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Digital Innovation Piracy in Online Entertainment Media in Indonesia: Determinants of Individual Planned Behavior

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Authors' contributions

This work was carried out in collaboration between both authors. Both authors read and approved the final manuscript.

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ABSTRACT

Aims: The study aims to identify factors that influence individual planned behavior and digital piracy intentions, specifically related to entertainment platform piracy in Indonesia, using the Theory of Planned Behavior (TPB) approach to better understand piracy practices. This research was conducted in Indonesia, without being limited by geographical area.
Place and Duration of Research: This research was conducted in Indonesia between January and March 2023.
Methodology: The data in the research was obtained from an online survey of 200 respondents. In practice, this research uses a convenience sampling technique that will be applied to respondents via Google form using the SEM analysis type used in this research is Partial Least Square or PLS-SEM.

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Results: The results showed that the Theory of Planned Behavior factors in this study (attitude, subjective norm, perceived behavioral control, perceived risk and moral obligation) have a positive and significant influence on digital piracy intention. The outcome expectation related to the expectancy-value model based on a belief, an attitude, an opinion, or an expectation could be positive of negative from an individual perspective according to the theory of planned behavior. The perceived benefits or the effectiveness of the individual planned behavior should be highlighted with reference to the reduction of negative outcomes or adverse externalities or consequences that can result from the enactment of the behavior. Decision-makers involved in digital piracy on entertainment platforms may consider the overall responsibility as an organisation and their responsibility towards individual behavior while "planning" or "engaging" in a policy of both "taking advantages of digital piracy" and favoring individual planned behavior.

Keywords: Theory of Planned Behavior (TPB); online entertainment media platform; digital piracy; cyber-risk; influence; Indonesia.

1. INTRODUCTION

"Digital piracy is the illegal copying, downloading, or sharing of CDs and software, and it has become an alarming problem for businesses" (Arli et al.) [1]. In fact, digital piracy is the biggest threat facing the software and music industry worldwide today (Arli et al.) [1]. "Piracy is described as the act of copying or downloading digital products, such as movies, music, and software, without explicit permission from and payment of compensation to the copyright holder" (Handa et al.) [2]. "Examples of digital piracy include downloading commercial software from illegal sites by using peer-to-peer technology to download the latest Hollywood movies, downloading bestsellers in electronic format either in audio or e-book form, or downloading songs of favorite artists by using torrent software" (Al-Rafee et al.) [3].

Indonesia has experienced an increase in the number of users of pirated platforms, this has been reported in research conducted by Akamai Technologies, Inc. entitled "Pirates in the Oufield" which was conducted in January-September 2021. Touching the number of illegal downloads and streams on movie platforms at 82 billion during this period of time makes it necessary to pay further attention, especially in this study Indonesia has entered the top 10 ranking of the most users in the world with 3.5 billion visits. Indonesia has a high prevalence of digital piracy (Hati et al.) [4]. In 2020, the Indonesian Film Producers Association (APROFI) has reported that film piracy in Indonesia alone (not including music and other works) has cost the Indonesian entertainment industry 5 trillion rupiah per year or 348.8 million US dollars.

"In recent years, the phenomenon of digital piracy has been discussed in empirical research. The majority of these previous studies used the Theory of Planned Behaviour (TPB) to understand why consumers engage in digital piracy" (Koay et al.) [5]. According to Choi and Suh [6], "TPB is often studied in relation to unethical and illegal behavior. TPB is often verified as a theoretical model to predict content use behavior or digital piracy". Therefore, the purpose of this study is to identify factors that influence individual behavior and intention to pirate digital materials and offer a better understanding of piracy behavior. In a study conducted by Olivero et al. [7], 78% of respondents had used software and websites to download digital material protected by copyright. They mainly downloaded music (58%), movies (45%), software (23%), and e-books (7%). Therefore, this research will have a novelty where digital piracy in the object of the online entertainment media domain, namely music and movies such as Viu, Netflix, Spotify, Joox, pirated movie websites (IndoXXI, LK21) and others will be the object of this research. Based on the background of the problem above, the authors conducted research on Theory of Planned Behaviorl (TPB) to analyze digital piracy behavior which is influenced by attitudes, subjective norms, perceived behavioral control, and mediated by moral obligation and perceived risk to carry out digital piracy intentions on online entertainment media.

