

## **Chapter V**

### **Conclusion and Implication**

#### **5.1.Introduction**

This chapter draws conclusion from the main research findings. In addition, several managerial implications are suggested to relevant parties. At the end of this chapter, some limitations are also identified.

#### **5.2.Conclusion**

Intention to commit digital piracy could be predicted using attitude toward piracy. This research found that attitude toward piracy is the most significant predictor of intention to commit digital piracy. Attitude toward piracy has positive impact on intention to pirate digital products. Beside attitude toward piracy, moral obligation could also be used to predict intention to pirate digital products. Subjective norm as one component of TPB (Theory of Planned Behavior) that can be predicted using moral obligation failed to predict intention to pirate digital products.

Another interesting finding is that TPB failed to explain digital piracy behavior among undergraduate students in Yogyakarta. Perceived behavioral control, in this study the only difference between TRA and TPB, could not be examined due to reliability issue. Ajzen (2005) noted that PBC might not be used in every condition.

### 5.3. Managerial Implication

For the producers, giving several limitations about what can be done toward digital products rather than forbid them to use the real pirated products might be a better choice. For example, as for digital music products, the customers are able to play the music limited by the duration or quality. If they are interested with the music they might purchase it. Providing single music file compared to the whole album can be another alternative, because not every track in the album interests the customers. The customers get the benefit from cheaper and required products, the author get the benefit that their products are not pirated too much.

In software industry, providing several level of license, with different feature and price is an option to reduce software piracy. Providing trial version of the application for limited amount of time with full feature might attract the customer to purchase the products.

Educating customers about alternative digital products is applicable. There are many free software, and can be compared with proprietary products. There are plenty of free music too that can be obtained without cost, or free digital book that can be downloaded legally.

Thing that can be done to reduce piracy is to give clearer moral education about piracy. The process might take several years, might be decade. The one that should be educated is children in school level. It is easier to give positive influence to them, because they have not obtain the habit to pirate. As the research result shows that habit is significant predictor of attitude. By creating good habit,

the attitude toward piracy could be reduced then it could reduce the intention to commit digital piracy.

The other method to reduce piracy is stricken the law about intellectual property. The result show that perceived risk negatively affect attitude toward piracy. If the attitude can be suppressed, then the attitude toward piracy can be negative, and it can reduce the intention to pirate digital products because intention to pirate can be predicted using attitude toward piracy.

#### **5.4. Research Limitations**

In this study there are several limitations that might limit its generalizability. First, Social desirability biases became one of the main issues in ethics-related studies. Many people might provide answers in such a way they would like to impress others than to express their real perception or opinions. The measures used in this research might be unable to solve this issue. Therefore, the findings might not represent the situation in the society.

The next limitation is research location in Sleman and Yogyakarta that might fail to predict piracy behavior in D.I. Yogyakarta. The technology absorption is different between the research context (Sleman and Yogyakarta) and Bantul, Kulon Progo, and Gunung Kidul.

The third limitation is the sampling method. Although it covered undergraduate students in Yogyakarta, but it did not take into account the subjects taken by the students. There might be slight differences between students of economics, engineering, art, and law. Composition of respondents based on

religion also did not reflect the real religion composition in Indonesia, and this might create biases to the results.

The fourth limitation is the adaption of the original questionnaire into the Indonesian context. The translation issue, such as the words “unjust” and “unfair” to Bahasa, is confusing. The respondents might get better understanding if the original language is used. Limited definition about digital piracy may also create confusion in respondent’s mind.

The last limitation is analytical method used. The original research use Structural Equation Modeling (SEM) to analyze the data while in this research multiple regressions were used to analyze the data. Model proposed by Yoon (2010) should be divided into three models, and being analyzed separately.

### **5.5.Suggestions**

For future research, another research tools such as simulation method using scenario or experimenting should be used to asses better results. The clear definition of digital products piracy should be provided to let the respondents know the scope of the digital piracy. Choosing one of digital products can be trial-and-error process, because each digital product has its own characteristics. Different characteristics and reasons why the product being pirated could provide deeper understanding about digital products piracy, and can lead to better treatment toward each of digital products.

