Chapter IV

Data Analysis and Interpretation

4.1. Introduction

In the previous chapter, research methodology has presented the research procedure. This chapter presents the data reliability and validity testing, profiles of respondent, and summary.

4.2. Validity and Reliability Analysis

To analyze the data, validity and reliability analysis is used. The result from the analysis as below:

4.2.1. Reliability analysis

A measure is reliable if the measure able to consistently reflecting the construct that it is measuring (Field, 2005). If a person completes a measure two times in a different time, then he/she should get same score. Or in another case, if there are two people with same capability complete a measure, then both should get equal score too.

In reliability analysis, we have Cronbach's α that measure how closely related of a set of items as a group. Higher Cronbach's α value tend to be better in term of reliability, but, there are cases where Cronbach's α value is very low, and still considered as reliable. In this research, a variable can be considered as reliable if the Cronbach's α is equal or above 0.5. As shown in the Table 4.1, the result is 1 from 9 variables being analyzed is not reliable, that is perceived behavioral control. The Cronbach's α value is 0.442 where this value is lower than

0.5. Therefore, this variable would not be used for further analysis. The highest Cronbach's α value is 0.98 for justice. Although this number is very high, this variable might became a problem too, because it may show redundancy in the measures.

Table 4.1 Reliability Test Results

	Number of Items	Cronbach's α	Criteria	Conclusion
Subjective Norm	4	0.893	0.5	Reliable
Attitude toward Piracy	4	0.848	0.5	Reliable
Intention to Commit Digital Piracy	3	0.675	0.5	Reliable
Perceived behavioral Control	4	0.442	0.5	Unreliable
Moral Obligation	3	0.821	0.5	Reliable
Justice	2	0.98	0.5	Reliable
Perceived Benefit	4	0.526	0.5	Reliable
Perceived Risk	3	0.925	0.5	Reliable
Habit	4	0.904	0.5	Reliable

Based on reliability analysis, perceived behavioral control is unreliable in this study. Acceptance level of 0.5 for Cronbach's α is not reached. Table 4.2 show Cronbach's α value for PBC if some item deleted.

Table 4.2 PBC's Cronbach's α if Item Deleted

No	Item	Cronbach's α if Item Deleted
1	For me, it is easy to possess pirated digital products	.419
2	I have the knowledge and ability to make use of pirated digital products	.420
3	I could find pirated digital products if I wanted to	.344
4	Pirating digital products is entirely within my control	.264

In some condition, perceived behavioral control might not particularly realistic (Ajzen, 2005). Because of those reasons, this study excludes PBC for further analysis.

4.2.2. Validity analysis

To determine whether an item can be considered as valid and can be used, then each items should be compared with r-table. An item can be considered as valid if the value is bigger than the r-table value. Validity is whether an instrument actually measures what it sets out to measure (Field, 2009). The r-table value was calculated based on degree of freedom (df) = n – 2, which n refers to the number of valid questionnaire. In this study, for significant rate α = 0.05 and df = 216, the r-table value is 0.13. The validity test result is shown in Table 4.3. From the validity test result on Table 4.3, there is one item that considered as invalid, because the r value is less than 0.13.

The fourth item of perceived benefits question score 0.067 in item-total correlation, therefore this item would not be used for further analysis. This item being invalid, unlike in the original study all items were valid might caused by cultural differences. The question for this item is "If I pirated digital products, I would improve my work performance". The reason why people pirate digital product in D.I. Yogyakarta might not for work related reason. The other three questions ask about benefits they got by pirating digital product related to saving money, time, and to get more products.

