
ANALYSIS OF THE IMPACT OF LEGAL CONSEQUENCES ON THE INTENTION AND BEHAVIOR OF DIGITAL PLATFORM PIRACY IN INDONESIA



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Abstract

This study aims to test and analyze the impact of legal consequences on the intention to pirate digital products by integrating the legal consequence approach, ethics, and the Theory of Planned Behavior (TPB) to understand the practice of pirating digital products better. This study was conducted in Indonesia without being limited to a specific geographical area. The objects of research used are websites and platforms (such as Bolasiar.com, IndXXI, Spotify, Netflix, Video, Telegram, and the like). The population in this study is Indonesian people with various religious backgrounds who access websites or platforms from multiple sources to obtain digital products without a valid license. The data for this study are primary data from an online survey of 204 respondents. In practice, this study employs a convenience sampling technique administered to respondents via Google Forms, resulting in valid and reliable measurements. The type of SEM analysis used in this research is Partial Least Squares (PLS-SEM). The findings indicate that perceived likelihood of punishment, self-efficacy, and subjective norms have a positive influence on attitudes toward digital product piracy, whereas fear of legal consequences, attitudes toward piracy, and facilitating conditions do not have a significant effect on attitudes toward digital product piracy.

Keywords: Digital Piracy, Legal Consequences, Ethical Theory, Theory of Planned Behavior (TPB), Indonesia

INTRODUCTION

The current development of technology provides numerous conveniences but also brings negative impacts, such as the rise of piracy or duplication of works without permission to use, distribute, or reproduce digital products, which harms the rightful owners of digital product licenses (Setiawan et al., 2018; Monica & Andadari, 2024). The prevalence of digital piracy arises from the ease of access within the technological environment, making it a relevant issue in many countries. Digital piracy behavior is defined as the illegal duplication and consumption of digital products or services, such as e-books, software, music, and videos (Higgins, Wolfe, & Marcum, 2008). This behavior has proven to be harmful and problematic for many industries. Several factors explaining digital piracy are outlined in various theories, including psychological, economic, ethical, regulatory, and cultural factors (Ningsih & Hayati, 2020; Narayan & Das, 2025). For digital products, consumers can easily determine whether a product is illegal or not. Therefore, purchasing or legally using a product is largely based on consumer intention. However, economic factors alone cannot fully explain why digital piracy is more prevalent in developed countries than in developing ones. Additionally, perceptions of law and justice also help explain the intention to use illegal digital products or services.

The phenomenon of product piracy involving intellectual property rights also occurs in Indonesia. As reported by *Tribun News* (2014), losses due to the piracy of digital and traditional products reach approximately Rp 5 trillion per month. Digital piracy in Indonesia was also reported in 2009, causing a total loss of USD 886 million (Business Software Alliance, 2010). The report revealed that 39% of installed computer software was not officially licensed. These facts highlight the financial risks faced by companies producing digital products, as they are unable to capitalize on opportunities due to widespread piracy (Carmen & Javier, 2014).

This study includes the variable of *self-efficacy* as a factor that drives individuals to engage in digital piracy of licensed digital products. Self-efficacy refers to a person's belief in their ability to solve problems and complete tasks without comparing their abilities to others in achieving learning objectives (Ningsih & Hayati, 2020). Individual behavior in relation to digital piracy is a function of the intention to engage in piracy and the conditions that facilitate such behavior. Intention influences the perceived consequences of that behavior (Pee, Woon, & Kankanhalli, 2008). While intention refers to individual motivation to perform a behavior, facilitating conditions refer to the factual aspects of the environment that encourage the behavior. Each behavioral act can lead to positive or negative outcomes, and consumers believe their actions have perceived consequences.

Subjective norms are another variable related to social influence, referring to an individual's perception of whether important others approve or disapprove of a particular behavior (Mahyarni, 2013). The perceived opinions of others can significantly influence one's behavior. Individuals are more willing to engage in certain behaviors when those behaviors are socially accepted by their reference groups (Philip Kotler, 2016). Reference groups include people important to the individual, such as parents, siblings, close friends, relatives, colleagues, and supervisors. Subjective norms can also influence individuals to engage in digital piracy.