The respondents might better vary in educational background to compare is there any relationship between education and the intention to pirate digital

products. Choosing respondents that is not undergraduate students might provide different result since they earn money, and the need for digital products might be different compared to undergraduate students. Various age ranges might be good to better insight about age range of people that commit piracy, and the reason, to get better treatment to solve the piracy problem. As for example, consumer aged under 18 might have different digital products that they wanted to pirate compared to consumer aged 25 years or older.



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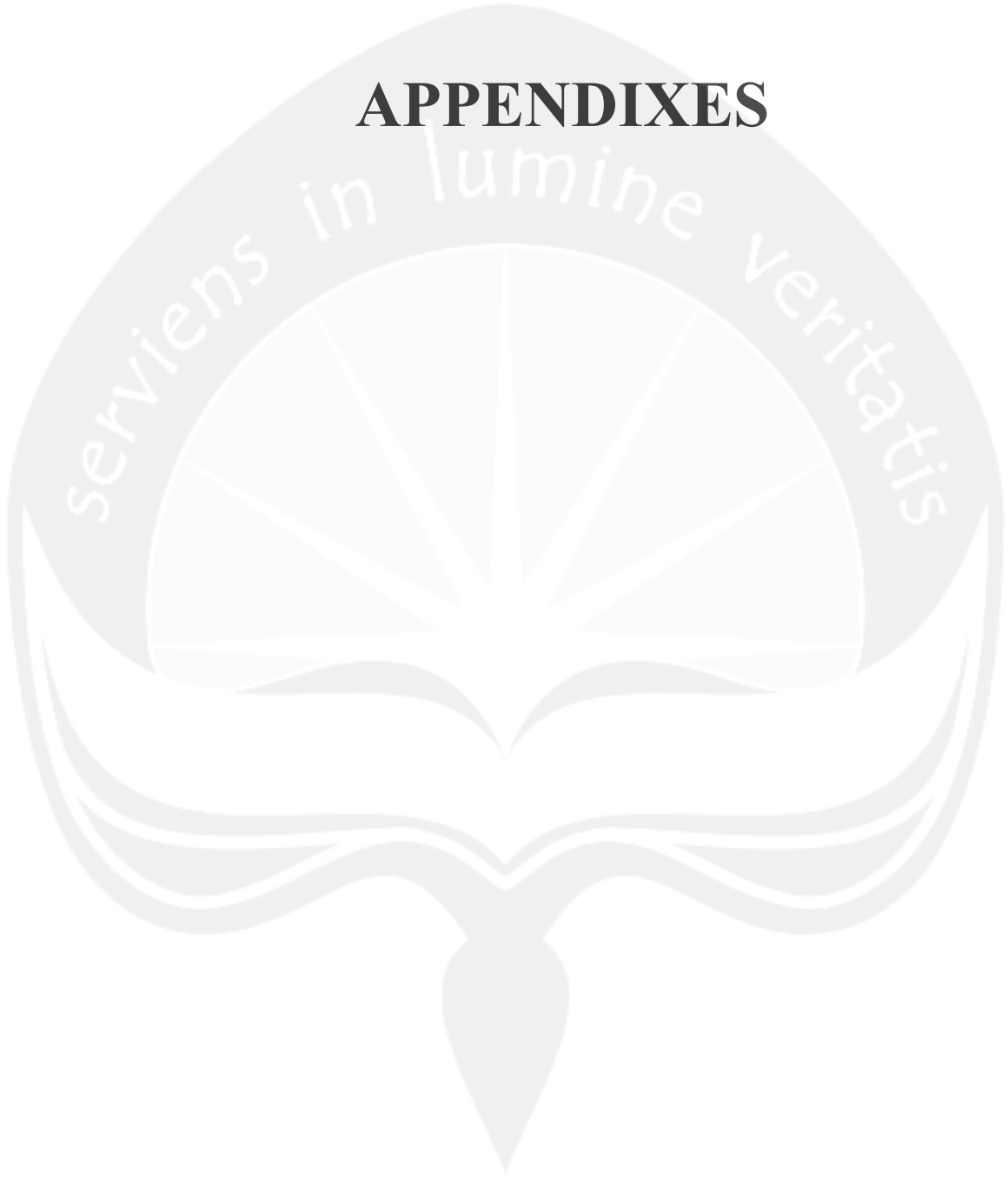
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# APPENDIXES