2. LITERATURE REVIEW

2.1 Theory of Planned Behavior

"Theory of Planned Behaviour (TPB) was developed from the theory of reasoned action, and has been widely used to study behavioral intentions and actual behaviour" [8,9,10,11]. Ajzen [8], "Theory of Planned Behaviour (TPB)

describes variables that may have an impact on behavior, according to this theory attitudes, subjective norms and perceived behavioral control factors all explain intentions and intentions explain intentional behavior. However, perceived behavioral control can explain behavior in some cases by means of intention alone and sometimes directly without behavioral factors" [12].

According to Pham et al., [13] The TPB model was developed by Ajzen [8], the model suggests three factors that influence a person's intention and behavior, namely attitude, subjective norm, and perceived behavioral control.

2.1.1 Subjective norm

Aji et al., [14] argued that subjective norms are based on normative beliefs that are social in nature to influence. According to Hati et al., [4], subjective norms are a form of social pressure exerted on individuals to perform or avoid certain behaviors. Subjective norms are developed based on the influence of people around individuals such as family, friends, and colleagues.

2.1.2 Attitude

According to Petrescu et al., [15], "attitude refers to the overall evaluation of an object, either favorable or unfavorable". "In online platforms, researchers have noted that attitudes play an important role in ethical decision-making situations relating to intentions to perform electronic and Internet actions involving privacy and ownership" [15]. According to Hati et al., [4], a person's attitude towards a certain behavior is his feelings or thoughts, both good and bad things about the behavior.

2.1.3 Perceived behavioral control

Perceived behavioral control is one of the antecedents of the intention to engage in behavior Mafabi et al., [16]. Perceived behavioral control is the ability to predict the intended behavior involving skills, resources, the amount of information possessed, emotions and opportunities to perform activities. Intention refers to an individual's motivation and willingness to engage in a particular behavior as long as the behavior is under the actor's control.

2.1.4 Moral obligation

According to Hati et al., [4], "moral obligation is a type of guilt that arises based on one's behavior". "In other words, it refers to a person's judgment or evaluation of behavior whether it is morally right or wrong" [17]. "Morality is an important factor because it allows a person to assess the impact of decisions on the welfare of others which allows individuals to cooperate and move from short-term individual needs to long-term societal needs" [4].

2.1.5 Perceived risk

Perceived risk arises in situations where the consumer is unsure of the outcome of a choice and is worried about the consequences of a bad or wrong decision. In other words, a rational consumer prefers to avoid risk if he is given the choice to do so [18]. Perceived risk is the consumer's perception of the uncertainty and consequences of buying a product or service [14].

2.1.6 Digital piracy intentions

According to Pham et al., [13], the intention to commit digital piracy is a person's willingness to perform a certain behavior, which will determine whether the person can perform the behavior or not [13].

2.2 Conceptual Framework

The research model explains six research variables, namely subjective norms, attitudes, perceived behavioral control, moral obligation, perceived risk, and intention to commit digital piracy. Based on the empirical study, theoretical basis, and hypothesis formulation above, the following research model is formed:

2.3 Hypothesis Development

According to Oliver et al., [7], subjective norms have a positive and significant effect on digital piracy intention. Ethics-related studies have shown that attitudes are important predictors of lying, shoplifting, and misconduct. In addition, a person's attitude towards ethical behavior has been shown to influence their behavioral intentions in the context of unethical decision making [9]. Most previous studies report that subjective norms are positively related to the intention to pirate digital products [19,4]. Therefore, the following hypothesis can be proposed:

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

In online platforms, attitudes play an important role in decision-making situations related to the intention to perform electronic and internet actions involving privacy and ownership rights [15]. Previous research conducted by Pham et al., [13] and Tseng et al., [20], found that attitudes have a positive influence on digital piracy intentions. This is also supported by the research of Hati et al. [4], which found that the effect of attitude on students' intention to pirate e-textbooks is significant. Attitude towards behavior is a personal factor that assesses an individual's tendency to commit digital piracy [19]. Thus, the hypothesis that can be formulated is as follows:

H2: Attitude has a positive effect on digital piracy intention.

Many previous studies have found that perceived behavioral control has a positive and significant influence on consumers' intention to pirate digital products [19,17,7,19,20]. This explains how they think about their ability to obtain digital products illegally has a direct impact on their decision to do so. Therefore, the following hypothesis can be proposed:

H3: Perceived behavioral control has a positive effect on digital piracy intention.