Digital piracy poses a real threat to the development of digital goods, artistic creativity, and both individual and commercial user security (Aditya Pandu, 2017).

Therefore, researchers from various fields—including social psychology, philosophy, marketing, and information systems have sought to uncover the reasons behind piracy behavior and to understand individual attitudes toward such behavior through deterrence theory and the Theory of Planned Behavior (TPB) (Al-Rafee, 2010; Hafidah et al, 2025).

Based on these considerations, this study aims to identify the aspects that trigger digital piracy behavior by applying deterrence theory and the Theory of Planned Behavior (TPB). Thus, this study has two main objectives: first, to apply a comprehensive model in identifying key factors influencing digital piracy (Moody & Siponen, 2013); and second, to encourage more empirical research using this model within the context of digital product users. The researcher hopes to contribute to existing marketing literature by applying deterrence theory and TPB within a relevant research context. The study also aims to further explain the role of cognitive and affective evaluation in directly influencing the intention to engage in digital piracy. The second objective is to empirically test the proposed model within the context of digital content piracy and to identify specific factors that enable or inhibit individuals from engaging in digital piracy. The researcher seeks to address limitations from previous studies by using a broader sample of digital product users rather than relying solely on student participants (Jacobs et al., 2013; Williams et al., 2010; Yoon, 2012). By expanding the study to the general population, the research aims to produce more comprehensive results with greater external validity (Jacobs et al., 2012).

LITERATURE REVIEW

Deterrence Theory

Using emotions to explain how the law operates remains an unconventional approach almost heretical within the legal profession (Bianchi A., 2010). Most normative instruments used to combat terrorism were adopted at a time when the prevailing emotional state was fear. Similarly, many international instruments addressing climate change were developed against the backdrop of fear-based narratives.

Theory of Planned Behavior (TPB)

Seni (2017) explained that the Theory of Planned Behavior essentially serves as a framework for understanding goal-directed actions rooted in internal beliefs that guide individuals in executing specific behaviors.

External Factors

Within the framework of the Theory of Planned Behavior, one of the factors considered influential on individual intention is subjective norms. According to Ajzen (1991), subjective norms refer to the perceived social pressure from groups or individuals considered important, such as family, friends, or colleagues.

Intention Toward Digital Piracy

Jogiyanto (2017) stated that, in essence, every individual's actions are driven by internal motivation, referred to as intention or attention. In line with this, Ajzen (1991) explained that intention serves as a representation of various motivational factors that influence the emergence of a particular behavior.

RESEARCH METHOD

Research Location

This study was conducted across Indonesia without specific geospatial boundaries. Data collection was carried out using an online method through a digital form distributed via a Google Form link. This approach was chosen for its efficiency in reaching a broad range of respondents while minimizing distribution costs. The questionnaire link was shared across popular digital networking platforms commonly used by Indonesians, such as Instagram, WhatsApp, Line, and Twitter, to expand respondent reach.

Population and Sample

According to Ferdinand (2006), a population is an abstract area consisting of subjects with specific characteristics selected by the researcher for investigation and analysis, from which conclusions are drawn. The population in this study includes individuals in Indonesia who have used unauthorized or unlicensed digital entertainment services (pirated content).

Hair et al. (2010) described the respondent selection method as a systematic procedure to select representative analysis units as references in a scientific study. As noted by Ferdinand (2006), there are two main sampling methods: probability sampling and non-probability sampling. In this study, the researcher employed a non-probability sampling method using purposive sampling. Thus, the number of samples was determined using the following approach:

Minimum sample : $5 \times (14+7) = 105$

Maximum sample : $10 \times (14+\&) = 210$

The sampling technique in this research utilized purposive sampling. Purposive sampling is a type of non-probability sampling in which respondent criteria are predetermined (Sekaran & Bougie, 2016; Etikan et al., 2016; Hati et al., 2020). The questionnaire was distributed online via Google Form. The criteria for respondents in this study are as follows:

- a. Indonesian citizens
- b. Individuals who have accessed certain websites or platforms (such as LK24, IndXXI, Spotify, Netflix, Vidio, Telegram, etc.) to obtain digital products illegally.