## KUESIONER

### Pengantar

Pembajakan produk digital adalah tindakan mengkopi atau mengunduh (copying or downloading) perangkat lunak maupun berkas media (seperti musik, film, dan gambar) secara ilegal.

### Pertanyaan

Jawablah pertanyaan dibawah ini dengan cara melingkari jawaban (a,b,c,...) yang sesuai dengan kondisi anda.

1. Jenis kelamin
  - a. Laki-laki
  - b. Perempuan
2. Usia
  - a. Dibawah 20 tahun
  - b. Diatas 20 tahun
3. Agama
  - a. Islam
  - b. Kristen
  - c. Katolik
  - d. Hindu
  - e. Budha

Jawablah pertanyaan dibawah ini dengan member tanda centang (√) pada kolom jawaban yang sesuai dengan pendapat anda.

(STS = Sangat Tidak Setuju; TS = Tidak Setuju; N = Netral; S = Setuju; SS=Sangat Setuju)

No	Subjective norm	STS	TS	N	S	SS
1	Apabila saya membajak produk digital, sebagian besar orang yang penting bagi saya akan tidak menyetujuinya					
2	Kebanyakan orang yang penting bagi saya akan memandang rendah diri saya apabila saya membajak produk digital					
3	Tidak satupun orang yang penting bagi saya menganggap bahwa membajak produk digital adalah perbuatan yang bisa diterima					
4	Teman-teman saya berpikir membajak produk digital adalah perilaku yang salah					

No	Attitude toward piracy			
1	Pembajakan digital adalah suatu ide yang?	Bodoh	1 2 3 4 5	Bijaksana
2	Pembajakan digital adalah suatu ide yang?	Merugikan	1 2 3 4 5	Menguntungkan
3	Pembajakan digital adalah suatu ide yang?	Buruk	1 2 3 4 5	Baik
4	Secara keseluruhan, sikap saya terhadap pembajakan digital adalah	Negatif	1 2 3 4 5	Positif

No	Perceived behavioral control	STS	TS	N	S	SS
1	Bagi saya, mudah untuk mendapatkan produk digital bajakan					
2	Saya memiliki pengetahuan dan kemampuan untuk memanfaatkan produk digital bajakan					
3	Saya mampu mencari produk digital bajakan jika saya menginginkannya					
4	Membajak produk digital sepenuhnya bisa saya lakukan					

No	Intention to commit digital piracy	STS	TS	N	S	SS
1	Saya berniat untuk membajak produk digital dalam waktu dekat ini					
2	Apabila saya memiliki kesempatan, saya akan membajak produk digital					
3	Saya tidak pernah melakukan pembajakan digital					

No	Moral obligation	STS	TS	N	S	SS
1	Saya akan merasa bersalah apabila saya membajak produk digital					
2	Melakukan pembajakan produk digital bertentangan dengan prinsip saya					
3	Membajak produk digital membuat saya merasa bersalah secara moral					

No	Justice	STS	TS	N	S	SS
1	Pembajakan produk digital adalah tidak fair					
2	Pembajakan produk digital adalah tidak adil					

No	Perceived benefit	STS	TS	N	S	SS
1	Jika saya membajak produk digital, maka saya akan dapat menghemat uang					
2	Jika saya membajak produk digital, maka saya akan dapat menghemat waktu untuk mendapatkan produk digital					
3	Jika saya membajak produk digital, maka saya dapat memperoleh lebih banyak produk digital					
4	Jika saya membajak produk digital, maka saya dapat meningkatkan kinerja saya					