Ajzen [21], argues that moral obligation has an impact on intention in the context of unethical behavior. Meanwhile, subjective norms are a form of social pressure placed on individuals to engage in or avoid certain [4]. Subjective norms are developed based on influences from people around individuals such as family, friends, and colleagues. Social factors such as norms, values, and rules adopted by society can influence a person's intention to pirate [4]. Moral obligation can play an important role in building personal beliefs and subjective norms. Moral obligation can augment digital piracy intention through social norms. Therefore, hypothesis H4 can be stated as follows:

H4: Moral obligation has a positive effect on subjective norms.

Research conducted by Rahmafitria et al., [22], found risk perception, where risk perception affects confidence in controlling behavior. Based on the theoretical review and empirical evidence, the following hypothesis can be proposed:

H5: Perceived risk has a positive effect on behavior control.

Research conducted by Meireles and Campos [19], states that subjects who are easy to pirate and have the opportunity to do so, are likely to have a greater intention to pirate digital material. Therefore, the following hypothesis can be formed:

H6 : Moral obligation has a positive effect on digital piracy intention.

If a person believes that a certain behavior will result in a positive outcome with minimal risk, then he/she will tend to perform that behavior. Similarly, the motivation to pirate digital products will increase if consumers perceive that digital piracy can save money, save time, and improve performance. This is also supported by several previous studies [17,8,13]. Therefore, the following hypothesis can be formed:

H7 : Perceived risk has a positive effect on digital piracy intentions.

3. METHODOLOGY

3.1 Measurements

The researcher retrieved the data of those who had filled out the questionnaire through Google Form using a six-point Likert scale, consisting of (1) Strongly Disagree to (6) Strongly Agree. The type of questionnaire used by the author to obtain answers to the research variables is a questionnaire with closed and structured statements.

3.2 Sampling and Data Collection

The samples that will be used in this study are users and accessers of websites (such as IndXXI, LK21 and others) and entertainment platforms (such as Spotify, Joox, Netflix, Viu, Maxstream and others) illegally. According to Hair et al., (2010) sampling can be done with the following calculations:

Minimum sample: 5 x (25 + 6) = 155
Maximum sample: 10 x (25 + 6) = 310

However, in order to anticipate respondents who have never accessed websites (such as IndXXI, LK21 and others) or entertainment platforms (such as Spotify, Joox, Netflix, Viu, Maxstream and others) illegally, researchers collected 200 respondents. In practice, the convenience sampling technique will be applied to respondents via Google Form.

3.3 Data Analysis Technique

The type of SEM analysis used in this research is Partial Least Square or PLS-SEM. Hypotheses are tested using the Partial Least Square (PLS) technique because it has a high level of accuracy.

4. RESULTS AND DISCUSSION

4.1 Measurement

From the total number of respondents used, namely 200 respondents, the distribution of respondent characteristics is obtained as follows demographic (Table 1).

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.

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.