Table 4.3 Validity Test Results

Variables	Item	Item-Total Correlation	r-table	Conclusion
Subjective Norm	SN 1*	.719	.130	Valid
	SN 2*	.809	.130	Valid
	SN 3*	.756	.130	Valid
	SN 4*	.789	.130	Valid
Attitude toward Piracy	ATT 1	.785	.130	Valid
	ATT 2	.603	.130	Valid
	ATT 3	.794	.130	Valid
	ATT 4	.614	.130	Valid

Variables	Item	Item-Total Correlation	r-table	Conclusion
Intention to Commit Digital Piracy	INT 1	.598	.130	Valid
	INT 2	.702	.130	Valid
	INT 3*	.303	.130	Valid
Moral Obligation	MO 1	.627	.130	Valid
	MO 2	.768	.130	Valid
	MO 3	.694	.130	Valid
Justice	JST 1	.961	.130	Valid
	JST 2	.961	.130	Valid
Perceived Benefit	PB 1	.488	.130	Valid
	PB 2	.519	.130	Valid
	PB 3	.383	.130	Valid
	PB 4	.067	.130	Invalid
Perceived Risk	PR 1	.782	.130	Valid
	PR 2	.912	.130	Valid
	PR 3	.854	.130	Valid
Habit	HBT 1	.844	.130	Valid
	HBT 2	.890	.130	Valid
	HBT 3	.671	.130	Valid
	HBT 4	.748	.130	Valid

Notes: * reversed item

4.3. Profiles of Respondents

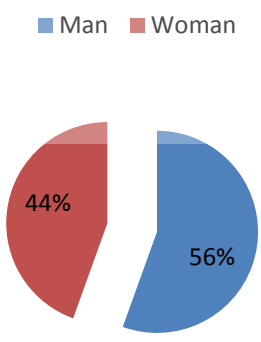
There are three questions about respondent demographic data, sex, age, and religion. In this research, the compositions of the respondents are:

4.3.1. Respondents based on gender

There are 2 options for gender, male and female. Majority of respondents in this study is male respondents; consisting of 56% of total respondents.

Figure 4.1 Distribution of Respondents Based on Gender

Gender	Frequency	Percentage
Man	121	56%
Woman	97	44%
Total	**218**	**100%**



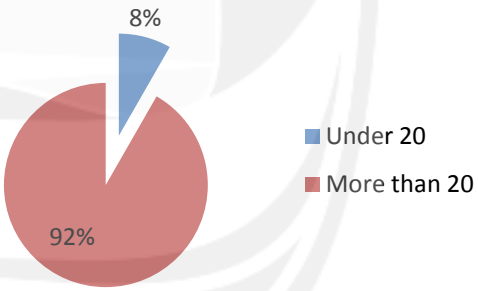
The respondent composition between male and female is different with BSA study that shows there are more women that admit committing piracy than man (BSA, 2012). Although BSA shows that more women admit piracy behavior, it does not guarantee that the number of piracy done by women is bigger than man. Further research should be taken to see the truth about age and intention to pirate.

4.3.2. Respondents based on age

The option for age is under 20 and older than 20 years old. 92% of the respondents are older than 20 years old.

Figure 4.2 Distribution of Respondents Based on Age

Age	Frequency	Percentage
Under 20	18	8%
More than 20	200	92%
Total	**218**	**100%**



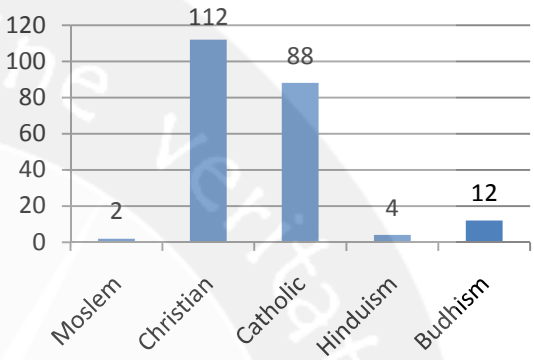
BSA study about software piracy in Indonesia during February to March 2012 shows that 34% of people that admitting piracy behavior has age range between 18 to 24 years old (BSA, 2012). By estimating the number of respondents that has age under 20 based on BSA study, 11% of the respondents are under 20 ($^1/_3$ * 34%). In this study, the number of respondents with age under 20 years is 8%, and this number is representative enough to show that people with age under 20 years committing piracy.

4.3.3. Respondents based on religion

The respondents were asked about their religion. The choice is between Muslim, Christian, Catholic, Hinduism, and Buddhism.