	Perceived risk	STS	TS	N	S	SS
1	Jika saya membajak produk digital, maka saya mungkin akan ditangkap					
2	Saya mungkin akan ditangkap atas pelanggaran Undang-undang Hak Cipta apabila saya menggunakan produk digital bajakan					
3	Apabila saya ditangkap atas pelanggaran Undang-undang Hak Cipta, maka saya akan menerima sanksi yang berat					

	Habit	STS	TS	N	S	SS
1	Membajak produk digital adalah kebiasaan bagi saya					
2	Saya kecanduan membajak produk digital					
3	Saya merasa harus membajak produk digital					
4	Membajak produk digital terjadi secara otomatis bagi saya					



No	Justice	SD	D	N	A	SA
1	Digital piracy is unfair					
2	Digital piracy is unjust					

No	Perceived benefit	SD	D	N	A	SA
1	If I pirated digital products, I would save money					
2	If I pirated digital products, I would save time in acquiring the digital products					
3	If I pirated digital products, I would possess more digital products					
4	If I pirated digital products, I would improve my work performance					

	Perceived risk	SD	D	N	A	SA
1	If I pirated digital products, I would probably be caught					
2	I would be arrested for infringement of the copyright law if I used pirated digital products					
3	If I was arrested for infringement of the copyright law, I would receive a heavy fine					

	Habit	SD	D	N	A	SA
1	Pirating digital products is a habit for me					
2	I am addicted to pirating digital products					
3	I have to pirate digital products					
4	Pirating digital products is automatic for me					

## Research data

Se	ag	Religi on	SN	SN	SN	SN	ATT	ATT	ATT	ATT	PBC	PBC	PBC	PBC	INT	INT	INT	MO	MO	MO	JST	JST	PB	PB	PB	PB	PR	PR	PR	HT	HT	HT	HT
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Se	ag	Religi on																															
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Se	ag	Religi on	SN	SN	SN	SN	ATT	ATT	ATT	ATT	PBC	PBC	PBC	PBC	INT	INT	INT	MO	MO	MO	JST	JST	PB	PB	PB	PB	PR	PR	PR	HT	HT	HT	HT
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Notes

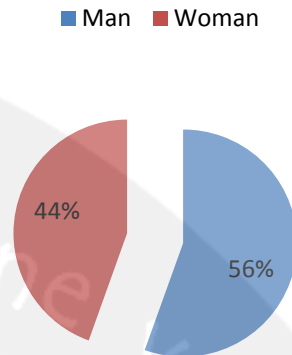
Sex: 1 - Male; 2 - Female

Age: 1 – Under 20; 2 – Older than 20

Religion: 1 – Moslem; 2 – Christian; 3 – Catholic; 4 – Hinduism; 5 - Buddhism

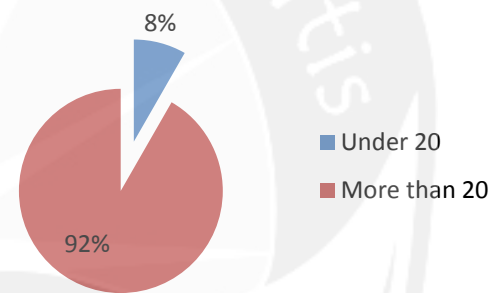
### Respondents Gender Statistic

Gender	Frequency	Percentage
Man	121	56%
Woman	97	44%
<b>Total</b>	<b>218</b>	<b>100%</b>



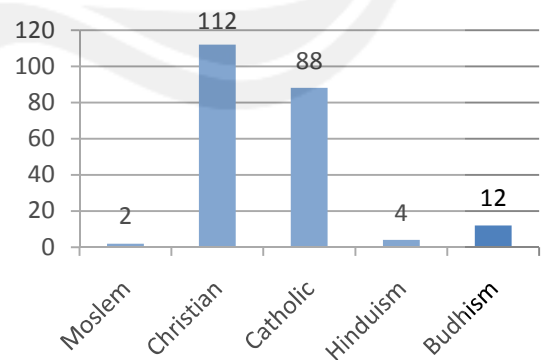
### Respondents Age Statistic

Age	Frequency	Percentage
Under 20	18	8%
More than 20	200	92%
<b>Total</b>	<b>218</b>	<b>100%</b>