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

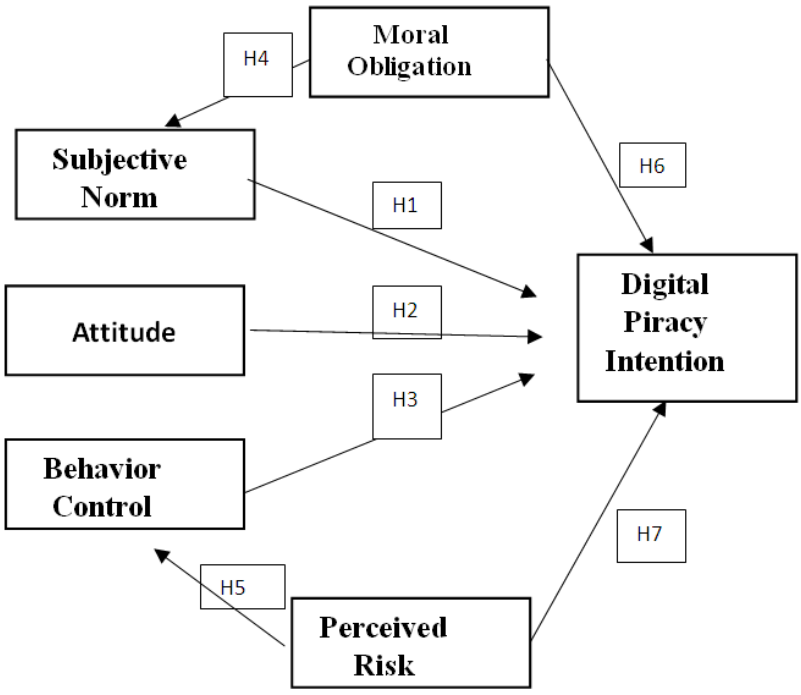

Fig. 1. Conceptual framework
Source: Pham et al., (2020) modified

Table 1. Respondent's demographic characteristic

Category	Total	Percentage
Gender		
Female	115	57,5%
Male	85	42,5%
Age		
21 - 25 Years	124	62%
<20 Years	65	32.50%
26 - 30 Years	10	5%
30 years or more	1	0,5%
Education Level		
S1	76	38%
High School / Equivalent	114	57%
Diploma	7	3,5%
S2	3	1,5%
Jobs		
Private/State-owned Employee	42	21%
Student	126	63%
Entrepreneurship	19	9,5%
freelancer	2	1%
High school students	9	4,5%
Job Search	1	0,5%
Self-employed	1	0,5%
Revenue		
<Rp5,000,000	172	86%
Rp10.000.000 - 15.000.000	2	1%
Rp5.000.000 - 10.000.000	26	13%
Frequency		
2-Jan	99	49,5%
4-Mar	38	19%
6-May	20	10%
Platform Name		
Movie Website (IndXXI, Rebahin, etc)	87	43.50%
Spotify	54	27%
Netflix	35	17,5%
Viu	7	3,5%
Joox	6	3%
Telegram	4	2%
Idlix	2	1%
Maxstream	2	1%
Torrent	1	0,5%
Bstation	1	0,5%
None	1	0,5%

Source: Primary Data Processed (2023)

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.

From Table 5 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.

Table 2. Convergent Validaty Testing Results

Variables	Indicator	Loading Value	Descrption
Subjective Norm	SN1	0.719	Valid
	SN2	0.843	Valid
	SN3	0.764	Valid
	SN4	0.788	Valid
Attitude	A1	0.936	Valid
	A2	0.893	Valid
	A3	0.947	Valid
	A4	0.828	Valid
Behavior Control	PBC1	0.727	Valid
	PBC2	0.899	Valid
	PBC3	0.787	Valid
	PBC4	0.755	Valid
Perceived Risk	PR1	0.792	Valid
	PR2	0.758	Valid
	PR3	0.759	Valid
	PR4	0.729	Valid
	PR5	0.731	Valid
Moral Obligation	MO1	0.751	Valid
	MO2	0.761	Valid
	MO3	0.716	Valid
	MO4	0.814	Valid
	MO5	0.832	Valid
	MO6	0.759	Valid
Digital Piracy Intentions	INT1	0.806	Valid
	INT2	0.792	Valid
	INT3	0.758	Valid

Source: Primary Data Processed (2023)

4.2.4 Structural model analysis

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.

Based on the R-Square in Table 6, it can be concluded that the Digital Piracy Intention variable that can be explained by Subjective Norms, Attitudes, Behavioral Control, Perceived Risk and Moral Obligation is 50.1% while the rest is explained by other variables outside this study. The Behavioral Control variable that can be explained by the Perceived Risk variable is 46.7% while the rest is explained by other variables outside this study. The Subjective Norm variable that can be explained by the Moral Obligation variable is 58.4% while the rest is explained by other variables outside this study.

The goodness of fit test results in Table 7 show that the Q2 value is greater than 0, thus the research model is declared fit.

4.3 Stuctural Equation Model Analysis

4.3.1 The effect of subjective norms on digital piracy intentions

Testing hypothesis 1 on the effect of subjective norms on digital piracy intentions shows the original sample coefficient is positive at 0.112. The t-statistic value on this construct relationship is 2.463 > 1.96 with a p-value of 0.014 < 0.05. Thus, the first hypothesis stating "Subjective Norm has a positive effect on digital piracy intention" is accepted. Most previous studies also show similar results where subjective norms are positively related to digital piracy intentions [19,23]. The strong influence of subjective norms, particularly on piracy intentions, suggests that families should raise children and educate adolescents with beliefs that are in line with the concept of morality [4].