RESULT AND DISCUSSION

Data Analysis

Measurement Model Testing (Outer Model)

The next stage involves verifying the design of the measurement model (outer model), which is used to confirm that each observed indicator in this study demonstrates sufficient conceptual validity and internal consistency.

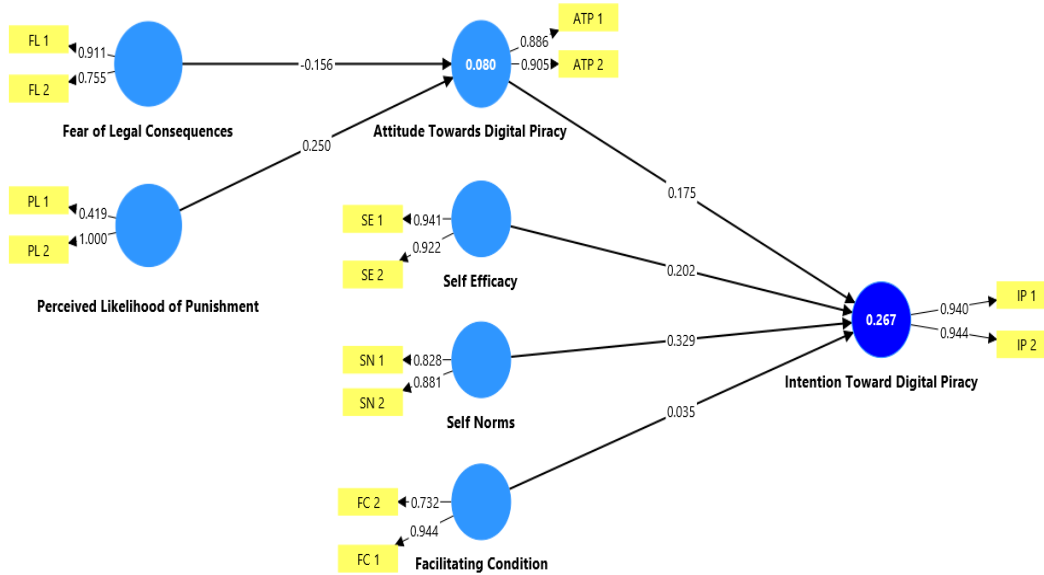


Figure 1.
Measurement Model Testing

Source: Primary Data Processed with SMART-PLS Version 4.0 (2025)

Convergent Validity Test Results

Convergent validity is used to evaluate the degree of conceptual similarity among indicators within a latent construct. This validity is assessed through the Average Variance Extracted (AVE), where a latent construct is considered to have passed the convergence test if its AVE value exceeds 0.50.

Table 1.
Convergent Validity Test Results

Variable	Average Variance Extracted (AVE)	Description
Attitude Towards Digital Piracy	0.802	Valid
Facilitating Condition	0.713	Valid
Fear of Legal Consequences	0.700	Valid
Intention Toward Digital Piracy	0.887	Valid
Perceived Likelihood of Punishment	0.587	Valid
Self-Efficacy	0.868	Valid
Self Norms	0.731	Valid

Source: Primary Data Processed with SMART-PLS Version 4.0 (2025)

All AVE values are greater than 0.5, indicating that all constructs possess good convergent validity. High AVE values, such as for Intention Toward Digital Piracy (0.887) and Self-Efficacy (0.868), show that the indicators within these constructs strongly represent their respective variables.

Discriminant Validity Test Results

Discriminant validity assesses the extent to which a latent construct differs substantively from other constructs within the model. This evaluation compares inter-construct correlations with the square root of each construct's AVE and uses the Heterotrait-Monotrait Ratio (HTMT) method. According to Hair et al. (2017), discriminant validity is achieved if the HTMT value is less than 0.90.

