

**FACTORS THAT INFLUENCE ATTITUDE TOWARD BEHAVIOR:
A STUDY OF DIGITAL PIRACY IN DAERAH ISTIMEWA YOGYAKARTA**

THESIS

**Presented as Partial Fulfillment of the Requirement for the Degree of
Sarjana Ekonomi (S1) in International Business Management Program
Faculty of Economics Universitas Atma Jaya Yogyakarta**



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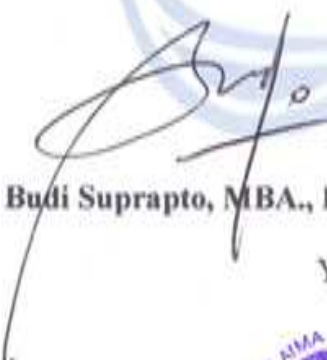
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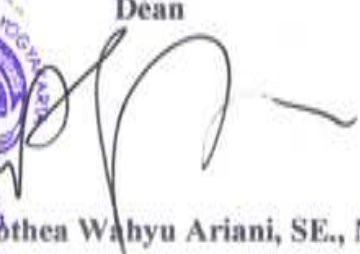
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AUTHENTICITY ACKNOWLEDGEMENT

I, the writer of this thesis, hereby declare that I compiled this thesis by myself. I fully knowledge that my writings does not contain others' or part(s) of others' writings, except for those that have been cited and mentioned in the references.

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Stated by,

A handwritten signature in black ink, appearing to be the name 'Vivica', written in a cursive style.

Vivica

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Writer,

Viviea



**“It always seems
impossible
until it is done”**

-Nelson Mandela



This thesis is dedicated with a great gratitude to

My Beloved Mom ♥

TABLE OF CONTENTS

TITLE PAGE	i
APPROVAL PAGE	ii
COMMITTEE’S APPROVAL PAGE	iii
AUTHENTICITY ACKNOWLEDGEMENT	iv
ACKNOWLEDGMENT	v
TABLE OF CONTENTS.....	x
TABLE OF EXHIBITS	xiii
ABSTRACT	xiv
CHAPTER 1 - INTRODUCTION.....	1
1.1 Background.....	1
1.2 Problem Formulation.....	5
1.3 Research Objectives	5
1.4 Research Scopes	5
1.5 Potential Research Contributions	6
1.5.1 Potential Academic Contribution	6
1.5.2 Potential Managerial Contribution	7
1.6 Research Structure.....	7
CHAPTER 2 - LITERATURE REVIEW.....	9
2.1 Introduction	9
2.2 Digital Piracy.....	9
2.3 Digital Piracy Attitude Model	10
2.3.1 Theory of Planned Behavior (TPB).....	11
2.3.2 Defining Issue Test (DIT)	13
2.4 Attitude	16
2.5 Hypothesis Development.....	17

2.5.1 Moral Judgment.....	18
2.5.2 Gender	19
2.5.3 Age.....	20
2.5.4 Machiavellianism.....	21
2.5.5 Cognitive Beliefs	26
2.5.6 Affective Beliefs.....	26
2.5.7 Perceived Importance	27
2.5.8 Subjective Norms	28
CHAPTER 3 - RESEARCH METHODOLOGY	30
3.1 Introduction	30
3.2 Research Context.....	30
3.3 Research Method	34
3.4 Population, Sample and Sampling Method	35
3.5 Research Variables	36
3.5.1 Moral Judgment Questionnaire Modifications	44
3.6 Reliability and Validity	48
3.7 Data Analysis.....	50
CHAPTER 4 - ANALYSIS AND DISCUSSION	52
4.1 Introduction	52
4.2 Response Rate	52
4.3 Reliability and Validity Analyses.....	54
4.4 Profile of the Respondents.....	58
4.5 Stepwise Regression Analysis.....	61
4.6 Hypotheses Results.....	63
4.7 Comparison with Previous Study	70

CHAPTER 5 - CONCLUSION AND IMPLICATION	74
5.1 Introduction	74
5.2 Conclusions	74
5.3 Research Limitation.....	79
5.4 Suggestions	81
5.5 Managerial Implication	82
REFERENCES	86
APPENDICES	92
Appendix 1: Questionnaire (English Version)	93
Questionnaire (Bahasa Indonesia Version)	100
Appendix 2: Table-r	107
Appendix 3: Reliability and Validity	108
Appendix 4: Stepwise Regression	119
Appendix 5: T-test Age and Gender	122
Appendix 6: Demographics	124
Appendix 7: Data Collections	130
Appendix 8: P-scores.....	154

TABLE OF EXHIBITS

Figure 2.1 Theory of Planned Behavior Model	11
Figure 2.2 Factors Influencing Attitude toward Digital Piracy Model	18
Figure 4.1 Digital Piracy Study Result	62
Table 2.1 Kohlberg's Stages of Moral Development.....	15
Table 3.1 Top 20 Economies in Commercial Value of Pirated PC Software	31
Table 3.2 Questionnaire Measurement	38
Table 3.3 DIT Stages Code	47
Table 3.4 P-score Cutoff Points	48
Table 3.5 Hypotheses and the Analysis Tool.....	50
Table 4.1 Response Rate Result.....	53
Table 4.2 Cronbach's Alpha Cutoff Score	54
Table 4.3 Summary of Reliability and Validity Findings	55
Table 4.4 Demographics Profile	58
Table 4.5 Summary of Stepwise Regression Model	63
Table 4.6 Summary of Hypothesis Testing Results	64
Table 4.7 Comparison between Previous and Present Research Findings.....	71

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Abstract

Digital Piracy has already become disconcerting phenomenal problem in this world. Many ways were already done by government and the related associations to solve this issue, but none of them can even stop it until now. There is no exception for every person to involve in piracy, because it is very easy and free. Even some people did not see piracy as a crime. Previous studies revealed that there is no clear penalty issued by the government that make the chance for people to get caught was very small and make them capable to reach their desire arbitrarily. However, a further examination is needed especially in the context of a developing country.

The present study aims to examine factors that might influence an individual's attitude in pirating digital materials. The research involved 223 students in Daerah Istimewa Yogyakarta as the survey participants. The research analysis was using stepwise regression analysis to examine all hypotheses to find the correlation between attitudes toward behavior of digital piracy. Moral judgment, age, gender, Machiavellianism, cognitive beliefs, affective belief, perceived importance, and subjective norms were hypothesized as the variables that affect individual's attitude toward digital piracy. The result indicated moral judgment, age, gender and cognitive beliefs as insignificant variables influencing attitude toward digital piracy. While, Machiavellianism, subjective norms, perceived importance and affective beliefs has shown to be supported variables affected individual's attitude toward digital piracy.

Keywords: Digital Piracy, Attitude, Behavior, Theory of Planned Behavior, Defining Issue Test, Machiavellianism.