Figure 4.3 Distribution of Respondents Based on Religion

Religion	Frequency	Percentage
Moslem	2	1%
Christian	112	51%
Catholic	88	40%
Hinduism	4	2%
Buddhism	12	6%
Total	**218**	**100%**



The majority religion in this study is Christian, followed by Catholic, while Moslem has the least number. Based on this data, this study cannot represent the condition in Indonesia where the biggest religion here is Moslem. Therefore, this difference might not give too much bias in predicting consumer intention to pirate digital products.

4.4. Correlation Analysis

Correlation analysis is used to see the degree of relationship between two variables. There are three ways that two variables could be related. Those are positively related, not related, and negatively related (Field, 2005). Two variables are positively related if one variable increase, the other variable also increasing and on the contrary. If they are not related, then if one variable change, the other remain the same. Negatively related means, if one variable increase then the other

variable is decrease or on the contrary. Correlation analysis result from nine variables in this research is shown in Table 4.4.

Table 4.4 Correlation Analysis

Variables	SN	ATT	INT	MO	JST	PB	PR	HBT
SN	1							
ATT	.432**	1						
INT	.271**	.378**	1					
MO	-.371**	-.528**	-.356**	1				
JST	.022	-.069	.174**	.034	1			
PB	.194**	.483**	.280**	-.348**	-.094	1		
PR	-.200**	-.430**	-.180**	.349**	.191**	-.183**	1	
HBT	.285**	.343**	.662**	-.314**	.161*	.212**	-.168*	1

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

Notes: SN – Subjective Norm; ATT – Attitude toward Piracy; INT – Intention to Commit Digital Piracy; MO – Moral Obligation; JST – Justice; PB – Perceived Benefit; PR – Perceived Risk; HBT – Habit.

Table 4.4 shows correlation analysis result for variables used in this research. The result shows there is no multicollinearity problem. In multiple regressions, multicollinearity should be avoided. Multicollinearity is a condition when two variables have strong correlation. Perfect collinearity is an extreme condition of multicollinearity, when correlation between two variables is 1. If there are two variables with strong correlation, then it is hard to obtain unique estimates of the regression coefficient. In this study, highest correlation is between habit and intention to pirate digital product, that has correlation of 0.662 with $\alpha = 0.01$. These two variables have positive relationship, and the possibility not being true is smaller than 1%. This correlation value is acceptable and there is no multicollinearity problem in this research.

4.5. Factors Affecting Consumer Intention to Pirate Digital Products

To test the hypotheses, multiple regression analyses were used. Regression analysis were used toward three model proposed in this research. The results of each regression analysis are as follow:

4.5.1. Antecedents of subjective norm toward piracy

Table 4.4 shows the regression analysis result of antecedents of subjective norm. There are two independents variable and one dependent variable.

Table 4.5: Antecedents of Subjective Norm

Variables	Standardized Coefficients	t		Adjusted R Square	F	
	Beta	Value	Sig.		Value	Sig.
Moral Obligation	-.372	-5.870	.000***	.131	17.289	.000***
Justice	.035	.556	.579			

*** α significant at level 0.01

** α significant at level 0.05

Dependent Variable: Subjective Norm

Independent Variables: Moral Obligation, Justice

From the Table 4.5, F value is 17.289 with probability = 0.000. This value is less than 0.01, therefore it can be concluded that moral obligation and justice can be used to predict subjective norm. Based on the formula, moral obligation and justice could explain 13.1% subjective norm, but the other 86.9% should be explained by using other antecedents. The only one variable that significantly affect subjective norm in this case is moral obligation ($\beta = -0.372$; $p < 0.01$). Justice is not significant in this regression because the coefficient beta value were exceeding the provision alpha.

4.5.1.1. Moral Obligation toward Subjective Norm

In Table 4.5, the result of moral obligation regression test show t value -5.87 ($\beta = -0.372$; $p < 0.01$). Based on this data, can be concluded that moral obligation has negative impact toward subjective norm in this research. This result coincides with Yoon (2010) study and as predicted H_5 was accepted.

Someone who has high moral obligation perceives that society has negative perception toward piracy. As the result, he/she feel ashamed if they commit piracy. People with low moral obligation would not care about social pressure if they commit piracy.