Table 2.
Discriminant Validity Test Results Based on HTMT

Construct 1	Construct 2	HTMT	Interpretation (HTMT < 0.90)
Facilitating Condition	Attitude Towards Digital Piracy	0.207	Discriminant validity achieved
Fear of Legal Consequences	Attitude Towards Digital Piracy	0.186	Discriminant validity achieved
Fear of Legal Consequences	Facilitating Condition	0.179	Discriminant validity achieved
Intention Toward Digital Piracy	Attitude Towards Digital Piracy	0.389	Discriminant validity achieved
Intention Toward Digital Piracy	Facilitating Condition	0.142	Discriminant validity achieved
Intention Toward Digital Piracy	Fear of Legal Consequences	0.108	Discriminant validity achieved
Perceived Likelihood of Punishment	Attitude Towards Digital Piracy	0.258	Discriminant validity achieved
Perceived Likelihood of Punishment	Facilitating Condition	0.506	Discriminant validity achieved
Perceived Likelihood of Punishment	Fear of Legal Consequences	0.232	Discriminant validity achieved
Perceived Likelihood of Punishment	Intention Toward Digital Piracy	0.555	Discriminant validity achieved
Self-Efficacy	Attitude Towards Digital Piracy	0.278	Discriminant validity achieved
Self-Efficacy	Facilitating Condition	0.413	Discriminant validity achieved
Self-Efficacy	Fear of Legal Consequences	0.118	Discriminant validity achieved
Self-Efficacy	Intention Toward Digital Piracy	0.383	Discriminant validity achieved
Self-Efficacy	Perceived Likelihood of Punishment	0.226	Discriminant validity achieved

Self Norms	Attitude Towards Digital Piracy	0.394	Discriminant validity achieved
Self Norms	Facilitating Condition	0.163	Discriminant validity achieved
Self Norms	Fear of Legal Consequences	0.105	Discriminant validity achieved
Self Norms	Intention Toward Digital Piracy	0.576	Discriminant validity achieved
Self Norms	Perceived Likelihood of Punishment	0.123	Discriminant validity achieved
Self Norms	Self-Efficacy	0.321	Discriminant validity achieved

Source: Primary Data Processed with SMART-PLS Version 4.0 (2025)

Table 2 shows that all HTMT values are below 0.90, indicating that discriminant validity is achieved for all construct pairs. The highest HTMT value is between Self Norms and Intention Toward Digital Piracy (0.576), which remains within the acceptable range. Thus, there is no indication of discriminant validity issues, and the measurement model is suitable for further analysis.

Reliability Test Results

The reliability test aims to evaluate the internal consistency of the indicators forming each latent variable. This test is based on two main coefficients: Composite Reliability (CR) and Cronbach’s Alpha. A construct is considered reliable if $CR > 0.70$ and Cronbach’s Alpha > 0.60 .

Table 3.
Reliability Test Results

Variable	Cronbach’s Alpha	Composite Reliability	Description
Attitude Towards Digital Piracy	0.754	0.890	Reliable
Facilitating Condition	0.635	0.830	Reliable
Fear of Legal Consequences	0.600	0.822	Reliable
Intention Toward Digital Piracy	0.872	0.940	Reliable
Perceived Likelihood of Punishment	0.613	0.709	Reliable
Self-Efficacy	0.849	0.930	Reliable
Self Norms	0.634	0.844	Reliable

Source: Primary Data Processed with SMART-PLS Version 4.0 (2025)

Based on Table 3, all constructs have Cronbach’s Alpha values greater than 0.60 and CR values greater than 0.70, indicating that the variables are reliable. Therefore, the reliability meets SEM-PLS standards, allowing the analysis to proceed to the structural model (inner model) stage.

