Sayal and Singh, 2020) [10,15]. The  
482 strong influence of subjective norms, especially on piracy intentions, indicates that families  
483 must raise children and educate adolescents with beliefs that are in line with the concept of  
484 morality (Hati et al., 2020) [2].

#### 485 **4.3.2 The Effect of Attitude on Digital Piracy Intentions**

486  
487 Testing hypothesis 2 on the influence of attitudes towards digital piracy intentions shows that  
488 the original sample coefficient has a positive value of 0.272. The t-statistic value for this  
489 construct relationship is  $3.936 > 1.96$  with a p-value of  $0.000 < 0.05$ . Thus, the second  
490 hypothesis which states "Attitude has a positive effect on digital piracy intentions" is  
491 accepted.

492 Meireles and Campos (2019) state that attitude towards behavior is a personal factor that  
493 assesses an individual's tendency to engage in digital piracy [10]. The results of this study  
494 are in line with the results of previous research conducted by Hati et al., (2019) which  
495 showed that the effect of attitudes on students' intentions to commit piracy was significant  
496 [2]. That is, if the higher the attitude, the intention to commit digital piracy will increase. This  
497 is also supported by previous research conducted by Sayal and Singh, (2020), Pham et al.,  
498 (2019) and Tseng et al., (2020) found that attitude has a positive influence on digital piracy  
499 intentions [15,3,16].

#### 500 **4.3.3 The Effect of Perceived Behavioral Control on Digital Piracy Intentions**

501  
502 Testing hypothesis 3 on the effect of perceived behavioral control on digital piracy intentions  
503 shows that the original sample coefficient is positive at 0.230. The t-statistic value for this  
504 construct relationship is  $3.023 > 1.96$  with a p-value of  $0.003 < 0.05$ . Thus, the third  
505 hypothesis which states "Perceived behavioral control has a positive effect on digital piracy  
506 intentions" is accepted.

507 Pham et al., (2020) in their research found results that perceived behavioral control has a  
508 strong impact on digital piracy intentions [3]. The results of this study are in line with several  
509 previous studies finding that perceived behavioral control has a significant positive effect on  
510 consumer intentions to pirate digital products (eg, Sayal and Singh, 2020; Koay et al., 2020;  
511 Olivero et al., 2019; Meireles and Campos, 2019; Tseng et al., 2020) [15,13,8,10,16]. That  
512 is, the higher the perceived behavioral control, the higher the intention to engage in digital  
513 piracy. Koay et al., (2020) stated that if someone thinks the behavior can be done easily  
514 without hindrance, it will increase the person's intention to carry out the behavior [13].

#### 515 516 **4.3.4 The Effect of Moral Obligation on Digital Piracy Intentions**

517  
518 Testing hypothesis 4 on the effect of moral obligation on digital piracy intentions shows that  
519 the original sample coefficient is positive at 0.202. The t-statistic value for this construct  
520 relationship is  $2.835 > 1.96$  with a p-value of  $0.005 < 0.05$ . Thus, the fourth hypothesis which  
521 states "Moral obligation has a positive effect on digital piracy intentions" is accepted.

522 The results of this study are in line with the research of Meireles and Campos (2019) which  
523 found that moral obligations have a positive and significant effect on intentions [10], this is  
524 also supported by several previous study (Koay et al., 2020) [13]. That is, if the higher the  
525 moral obligation, the intention to commit digital piracy will increase. This strongly supports  
526 the research conducted by Xu et al., (2019) which shows that moral obligations are positively  
527 related to the user's intention to do something.[17]

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### **4.3.5 The Effect of Digital Piracy Intentions on Digital Piracy Behavior**

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Testing hypothesis 5 on the effect of digital piracy intentions on digital piracy behavior shows that the original sample coefficient is positive at 0.746. The t-statistic value for this construct relationship is 16.498 > 1.96 with a p-value of 0.000 <0.05. Thus, the fifth hypothesis which states "Digital piracy intentions have a positive effect on Digital Piracy Behavior" is accepted.