4.5.1.2. Justice toward Subjective Norm

Table 4.5 shows that justice is not significant predictor for subjective norm. This result is contradicted with Yoon (2010) study. Therefore H_6 of this research was not supported. The reason why in this research justice is not significant might be caused by Indonesian culture. They feel sorry if they commit piracy, but they think there is no other way besides committing piracy. As the result, although the feel of justice is high, people do not get social pressure by doing piracy. High piracy rate in Indonesia might become the other reason too. Indonesian thinks that piracy is acceptable, and there is no relationship between justice and committing piracy.

4.5.2. Antecedents of attitude toward piracy

Table 4.6 shows the result of regression analysis for antecedents toward attitude. There are three antecedents; those are perceived benefit, perceived risk, and habit. The result shows that all antecedents are significant predictor of attitude toward piracy.

Table 4.6: Antecedents of Attitude toward Piracy

Variables	Standardized Coefficients	t		Adjusted R Square	F	
	Beta	Value	Sig.		Value	Sig.
Perceived Benefit	.382	6.947	.000***	0.387757	46.812	.000***
Perceived Risk	-.312	-5.697	.000***			
Habit to pirate	.222	4.065	.000***			

*** α significant at level 0.01

** α significant at level 0.05

Dependent Variable: Attitude

Independent Variables: Perceived Benefit, Perceived Risk, Habit

From the Table 4.6, we can see that these antecedents could be used to predict attitude. F value 46.812 with probability 0.000 (less than 1%) this antecedents is wrong. Based on R^2 value, 38.77% of attitudes can be explained by these three antecedents, and the rest 61.23% should be explained by using other variables.

The strongest predictor of attitude is perceived benefit ($\beta = 0.382$; $p < 0.01$), followed by perceived risk ($\beta = -0.312$; $p < 0.01$), and the last antecedent affecting attitude is habit ($\beta = 0.22$; $p < 0.01$). Perceived benefit and perceived risk has significant impact on attitude toward digital piracy, and this result is coinciding with Yoon (2010) results.

4.5.2.1. Perceived Benefit

Perceived benefit is the strongest predictor of attitude toward digital piracy ($\beta = 0.382$; $p < 0.01$). If someone perceives that committing digital piracy would provide great benefit to them, then his attitude toward digital piracy is likely to be positive. On the original study by Yoon (2010), there is 4 items. In this study, one of those items was disposed from analysis, because that item is not valid based on validity test result. Item that being disposed is whether by committing piracy would improve their work performance. Although one of the items was unused, the hypothesis H_7 is supported.

Table 4.7 Descriptive Statistic of Perceived Benefit

No	ms	Mean
1	If I pirated digital products, I would save money	4.32
2	If I pirated digital products, I would save time in acquiring the digital products	4.30
3	If I pirated digital products, I would possess more digital products	4.11
4	If I pirated digital products, I would improve my work performance	3.3

Notes: ale 1-5: 1 – Strongly Disagree; 5 – Strongly Agree

From table 4.7, on average the first three item score is higher than 4, which means they are agree about the statement. On the last item, it only scores 3.3 that mean neutral. They are a bit agree that their work performance increasing, but the main reason why they commit piracy is not work related benefit, but on the other aspect.

The strongest benefit they perceive is saving money. As we know, the price of digital product sometimes "unreasonable". For example, the price of original music CD in Indonesia ranged between Rp 35.000,- to Rp 50.000,- in common. Each disc contains 10 to 20 songs. Let's say on average there is 15 songs and price Rp 40.000,- each disc. To get 150 songs, it means someone must pay up to Rp 400.000,-. When they pirate those 150 songs by buying pirated mp3 disc, where 1 disc can have 150 songs, the price is only Rp 1.500,- to Rp 10.000,-. Although the quality is different, but for normal ear it does not matter. That's why pirated mp3 music is very popular. To get cheaper music file, we can copy from our friend, from computer in everywhere, or download it. By doing so, it was really great amount of money that can be saved.