Structural Model Analysis (Inner Model)

After the measurement model testing, the next step is to evaluate the structural model (inner model). The purpose of this analysis is to identify the relationships among latent constructs using model fit tests and R-squared (R^2) analysis. In addition, the model’s

predictive capability is assessed to determine the relative contribution of each construct to the study’s target variable.

Model Fit Test

To assess model fit, the study uses the Standardized Root Mean Square Residual (SRMR) indicator in the Partial Least Squares (PLS) approach. A model is considered acceptable if $SRMR < 0.10$ and excellent if $SRMR < 0.08$. Additionally, the Normed Fit Index (NFI) is used, where values closer to 1 indicate a better model fit.

Table 4.
Model Fit Test Results

	Saturated Model	Estimated Model
SRMR	0.089	0.115
d_ ULS	0.825	1.384
d_ G	0.447	0.510
Chi-square	599.993	621.879
NFI	0.456	0.436

Source: Primary Data Processed with SMART-PLS Version 4.0 (2025)

As shown in the table, the SRMR value of $0.089 < 0.1$ and NFI value of 0.456 (close to 1) indicate that the research data adequately fit the overall model.

F-Square Test

The f-squared (f^2) test assesses the extent to which an independent construct influences a dependent construct. In the context of PLS-SEM, the f^2 value indicates the relative contribution of each predictor variable in explaining changes in the dependent construct. According to Cohen (1988), the criteria are:

- $f^2 \geq 0.35 \rightarrow$ large effect
- $0.15 \leq f^2 < 0.35 \rightarrow$ medium effect
- $f^2 < 0.02 \rightarrow$ very small or insignificant effect

Table 5.
F-Square Test Results

Analysis	F-square	Description
Attitude Towards Digital Piracy \rightarrow Intention Toward Digital Piracy	0.036	Small effect
Facilitating Condition \rightarrow Intention Toward Digital Piracy	0.001	Very small effect (insignificant)
Fear of Legal Consequences \rightarrow Attitude Towards Digital Piracy	0.026	Small effect
Perceived Likelihood of Punishment \rightarrow Attitude Towards Digital Piracy	0.067	Small effect
Self-Efficacy \rightarrow Intention Toward Digital Piracy	0.044	Small effect
Self-Norms \rightarrow Intention Toward Digital Piracy	0.130	Medium effect

Source: Primary Data Processed with SMART-PLS Version 4.0 (2025)

The table shows that Self Norm (0.130) has the strongest influence on Intention Toward Digital Piracy, representing a medium effect. This suggests that social norms play a significant role in shaping an individual’s intention to engage in digital piracy.

In contrast, the Facilitating Condition (0.001) variable has a very small or insignificant effect on Intention Toward Digital Piracy, indicating that ease of access or technological convenience does not substantially influence the intention to engage in piracy.
R-Square (R²)

The final stage of model evaluation involves examining the R-Square value to assess the overall goodness of fit of the model.

Table 6.
R-Square Test Results

Endogenous Variable	R-square	Adjusted R-square
Attitude Towards Digital Piracy	0.080	0.071
Intention Toward Digital Piracy	0.267	0.253

Source: Primary Data Processed with SMART-PLS Version 4.0 (2025)

An R² value of 0.080 indicates that the independent variables Fear of Legal Consequences and Perceived Likelihood of Punishment explain only 8% of the variance in attitudes toward digital piracy. This means that 92% of the variation in attitudes is influenced by other variables not included in this study, showing that these two predictors have limited explanatory power.

Meanwhile, the R² value of 0.267 for Intention Toward Digital Piracy shows that Attitude Toward Digital Piracy, Self-Efficacy, Self-Norms, and Facilitating Condition collectively explain 26.7% of the variance in individuals' intentions to engage in piracy, while the remaining 73.3% is influenced by external factors not captured in this model. Therefore, the constructs in the model have a stronger influence on intention than on attitude toward piracy.

