Chapter III

Research Methodology

1.17. Introduction

This chapter describes the research methodology used in this research which consists of: research design, research context, and research method.

1.18. Research Design

This study design systematically as follow:

1.18.1. Research method

Survey questionnaire was distributed among 280 undergraduate students in Yogyakarta on weekdays from January 9th 2012 to January 20th 2012 (250 questionnaire) and 10th April 2012 to 13th April 2012 (30 questionnaire). About 218 questionnaire distributed were considered usable (77.85% response rate). There are 34 questions consist of 3 demographic related questions, and 31 questions to measure research variables using 5 point scale. To limit and provide basic understanding about digital piracy, a brief introduction about what digital piracy is given to the respondents.

Method used to choose the respondent is convenience sampling. The distributions were done in several universities in Yogyakarta and Sleman area such as Atma Jaya Yogyakarta University, Duta Wacana Christian University, Gajah Mada University, Yogyakarta State University (UNY), and Yogyakarta Engineering University (UTY).

This research based on Yoon (2011) study in China. The questionnaire used in this research is adapted from Yoon (2011). Original questionnaire use English, which is translated to fit the respondents into Indonesian.

The pilot survey was done in December 27th 2011 and January 1st 2012 using online media. Thirty respondents were asked to fill online form created using Google Docs. The online messenger was used as media to communicate with the respondents, and ask whether there is any question that being ambiguous or hard to understand. From the pilot survey, some respondents think there is one question that hard to understand, but after they read it for several times, they get the idea of the question.

1.18.2. Research context

This research based on Yoon (2011) study which intended to find out whether TPB and ethics theory could explain intention to commit digital piracy. The sample of the research was taken from undergraduate students in Yogyakarta and Sleman area.

Undergraduate students were selected because people in this age pirate almost all of the digital products. People under university grade usually pirate digital products for entertainment purpose, like copying music or video and games. Working people tend to pirate digital product for serious purpose like working, and they tend to pirate software. For entertainment they mostly pirate music rather than a movie because of limited free time they had. Undergraduate students became perfect combination because the need of entertainment is still

high, the number of free time they had is better compared to working people, and the need of their study sometimes force them to pirate software.

Yogyakarta was chosen as the location of the research because as a city of students (kota pelajar), Yogyakarta has many students come from all over Indonesia. The original research use SEM to analyze the variables. In this research, the original research model was divided into three models, and analyzed using multiple linear regression analysis for each model.

1.19. Population and Sampling

The minimum size of sample is 50+8K where K is number of predictor if the overall model has to be tested and 104+ K if individual predictor is being tested (Green, cited in Field, 2009). In this research, the original model used by Yoon (2011) was divided into three. Because of that reason, this study prefers to use 104+K rule. The number of predictor in this research is 9, therefore, the number of sample at least 104+9=113. This research already has 218 respondents from 280 distributed questionnaires (77.85% response rate).

1.20. Research Procedure

The procedures applied in this research are as follow:

1.20.1. Research variables

There are nine research variables in total that are divided into three regression model. Each model has 3 to 4 independent variables. There are 31

questions in total for 9 variables. The type of question is closed ended question, where the answer was limited and provided in the questionnaire.

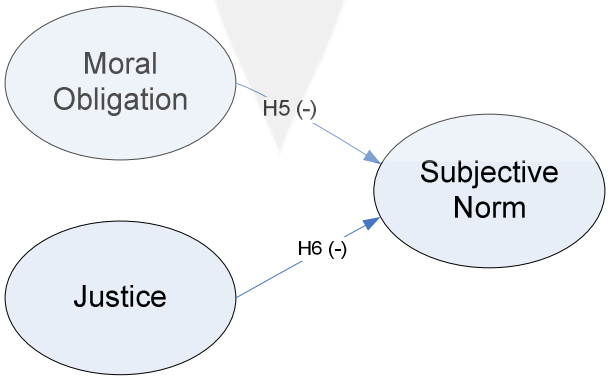
Table 3.1 Description of Measure Items

N	Variables	Number of Items	Example*
1	Subjective norm	4	If I pirated digital products, most of the people who are important to me would disapprove (R)
2	Attitude toward piracy	4	Digital piracy is a foolish/wise idea
3	Perceived behavioral control	4	For me, it is easy to possess pirated digital products
4	Intention to commit digital piracy	3	I intend to pirate digital products in the near future
5	Moral Obligation	3	I would feel guilty if I pirated digital products
6	Justice	2	Digital piracy is unjust
7	Perceived benefit	4	If I pirated digital products, I would save money
8	Perceived Risk	3	If I pirated digital products, I would probably be caught
9	Habit	4	Pirating digital products is a habit for me

Source: Yoon (2011)
Notes: the complete questionnaire items could be found in appendix