4.5.2.2. Perceived Risk

Perceived risks provide negative impact to attitude toward digital piracy ($\beta = -0.312$; $p < 0.01$) consistent with H_9 of this study. As the government in Indonesia starts to fight against piracy, it seems that society start to learn that doing piracy is against the law. By knowing the law, the risk of doing piracy affect people's attitude toward piracy itself. The step that has been taken by the government to fight against piracy is closing store that sell or rent pirated products. But the effect only last for several weeks. After they settle the issue, they start to operate again. The police also raid the pirated product manufacture, but it is impossible to shutdown all of them. One closed the other rise.

The establishment of Intellectual Property Law (Undang-undang hak Cipta) in 2002 and Electronic Information and Technology law in 2008 (UU-ITE) is not very effective targeting individual piracy, because the number is very high. In organized piracy, it is easier to catch the culprit and take him to the court. But to make the culprit wary is not that easy. After being released, the possibilities to do the same thing again are still high.

4.5.2.3.Habit

Habit is significantly affect attitude toward digital piracy ($\beta = 0.22$; $p < 0.01$) and it was supporting H_{10} of this study. By doing digital piracy continuously, someone would not be able to tell whether what they do is right or wrong. The pirating process became automatic, just like when someone feels hungry then they eat. If they want a digital product, then they just find the easiest way by pirating them.

Software piracy became habit in Indonesia because in early years of computer in Indonesia, there is only few people that understand how to install application (operating system). This limitation creates one of the software piracy methods, harddisk loading. Harddisk loading is the most common software piracy problem in Indonesia, where computer seller put unlicensed software as “bonus” if a customer purchases a computer there (Kusumah, cited in Noor, 2012). Consumers with limited understanding about computer tend to accept what is given to them. The availability of original application also limited, and the result is piracy. Both parties

(consumer and seller) get benefit from this piracy activity. Consumer could get their computer working soon, and the seller could get more money because they only need may be just one original disk of application to install many computer with cheaper price. To maintain his business, computer seller often scare their customer, by saying if they install this computer with certain application a problem could arise, or the price of original application is very high if the customer buy it themselves, and it would be "cheaper" if the customer purchase it through him. This practice continuously became a habit in the society, and as the result it affects the way of thinking in the society. It is better to pirate and give the responsibility to the seller rather than buy the original application, install it with "problem" that actually does not exist if they follow the procedure.

For audio piracy, this has been habit since 1970s. At that time, the use of record (piringan hitam) to record music is costly. To provide music for society, some people try to convert (pirate) this format into cassette that cheaper. This act makes Remaco as one of the biggest recording companies in Indonesia at that time suffers great loss (wikipedia.org, 2012). At the end, this company also starts to use cassette that is cheaper and easier to use.

4.5.3. Antecedents of intention to pirate digital products

The last and the most important model in this research, try to find the relationship between subjective norm, attitude, and moral obligation in explaining

people intention to commit digital piracy. The result of regression analysis can be seen in Table 4.8.

Table 4.8 Antecedents of Intention

Variables	Standardized Coefficients	t		Adjusted R Square	F	
	Beta	Value	Sig.		Value	Sig.
Subjective Norm	.097	1.396	.164	.175	12.473	.000***
Attitude toward Piracy	.193	2.339	.020**			
Moral Obligation	-.192	-2.589	.010***			
Perceived Benefit	.086	1.211	.227			

*** α significant at level 0.01

** α significant at level 0.05

Dependent Variable: Intention

Independent Variables: Subjective Norm, Attitude, Moral Obligation, Perceived Benefit

From the Table 4.8, it shows that subjective norm, attitude, and moral obligation can be used to predict intention to pirate digital products in general. F value 12.473 and probability being false is less than 1%. Although those variables can be used to predict intention to commit digital piracy, the ability to predict is only 17.5% of the total, and there should be other variables used to explain intention. Based on table 4.6, the strongest predictor of intention to pirate digital product is attitude ($\beta = 0.193$; $p < 0.05$) followed by moral obligations ($\beta = -0.192$; $p < 0.01$). The other two antecedents are not significant (subjective norm and perceived benefit) in predicting intention to commit digital piracy.

On the original study (Yoon, 2010) there are five predictors of intention to pirate digital product those are subjective norm, attitude toward piracy, moral obligation, perceived benefit, and perceived behavioral control. Perceived behavioral control could not be examined because the reliability test shows that the items are not reliable (see Table 4.1).