### Respondents Religion Statistic

Religion	Frequency	Percentage
Moslem	2	1%
Christian	112	51%
Catholic	88	40%
Hinduism	4	2%
Budhism	12	6%
<b>Total</b>	<b>218</b>	<b>100%</b>





### Reliability test

	Number of Items	Cronbach's $\alpha$	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

### Validity Test Result

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
Perceived Behavioral Control	PBC 1	.213	.130	Valid
	PBC 2	.197	.130	Valid
	PBC 3	.277	.130	Valid
	PBC 4	.339	.130	Valid
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

## 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.

### 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			

\*\*\*  $\alpha$  significant at level 0.01

\*\*  $\alpha$  significant at level 0.05

Dependent Variable: Subjective Norm

Independent Variables: Moral Obligation, Justice

### 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***			

\*\*\*  $\alpha$  significant at level 0.01

\*\*  $\alpha$  significant at level 0.05

Dependent Variable: Attitude

Independent Variables: Perceived Benefit, Perceived Risk, Habit

### 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			

\*\*\*  $\alpha$  significant at level 0.01

\*\*  $\alpha$  significant at level 0.05

Dependent Variable: Intention

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

### Critical Values of $r$

n	2-tailed testing			1-tailed testing		
	$\alpha = .1$	$\alpha = .05$	$\alpha = .01$	$\alpha = .1$	$\alpha = .05$	$\alpha = .01$
5	0.805	0.878	0.959	0.587	0.805	0.934
6	0.729	0.811	0.917	0.508	0.729	0.882
7	0.669	0.754	0.875	0.551	0.669	0.833
8	0.621	0.707	0.834	0.507	0.621	0.789
9	0.582	0.666	0.798	0.472	0.582	0.750
10	0.549	0.632	0.765	0.443	0.549	0.715
11	0.521	0.602	0.735	0.419	0.521	0.685
12	0.497	0.576	0.708	0.398	0.497	0.658
13	0.476	0.553	0.684	0.380	0.476	0.634
14	0.458	0.532	0.661	0.365	0.458	0.612
15	0.441	0.514	0.641	0.351	0.441	0.592
16	0.426	0.497	0.623	0.338	0.426	0.574
17	0.412	0.482	0.606	0.327	0.412	0.558
18	0.400	0.468	0.590	0.317	0.400	0.543
19	0.389	0.456	0.575	0.308	0.389	0.529
20	0.378	0.444	0.561	0.299	0.378	0.516
21	0.369	0.433	0.549	0.291	0.369	0.503
22	0.360	0.423	0.537	0.284	0.360	0.492
23	0.352	0.413	0.526	0.277	0.352	0.482
24	0.344	0.404	0.515	0.271	0.344	0.472
25	0.337	0.396	0.505	0.265	0.337	0.462
26	0.330	0.388	0.496	0.260	0.330	0.453
27	0.323	0.381	0.487	0.255	0.323	0.445
28	0.317	0.374	0.479	0.250	0.317	0.437
29	0.311	0.367	0.471	0.245	0.311	0.430
30	0.306	0.361	0.463	0.241	0.306	0.423
40	0.264	0.312	0.403	0.207	0.264	0.367
50	0.235	0.279	0.361	0.184	0.235	0.328
60	0.214	0.254	0.330	0.168	0.214	0.300
80	0.185	0.220	0.286	0.145	0.185	0.260
100	0.165	0.197	0.256	0.129	0.165	0.232
120	0.151	0.179	0.234	0.118	0.151	0.212
140	0.140	0.166	0.217	0.109	0.140	0.196
160	0.130	0.155	0.203	0.102	0.130	0.184
180	0.123	0.146	0.192	0.096	0.123	0.173
200	0.117	0.139	0.182	0.091	0.117	0.164
300	0.095	0.113	0.149	0.074	0.095	0.134
400	0.082	0.098	0.129	0.064	0.082	0.116
500	0.074	0.088	0.115	0.057	0.074	0.104