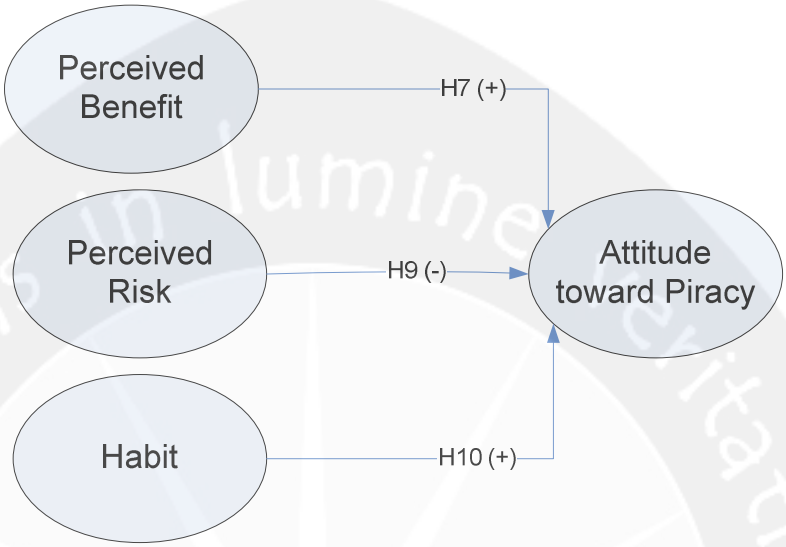
The research models which are used in this study were shown in Figure 3.1, 3.2, and 3.3.

Figure 3.1 Conceptual Model 1



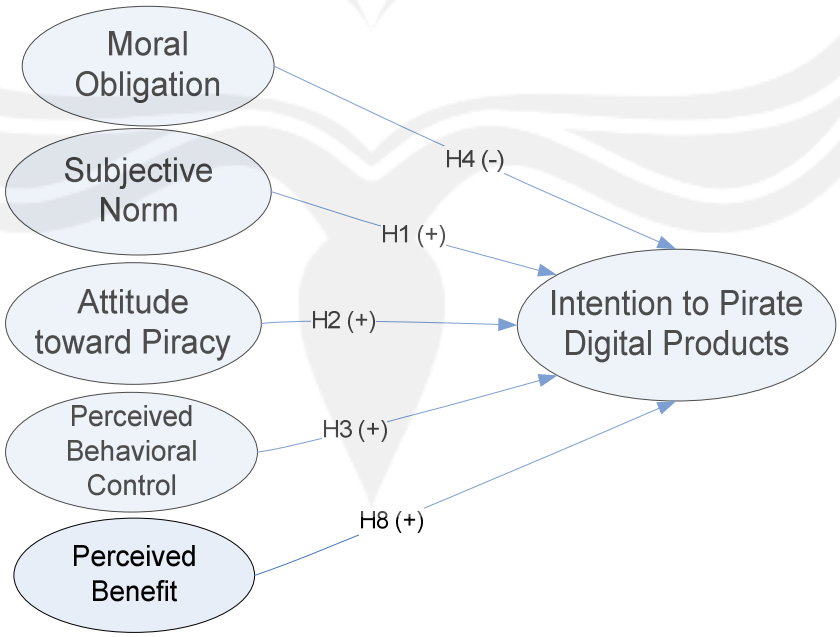
Source: Yoon, (2011)

Figure 3.2 Conceptual Model 2



Source: Yoon, (2011)

Figure 3.3 Conceptual Model 3



Source: Yoon, (2011)

1.20.2. Data collection method

A survey using self-administrative questionnaire was conducted to obtain the data based on the context. The research context of this study is how TPB and ethics theory affect intention to pirate digital products. This study tried to implement TBP and ethics theory to predict intention to pirate digital products in Indonesia, especially in D.I. Yogyakarta. The research procedures were adapted from Yoon (2011) study about integrated model of TPB and ethics theory to predict intention to pirate digital products in China.

1.20.3. Data analysis technique

SPSS 19 was used to conduct the multiple regression analyses. Before the data being analyzed, the measures used were analyzed first using validity and reliability test. Reliability test was conducted to test whether the measures are consistent to be used. Validity analysis is used to check whether the items in the measure have collinearity problem or not. Multiple regression analysis were used to analyze the relation between variables on the three research models. First model (figure 3.1) has three variables, 1 dependent variable (subjective norms) and two independent variables (moral obligation and justice). Second model (figure 3.2) consists of 4 variables composed by 1 dependent variable (attitude) and 3 independent variables (perceived benefit, perceived risk, and habit). The last model (figure 3.3) composed by 1 dependent variable (intention) and 5

independent variables (moral obligation, subjective norm, attitude, perceived behavioral control and perceived benefit).

Table 3.2 Analysis Method for Research Variables

Variable	Type	Method of Analysis
Moral Obligation	Independent	• Multiple regression
Justice	Independent	
Subjective norm	Dependent	
Perceived benefit	Independent	• Multiple regression
Perceived Risk	Independent	
Habit	Independent	
Attitude toward piracy	Dependent	
Subjective norm	Independent	• Multiple regression
Attitude toward piracy	Independent	
Perceived behavioral control	Independent	
Moral Obligation	Independent	
Perceived Benefit	Independent	
Intention to commit digital piracy	Dependent	

Table 3.3 Analysis method for Demographic Data

Variables	Type	Method of analysis
Gender	socio-demographic	Descriptive Statistic
Age	socio-demographic	Descriptive Statistic
Religion	socio-demographic	Descriptive Statistic

Based on figure 3.1, 3.2 and 3.3, the analysis use three regression models as follow:

$SN = \alpha + \beta_1 MO + \beta_2 JST$

$ATT = \alpha + \beta_1 PB + \beta_2 PR + \beta_3 HB$

$INT = \alpha + \beta_1 MO + \beta_2 SN + \beta_3 ATT + \beta_4 PBC + \beta_5 PB$

Where:

SN = subjective norm

MO = moral obligation

ATT = attitude toward piracy

PBC = perceived behavioral control

INT = intention toward piracy

JST = justice

PB = perceived benefit

PR = perceived risk

HB = habit