4.5.3.1. Subjective Norm

Contradict with H_1, subjective norm failed to predict intention to pirate digital product in this study. It means that the reason people has intention to pirate is not related to perceived social pressure toward piracy. Subjective norm toward piracy itself in Yogyakarta is low. People think that there would not be anyone that disagrees with them if they commit piracy. On table 4.9 can be seen that on average people thinks that their relatives do not care too much if the respondents commit digital piracy.

Table 4.9 Descriptive Statistic Result of Subjective Norm

No	Items	Mean
1	If I pirated digital products, most of the people who are important to me would disapprove *	2.11
2	Most people who are important to me would look down on me if I pirated digital products *	2.11
3	No one who is important to me thinks it is okay to commit digital piracy *	2.18
4	My colleagues think digital piracy behavior is wrong *	2.12

s: * Reversed item
e 1-5: 1 – Strongly Disagree; 5 – Strongly Agree

Table 4.9 shows all of the average value is around 2, which mean disagree with statement in question. The respondents think that no one would disapprove and look down if the respondents commit piracy. This might be related with low education about copyright and piracy habit in society.

4.5.3.2. Attitude toward Piracy

Coincides with H_2 of this study, attitude toward piracy is significantly affect intention to commit digital piracy. This result means that if a person has positive attitude toward piracy, then the possibilities that he/she has intention to commit digital piracy is possible, and on the

contrary if they has negative attitude toward piracy, then it would not be likely for them to have the intention to commit digital piracy.

Undergraduate students in Yogyakarta, has thinks that piracy is favorable, therefore the piracy rate in Yogyakarta is still high. It can be shown from descriptive statistic result of attitude toward piracy in Table 4.10.

Table 4.10 Descriptive Statistic of Attitude toward Piracy

No	Attitude toward piracy	1	2	3	4	5	Mean
1	Digital piracy is a foolish/wise idea	Foolish				Wise	3.78
2	Digital piracy is a harmful/beneficial idea	Harmful				Beneficial	4.06
3	Digital piracy is a bad/good idea	Bad				Good	3.65
4	Overall, my attitude toward digital piracy is unfavorable/favorable	Unfavorable				Favorable	3.71

It can be seen that over all they think piracy is favorable. The average value is higher than neutral value. At least, the frightening opinion toward piracy says that piracy is beneficial instead of harmful. It is true that piracy might has some beneficial such as free promotion of music, but the potential loss is greater than the benefit in most cases.

4.5.3.3. Moral Obligation

Moral obligation significantly affects intention to commit digital piracy as predicted in H_3. The difference with attitude toward piracy is its effect. Attitude toward piracy provide positive support toward intention, while moral obligation has counter value. The higher moral obligation someone has results lower intention to commit digital piracy. In this

research, the researcher found that moral obligation for piracy is low. They mostly disagree with the items being asked.

Table 4.11 Descriptive Statistic of Moral Obligation

No	Items	Mean
1	I would feel guilty if I pirated digital products	2.11
2	To pirate digital products goes against my principles	2.09
3	It would be morally wrong for me to pirate digital products	2.18

tes Scale 1-5: 1 – Strongly Disagree; 5 – Strongly Agree

From table 4.11, it can be seen that they do not feel guilty if they pirate digital products. The reason why they do not feel guilty might be caused by their educational background. They do not appreciate others work because they do not have experience where their works being copied by other that make them suffer loss. If the research being taken in art related faculty, the result might be different, because they can appreciate others work better. The other items ask whether piracy against their principles or not. The result shows that they do not think that piracy against their principles.

4.5.3.4. Perceived Benefit

Perceived benefit is not a significant predictor of intention to commit digital piracy. This result is against Yoon (2010) that says perceived benefit have direct impact on intention to commit digital piracy. As a result, H_8 is not supported. Although undergraduate students in Yogyakarta perceived benefit by doing piracy, it does not enough to create intention to pirate digital products. This might be caused by unclear

definition and limitation about digital piracy. There are many levels in digital piracy. Copying mp3 from friend can be categorized to piracy, and copying the whole original music CD also a piracy. The problem is, they has habit to copy mp3 from their friend, but has less experience in copying original music CD. They did not aware that if they want to copy mp3 from their friend, it can be categorized as intention to commit digital piracy. If the respondents include this activity as piracy, the result might be different.