Hypothesis Testing

The examination of hypotheses was conducted to assess the significance level of the relationships among constructs within the research model framework. This testing process employed the bootstrapping approach using SmartPLS 4 software, which produced values for the path coefficients, t-statistics, and probability values (p-values). These values serve as the basis for determining whether each proposed hypothesis can be accepted or must be rejected. The complete results of the bootstrapping analysis are presented visually in the following figure:

Table 7.
Hypothesis Testing Results

Proposed Hypothesis	Original Sample (O)	T Statistics (O/STDEV)	P Values	Conclusion
H1 : Fear of legal consequences has a positive effect on attitude toward digital piracy	-0.156	1.891	0.059	Rejected / Not Significant
H2 : Perceived likelihood of punishment has a positive effect on attitude toward digital piracy	0.250	2.072	0.039	Accepted / Significant

H3: Attitude toward digital piracy has a positive effect on intention to engage in digital piracy	0.175	1.820	0.069	Rejected / Not Significant
H4: Self-efficacy has a positive effect on intention to engage in digital piracy	0.202	2.402	0.017	Accepted / Significant
H5: Subjective norms have a positive effect on intention to engage in digital piracy	0.329	3.828	0.000	Accepted / Significant
H6: Facilitating conditions have a positive effect on intention to engage in digital piracy	0.035	0.598	0.550	Rejected / Not Significant

Source: Primary Data Processed Using SMART-PLS Version 4.0 (2025)

The Influence of Fear of Legal Consequences on Attitudes Toward Digital Product Piracy

Hypothesis H1 states that *Fear of Legal Consequences* has a positive effect on *Attitude Toward Digital Piracy*. However, based on the SEM-PLS analysis, the values of Original Sample (O) = -0.156, T-Statistics = 1.891, and P-Value = 0.059 indicate that this relationship is not significant at the 5% significance level ($p > 0.05$). Therefore, hypothesis H1 is rejected, meaning that fear of legal consequences does not have a significant effect on individuals' attitudes toward digital product piracy.

This finding aligns with studies by Wibisono (2021) and Nandiansyah et al. (2023), which also revealed that fear of legal punishment is ineffective in preventing piracy behavior. Similarly, Siswomihardjo & Liayudya (2020) found that individuals' perceptions of the likelihood of receiving legal sanctions do not meaningfully influence consumers' attitudes toward digital piracy in the Indonesian context.

The Influence of Perceived Likelihood of Punishment on Attitudes Toward Digital Product Piracy

Hypothesis H2 states that the *Perceived Likelihood of Punishment* has a positive effect on *Attitude Toward Digital Piracy*. The analysis results show an Original Sample (O) value of 0.250, T-statistics of 2.072, and a P-value of 0.039. Since the P-value is below 0.05, this hypothesis is statistically significant and therefore accepted. This means that the higher the perceived likelihood of punishment, the more positive the individual's attitude toward digital piracy. Descriptive analysis also shows that respondents generally perceive the legal risk of piracy to be low and view enforcement as weak. This suggests that the perceived ineffectiveness of punishment may lead individuals to maintain a permissive attitude toward piracy.

This finding is consistent with research by Koay et al. (2020), who found that perceived likelihood of punishment strongly influences consumers' attitudes toward digital piracy. Similarly, Koklic et al. (2014) revealed that the perceived legal consequences have a substantial overall effect on attitudes toward digital piracy.

The Influence of Attitudes Toward Piracy on the Intention to Engage in Digital Product Piracy

The analysis output indicates that *Attitude Toward Digital Piracy* does not significantly influence the *Intention to Engage in Digital Product Piracy*. The path coefficient value of 0.175 shows a positive relationship, but the t-statistic value of 1.820 falls below the critical threshold of 1.96 at the 5% significance level, and the p-value of 0.069 is greater than 0.05. Thus, this hypothesis is not supported.

However, previous research (Liayudya & Siswomihardjo, 2020) found that consumer attitudes toward digital piracy strongly influence their intention to commit piracy. The current finding suggests that even when individuals hold permissive or supportive attitudes toward piracy, these attitudes do not necessarily translate into actual intentions to engage in digital piracy.