4.3.2 The effect of attitude on digital piracy intentions

Hypothesis 2 testing on the effect of attitude on digital piracy intention shows the original sample coefficient is positive at 0.447. The t-statistic value on this construct relationship is 5.972 > 1.96 with a p-value of 0.000 < 0.05. Thus, the second hypothesis stating "Attitude has a positive effect on digital piracy intention" is accepted. Meireles and Campos (2018) stated that attitude towards behavior is a personal factor that assesses an individual's tendency to commit digital piracy. The results of this study are in line with the results of previous research conducted by Hati et al. (2019) which shows the results that the effect of attitude on students' intention to commit piracy is significant. This means that the higher the attitude, the higher the intention to commit digital piracy.

4.3.3 Effect of perceived behavioral control on digital piracy intention

Testing hypothesis 3 on the effect of perceived behavioral control on digital piracy intentions shows a positive original sample coefficient

of 0.667. The t-statistic value on this construct relationship is 18.366 > 1.96 with a p-value of 0.000 < 0.05. Thus, the third hypothesis which states "Perceived behavioral control has a positive effect on digital piracy intention" is accepted. Pham et al., [13], in their research found that perceived behavioral control has a strong impact on digital piracy intentions. The results of this study are in line with several previous studies finding that perceived behavioral control has a significant positive influence on consumer intention to pirate digital products such as Sayal and Singh's research.; Koay et al.; Olivero et al.; Meireles and Campos; Tseng et al. [23,7,19,20]. This means that the higher the perceived behavioral control, the higher the intention to commit digital piracy. Koay et al., [17], stated that if according to someone the behavior.

4.3.4 The effect of moral obligation on subjective norms

Hypothesis 4 testing on the effect of moral obligation on subjective norms shows the original sample coefficient is positive at 0.764. The t-statistic value on this construct relationship is 32.387> 1.96 with a p-value of 0.000 <0.05. Thus, the fourth hypothesis which states "Moral obligation has a positive effect on subjective norms" is accepted.

The results of this study are in line with the research of Meireles and Campos [19], which found the results that moral obligation has a positive and significant effect on subjective norms, this is also supported by several previous studies (Koay et al.; Pham et al.; Hati et al.) [17,13,4]. This means that the higher the moral obligation, the higher the subjective norm. This strengthens the research of Pham et al., [13], which shows that moral obligation is positively related to subjective norms when wanting to do something.

4.3.5 The effect of perceived risk on behavioral control

Hypothesis 5 testing on the effect of perceived risk on behavioral control shows the original sample coefficient is positive at 0.826. The t-statistic value on this construct relationship is 44.564> 1.96 with a p-value of 0.000 < 0.05. Thus, the fifth hypothesis which states "Perceived risk has a positive effect on behavioral control" is accepted. The results of this study are in line with the research of Rahmafitria et al., [22], which found the results that moral obligation has a positive and significant effect on intention, it is also supported by several previous studies digital [23,17,7,19,20]. This means that the higher the perceived risk, the higher the behavioral control over digital piracy.

4.3.6 The effect of moral obligation on digital piracy intention

Hypothesis 6 testing on the effect of moral obligation on digital piracy intention shows that the original sample coefficient is positive at 0.146. The t-statistic value on this construct relationship is 2.028 > 1.96 with a p-value of 0.043 < 0.05. Thus, the fourth hypothesis which states "Moral obligation has a positive effect on digital piracy intention" is accepted.

Table 3. Discriminant validaty testing results

	Attitude	Digital piracy intentions	Moral obligation	Behavior control	Perceived risk	Subjective norm
Attitude	0.902					
Digital Piracy Intentions	0.601	0.786				
Moral Obligation	-0.368	-0.282	0.773			
Behavior Control	0.578	0.459	-0.299	0.795		
Perceived Risk	0.657	0.667	-0.289	0.684	0.754	
Subjective Norm	-0.172	-0.081	0.764	-0.125	-0.092	0.78