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According to Eisend (2019) Intention is the best predictor of behavior [1]. The results of this study are in line with the research of Choi and Suh (2022) which found that the hypothesis of use intention towards piracy behavior has high and significant results [6], this is also supported by several previous studies (for example, Cronan and Al-Rafee 2008; and Koklic, 2016) [14,16].

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## **5. CONCLUSION AND IMPLICATION**

digital piracy, so that if the moral obligation

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increases, the intention of digital piracy on

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### **5.1 Conclusion**

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digital entertainment platforms will increase.

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Based on the results of the analysis conducted on 200 sample respondents in this research, the conclusions and recommendations that can be drawn are as follows:

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1. Subjective norms have a positive effect on digital piracy intentions. Therefore, it can be concluded that subjective norms are directly proportional to digital piracy intentions, so if subjective norms increase digital piracy intentions on digital entertainment platforms will increase.

5. The intention of digital piracy has a positive effect on digital piracy behavior. Therefore, it can be concluded that the intention of digital piracy is directly proportional to the behavior of digital piracy, so that if the intention of digital piracy increases, the behavior of digital piracy on digital entertainment platforms will increase.

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2. Attitude has a positive effect on digital piracy intentions. Therefore, it can be concluded that attitude is directly proportional to the intention of digital piracy so that if attitudes increase, the intention of digital piracy on digital entertainment platforms will increase.

[(Arial, normal, 10 font, justified) (Detailed instruction about this section is given below. After reading these instructions, please delete this paragraph and begin typing your text here. If you are using copy-paste option then select 'match destination formatting' in paste option OR use 'paste special' option and select 'unformatted Unicode text' option).

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3. Perceived behavioral control has a positive effect on digital piracy intentions. Therefore, it can be concluded that perceived behavioral control is directly proportional to digital piracy intentions, so that if perceived behavioral control increases, digital piracy intentions on digital entertainment platforms will increase.

### **5.2 Implication**

Looking at it from a managerial perspective, this research can provide managerial implications aimed at the government, relatives and digital entertainment platform companies in Indonesia regarding the factors that influence digital piracy. The occurrence of digital piracy behavior can certainly be prevented through more efforts in educating the public regarding the adverse effects of entertainment platform piracy both through applications and websites. This can be based on subjective norms, attitudes, perceived behavioral control to moral obligations that are fading

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4. Moral obligation has a positive effect on digital piracy intentions. Therefore, it can be concluded that the moral obligation is directly proportional to the intention of

615 away so that they are unable to prevent the  
616 intentions and behavior of digital piracy.  
617 Therefore, efforts to increase morale need  
618 to be properly enforced so that there is no  
619 "Morality Gap" between digital piracy and  
620 other criminal behavior which of course  
621 needs to start from the government sphere  
622 to the small scope, namely family and close  
623 relatives.

624 Not only that, entertainment platform  
625 companies also need to create an  
626 alternative to determine the security of a  
627 qualified application system so that it is not  
628 easily hacked by irresponsible parties  
629 because basically consumers will choose  
630 pirated digital products because they are  
631 more accessible, the price is cheaper and  
632 the features they have are also it's the  
633 same as the original. The government  
634 should also support entertainment platform  
635 companies' programs by blocking several  
636 websites that provide pirated content and  
637 strengthening the legal system for pirates.

## 638 **5. LIMITATION AND** 639 **RECOMMENDATION**

640 The following are research limitations that  
641 can provide opportunities and  
642 improvements in future research. Some of  
643 these limitations are:

644 1. The research only focuses on users of  
645 pirated digital entertainment platforms, so  
646 can be suggested to further conduct  
647 research on piracy of other platforms such  
648 as software (Microsoft Office, CorelDraw,  
649 Photoshop and others).

650 2. This research has not discussed the  
651 perception of risk that occurs after carrying  
652 out digital piracy, considering that the  
653 product is not a suitable product so there is  
654 a virus that can damage gadgets.  
655 Therefore, further research can discuss  
656 related to risk perception.

657 3. In this study only discusses subjective  
658 norm variables, attitudes, perceived  
659 behavioral control, moral obligations that  
660 affect intentions only. So that future  
661 research can discuss in more detail related

to variables that influence digital piracy  
intentions such as government regulations,  
family factors, price perceptions and others.

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