The Influence of Self-Efficacy on the Intention to Engage in Digital Product Piracy

Self-efficacy refers to an individual's belief in their capability to perform a particular behavior. The data analysis shows that self-efficacy has a positive and significant effect on the intention to engage in digital piracy, as indicated by a coefficient value of 0.202, a t-value of 2.405, and a p-value of 0.017. This supports the hypothesis that higher levels of self-efficacy increase individuals' tendencies to intend to commit piracy.

Previous studies also suggest that perceived benefits and social influence can enhance the intention to commit piracy, both of which are closely related to levels of self-efficacy (Urumsah & Wicaksono, 2017). Similarly, Pangestu (2020) found that self-discipline significantly affects online piracy behavior, as individuals with higher self-efficacy tend to be more confident and daring when engaging in piracy.

The Influence of Subjective Norms on the Intention to Engage in Digital Product Piracy

Subjective norms relate to an individual's perception of how important others (e.g., family, friends, or peers) view a particular behavior. When individuals perceive that their social environment accepts or even supports digital piracy, their intention to engage in it tends to increase. The findings show that subjective norms have a positive and significant influence on the intention to engage in digital piracy, with an Original Sample (O) value of 0.329, a t-value of 3.828, and a p-value of 0.000. This indicates that social pressure or prevailing norms influence individuals' intentions to commit piracy. Similar results were found by Wicaksono & Urumsah (2017), who demonstrated that environmental influences can encourage individuals to engage in piracy.

The Influence of Facilitating Conditions on the Intention to Engage in Digital Product Piracy

Facilitating conditions refer to the degree to which an individual believes that technical and organizational infrastructure is available to support the use of a particular system. In the context of digital product piracy, these conditions may include the availability of piracy software, fast internet access, or sufficient technical knowledge.

The findings indicate that facilitating conditions do not significantly affect individuals' intentions to engage in digital piracy. The analysis results show a coefficient value of 0.035, a t-value of 0.598, and a p-value of 0.550. Since the p-value is greater than 0.05, the hypothesis is rejected, indicating a non-significant relationship. This means that even when the tools or means for piracy are readily available, they do not strongly motivate individuals to engage in piracy. Instead, other factors such as social norms, personal attitudes,

moral considerations, and ethical reasoning likely play a more dominant role in shaping individuals' intentions to commit digital piracy.

CONCLUSION

As previously presented, the findings from the data analysis using the SEM-PLS method in this study can be concluded as follows:

1. Fear of legal consequences does not have a significant effect on attitudes toward digital product piracy. This indicates that although individuals are aware of the legal consequences of engaging in digital piracy, such awareness is not strong enough to shape a negative attitude toward piracy.
2. Perceived likelihood of punishment has a positive effect on attitudes toward digital product piracy. This finding suggests that an individual's perception of the likelihood of being punished can influence their attitude toward digital piracy—the greater the perceived possibility of punishment, the more negative their attitude becomes toward engaging in piracy.
3. Attitudes toward piracy do not have a significant effect on the intention to engage in digital product piracy. This implies that even if individuals hold permissive or supportive attitudes toward piracy, such attitudes do not directly increase their intention to commit digital piracy. Pirated products are often of lower quality than original ones, and with the increasing availability of free legal options offering similar features, people tend to prefer free legal alternatives.
4. Self-efficacy has a positive effect on the intention to engage in digital product piracy. This finding indicates that the more confident an individual is in their ability, the greater their likelihood of intending to engage in digital piracy.
5. Subjective norms have a positive effect on the intention to engage in digital product piracy. This reflects that when social norms support or tolerate piracy, individuals are more likely to form intentions to engage in such behavior.
6. Facilitating conditions do not have a significant effect on the intention to engage in digital product piracy. This result suggests that although various facilitating factors—such as technological access can make piracy easier, these conditions are not sufficient to significantly influence individuals' intentions to engage in digital piracy within the context of this study. The increasing affordability and availability of free application services, especially in the entertainment sector, reduce the necessity for piracy.

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