Source: Primary data processed, 2023

Table 4. Formell-Lacker criterion results

	Attitude	Digital piracy intentions	Moral obligation	Behavior control	Perceived risk	Subjective norm
AT1	0.936	0.588	-0.4	0.568	0.641	-0.175
AT2	0.893	0.496	-0.249	0.525	0.597	-0.138
AT3	0.947	0.61	-0.385	0.512	0.591	-0.184
AT4	0.828	0.456	-0.269	0.482	0.542	-0.112
INT1	0.281	0.806	-0.261	0.292	0.457	-0.087
INT2	0.309	0.792	-0.127	0.292	0.598	0.035
INT3	0.742	0.758	-0.273	0.464	0.502	-0.131
MO1	-0.297	-0.266	0.751	-0.252	-0.273	0.397
MO2	-0.345	-0.256	0.761	-0.267	-0.271	0.403
MO3	-0.152	-0.106	0.716	-0.13	-0.112	0.767
MO4	-0.168	-0.137	0.814	-0.137	-0.148	0.835
MO5	-0.416	-0.262	0.832	-0.371	-0.306	0.464
MO6	-0.461	-0.386	0.759	-0.334	-0.337	0.412
PBC1	0.335	0.171	-0.131	0.727	0.411	-0.01
PBC2	0.564	0.456	-0.329	0.899	0.731	-0.152
PBC3	0.388	0.34	-0.182	0.787	0.482	-0.079
PBC4	0.498	0.419	-0.253	0.755	0.469	-0.116
PR1	0.494	0.662	-0.22	0.399	0.792	0.002
PR2	0.402	0.542	-0.192	0.343	0.758	-0.056
PR3	0.537	0.407	-0.119	0.361	0.759	-0.05
PR4	0.439	0.414	-0.145	0.343	0.729	-0.056
PR5	0.564	0.456	-0.329	0.899	0.731	-0.152
SN1	-0.23	-0.142	0.593	-0.16	-0.169	0.719
SN2	-0.134	-0.013	0.635	-0.071	-0.015	0.843
SN3	-0.051	-0.006	0.595	-0.091	-0.055	0.764
SN4	-0.117	-0.094	0.554	-0.067	-0.049	0.788

Source: Primary data processed, 2023

Table 5. Composite reliability results

Variables	Cronbach's Alpha	Composite Reliability	Description
Attitude	0.923	0.946	Reliable
Digital Piracy Intentions	0.883	0.829	Reliable
Moral Obligation	0.87	0.899	Reliable
Behavior Control	0.807	0.872	Reliable
Perceived Risk	0.817	0.868	Reliable
Subjective Norm	0.784	0.861	Reliable

Source: primary data processed, 2023

Table 6. R-Square results

Model	R Square
Digital Piracy Intentions	0.501
Behavior Control	0.467
Subjective Norm	0.584

Source: Primary data processed, 2023

The results of this study are in line with the research of Meireles and Campos [19], which found the results that moral obligation has a positive and significant effect on intention, it is also supported by several previous studies (for example, Koay et al.; Pham et al.; Tan et al.) [17,13,18]. This means that the higher the moral obligation, the higher the intention to commit digital piracy. This strongly supports the research conducted by Pham et al., [13], which shows that moral obligation is positively related to user intention to do something.

Table 7. The Goodness of Fit results

Goodness of Fit			
	SSO	**SSE**	**Q² (=1- SSE/SSO)**
Attitude	800	800	
Digital Piracy Intentions	600	434.572	0.276
Moral Obligation	1200	1200	
Behavior Control	800	581.921	0.273
Perceived Risk	1000	1000	
Subjective Norm	800	522.677	0.347

Source: Primary data processed, 2023

Table 8. Estimation results in sem

Hypothesis		Original Sample (O)	T Statistics (|O/STDEV|)	P Value	Description
SN	→ INT	0.112	2.463	0.014	Accepted
AT	→ INT	0.447	5.972	0	Accepted
PBC→	→ INT	0.667	18.366	0	Accepted
MO	→ SN	0.764	32.387	0	Accepted
PR	→ PBC	0.826	44.564	0	Accepted
MO	→ INT	0.146	2.028	0.043	Accepted
PR	→ INT	0.567	7.303	0	Accepted

Source: Primary data processed, 2023

**Notes: SN: Subjective Norm, AT: Attitude, PBC: Perceived Behavioral Control, MO: Moral Obligation , PR: Percived Risk, INT: Intention Toward Digital Piracy*

4.3.7 The effect of behavioral control on digital piracy intention

Testing hypothesis 7 on the effect of behavioral control on digital piracy intentions shows a positive original sample coefficient of 0.567. The t-statistic value on this construct relationship is 7.303 > 1.96 with a p-value of 0.000 < 0.05. Thus, the fourth hypothesis which states "Behavioral control has a positive effect on digital piracy intention" is accepted.