4.5.4. Hypotheses Testing Results

The summary of hypotheses testing is as shown in Table 4.12.

Table 4.12 Hypotheses Testing Result Summary

No	Hypothesis		Conclusion
1	Subjective norms toward digital piracy will positively affect an individual's behavioral intention to commit digital piracy.	H1	Not Supported
2	Attitude toward digital piracy will positively affect an individual's behavioral intention to commit digital piracy.	H2	Supported
3	Perceived behavioral control will positively affect an individual's behavioral intention to commit digital piracy.	H3	Could not be examined
4	Moral obligation will negatively affect an individual's behavioral intention to commit digital piracy	H4	Supported
5	Moral obligation will negatively affect an individual's subjective norms toward digital piracy.	H5	Supported
6	Justice will negatively affect an individual's subjective norms toward digital piracy.	H6	Not Supported
7	Perceived benefit will positively affect individual's attitude toward digital piracy.	H7	Supported
8	Perceived benefit will positively affect an individual's behavior intention to commit digital piracy.	H8	Not Supported
9	Perceived risk will negatively affect an individual's attitude toward digital piracy.	H9	Supported
10	Habit will positively affect an individual's attitude toward digital piracy.	H10	Supported

From 10 hypotheses being tested, 1 hypothesis could not be examined (H_3) because reliability problem. And based on regression analysis, there are three hypotheses (H_1, H_6, and H_8) that not supported in this research. Perceived behavioral control could not be examined due to reliability problem. Subjective norm and perceived benefit found to have failed in predicting intention to commit digital piracy, and justice has found failed to predict subjective norm toward digital piracy.

4.6. Comparison with Yoon (2010)

This study is a replication from Yoon (2010) research in China. The respondents used are similar with this research (undergraduate students). The comparison between the result of this study and Yoon's (2010) is as shown in Table 4.13.

Table 4.13 Comparison between Previous Study and Present Research

No	Variables	Previous Study by Yoon (2010)		Current Study	
		Result	Relation	Result	Relation
1	Subjective norms toward intention to commit digital piracy.	Significant	Positive	Insignificant	---
2	Attitude toward intention to commit digital piracy.	Significant	Positive	Significant	Positive
3	Perceived behavioral control toward intention to commit digital piracy.	Significant	Positive	Could not be examined	
4	Moral obligation toward intention to commit digital piracy	Significant	Negative	Significant	Negative
5	Moral obligation toward subjective norms	Significant	Negative	Significant	Negative
6	Justice toward subjective norms	Significant	Negative	Insignificant	---
7	Perceived benefit toward attitude	Significant	Positive	Significant	Positive
8	Perceived benefit toward intention to commit digital piracy.	Significant	Positive	Insignificant	---
9	Perceived risk toward attitude	Significant	Negative	Significant	Negative
10	Habit toward attitude	Significant	Positive	Significant	Positive

Compared to Yoon (2010) study, there are some differences. In this research, perceived behavioral control was not used due to reliability problem. The item being asked might not clear enough to explain what kind of piracy behavior being done. The piracy process itself has several stages, from light one that can be say give no harm to the original owner of the products, up to heavy class piracy that make great loss to the original owner. The light piracy such as recoding radio or television broadcast for personal use. Recording radio or television program in several countries is not prohibited as long as it used for personal use. The weights of piracy increase if the recorded material is borrowed by our relatives for free. The next stage is those borrowed item being copied by our relatives, and the copy is lent to their relative. This chain of copy and rent create huge network of piracy, for free may be. If the recorded material is being rent or sell for some money that was another issue. These kinds of piracy absolutely harm the original owner of the material. Back to the research, it is unclear which stage of piracy is being asked, the light one, or the heavy one for money purpose.

The other difference is subjective norm and perceived benefit that is not significant predictor toward intention while in Yoon's (2010) it does. Subjective norm and perceived benefit failed to predict intention to commit digital piracy might be caused by unclear definition of level piracy in item being asked just like what happen in perceived behavioral control.