Several previous studies (Koay et al.; Ajzen; Pham et al.; Tan et al,) [17,8,13,18]. This means that if the higher the behavioral control, the intention to commit digital piracy will also increase. This strongly supports the research conducted by Pham et al., [13] which shows that behavioral control is positively related to digital piracy intentions.

5. CONCLUSION, RECOMMENDATION AND FUTURE RESEARCH

5.1 Conclusion

In general, this study aims to examine the influence of subjective norms, attitudes, perceived behavioral control, the influence of perceived risk, moral obligation and digital piracy intentions, and examine their impact on digital piracy intentions on entertainment plarforms in Indonesia. Conclusions that can be formulated as follows:

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 that if subjective norms increase, digital piracy intentions on digital entertainment platforms will increase.
2. Attitude has a positive effect on digital piracy intention. Therefore, it can be concluded that attitudes are directly proportional to digital piracy intentions, so that if attitudes increase, digital piracy intentions on digital entertainment platforms will increase.
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.
4. Moral obligation has a positive effect on subjective norms. Therefore, it can be

concluded that moral obligation is directly proportional to subjective norms, so that if moral obligation increases, subjective norms will increase.

5. Perceived risk has a positive effect on behavior control. Therefore, it can be concluded that perceived risk is directly proportional to behavioral control, so that if the perceived risk increases, behavioral control in digital piracy will increase.
6. Moral obligation has a positive effect on digital piracy intention. Therefore, it can be concluded that moral obligation is directly proportional to digital piracy intentions, so that if moral obligation increases, digital piracy intentions on entertainment platforms will increase.
7. Behavioral control has a positive effect on digital piracy intentions. Therefore, it can be concluded that behavioral control is directly proportional to digital piracy intentions, so that if behavioral control increases, digital piracy intentions on entertainment platforms will increase.
8. Decision-makers involved in digital piracy on entertainment platforms may consider the overall responsibility as an organisation and their responsibility towards individual behavior while “planning” or “engaging” in a policy of both “taking advantages of digital piracy” and favoring individual planned behavior.

5.2 Implication

From a managerial point of view, this research can provide managerial implications aimed at the government, relatives and digital entertainment platform companies in Indonesia regarding the actors that influence digital piracy. The occurrence of digital piracy behavioral intentions can certainly be prevented through more efforts in educating the public regarding the adverse effects of pirating entertainment platforms both through applications and websites. This can be based on subjective norms, attitudes, perceived behavioral control to, perceived risk, fading moral obligations that are unable to prevent digital piracy intentions. Therefore, efforts to improve morality need to be well enforced so that there is no "Morality Gap" between digital piracy and other criminal behavior, which of course needs to start from the scope of government to the small scope of family and close relatives.

Not only that, entertainment platform companies also need to make alternatives to determine the security of a qualified application system so that it is not easily hacked by irresponsible parties because basically consumers will choose pirated digital products because they are more accessible, cheaper prices and the features they have are also the same as the original ones. The government should also support the entertainment platform company's program by blocking some websites that provide pirated content and strengthening the legal system on the perpetrators of piracy.

5.3 Limitation and Recommendation

The following research limitations can provide opportunities and improvements in future research. Some of these limitations are:

1. The research only focuses on users of pirated digital entertainment platforms, so it can be suggested that further research can be conducted on piracy of other platforms such as software (Microsoft Office, CorelDraw, Photoshop and others) and piracy of electronic books.
2. This study has not discussed the perception of risk that occurs after committing digital piracy, considering that the product is not a suitable product so that there is a virus that can damage the gadget. Therefore, further research can discuss risk perception.
3. In this study only discusses the variables of subjective norms, attitudes, perceived behavioral control, moral obligations that influence intentions. So that further research can discuss in more detail the variables that influence digital piracy intentions such as government regulations, family factors, price perceptions, addiction to piracy and others.

COMPETING INTERESTS

Authors have declared that no competing interests exist.

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