

PROCEEDING

IC 2018 MS

**The 4th International Conference on Management Sciences
Universitas Muhammadiyah Yogyakarta, Indonesia**

“Disruptive Innovation in Modern Business Era”

held in UMY, Indonesia, on March 28, 2018

Department of Management

FACULTY OF ECONOMICS AND BUSINESS
Universitas Muhammadiyah Yogyakarta

in collaboration with:
Universiti Sains Islam, Malaysia
Tamkang University, Taiwan
Khon Kaen University, Thailand



**The 4rd International Conference on Management Sciences 2018
(ICoMS 2018)**

March 28 2018

Universitas Muhammadiyah Yogyakarta, Indonesia

Chair Person

Dr. Indah Fatmawati, S.E., M.Si

Keynote Speakers:

1. Prof. Shu Hsein Liao, Ph.D (Tamkang University, Taiwan)
2. Dr. Kawpong Polyorat (Khon Khaen University, Thailand)
3. Dr. Syadiyah Abdul Shukor (Universiti Sains Islam Malaysia)
4. Punang Amaripuja, S.E., S.T., M.IT. (Universitas Muhammadiyah Yogyakarta)

Moderator:

Meika Kurnia Puji RDA, S.E., M.Si., Ph.D (Universitas Muhammadiyah Yogyakarta)

Reviewers of Papers:

1. Prof. Dr. Heru Kurnianto Tjahjono, M.M. (Universitas Muhammadiyah Yogyakarta)
2. Dr. Retno Widowati PA, M.Si. (Universitas Muhammadiyah Yogyakarta)
3. Dr. Indah Fatmawati S.E., M.Si. (Universitas Muhammadiyah Yogyakarta)
4. Dr. Arni Surwanti, M.Si. (Universitas Muhammadiyah Yogyakarta)
5. Ika Nurul Qamari, S.E., M.Si. (Universitas Muhammadiyah Yogyakarta)

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Preface ICoMS 2018
The 4rd International Conference on Management Sciences 2018
(ICoMS 2018)
March 28 2018
Universitas Muhammadiyah Yogyakarta, Indonesia

Dear Presenters and Delegates,

Department of Management, Economics Faculty, University of Muhammadiyah Yogyakarta, in collaboration with the Tamkang University Taiwan, Khon Kaen University Thailand, USIM Malaysia, organized an International Conference which will be held on March 28 2018.

We are proud to know that there is a thick manuscript submissions came to our table for this conference. In detail, there are 42 international academic manuscripts which we received from Indonesia, Malaysia, Thailand. And in this conference we choose **Disruptive Innovation in Modern Business Era** as the main theme.

Our international conference is a manifestation of the Government of Indonesia through the Directorate General of Higher Education, which has encouraged the internationalization of research and teaching in order to foster high-caliber academic institutions globally and increase competitiveness in International Higher Education.

We are very confident that our presenters and delegates will get a lot of ideas together and experience of this conference. In addition, our participants will enjoy additional insight from our plenary session keynote speakers, namely, Prof.Dr.Shu-Hsien Liao from Tamkang University Taiwan, Dr. Kawpong Polyorat from Khon Kaen University Thailand, Prof. Dr. Syadiyah Abdul Shukor from USIM Malaysia, and Punang Amaripuja, S.E., S.T., M.IT. from Universitas Muhammadiyah Yogyakarta.

Through this conference, we are committed to promote and improve our mission and academic culture synthesize global progress with local knowledge. Therefore, it is my great honour to welcome you to ICoMS 2018 in great cultural city of Yogyakarta, Indonesia. I look forward to seeing you soon in the conference.

Best wishes,

Dr. Indah Fatmawati

Chair of ICoMS 2018

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**THE DEPARTMENT OF MANAGEMENT
FACULTY OF ECONOMICS AND BUSINESS
UNIVERSITAS MUHAMMADIYAH YOGYAKARTA**

Website: www.icoms.umy.ac.id | Email: icoms@umy.ac.id
Jl. Brawijaya, Tamantirto, Kasihan, Bantul, D.I. Yogyakarta 55183
Telp. 0274-387656 ext 118 Fax. 0274-387656

ISBN 978-602-5450-32-7



Book and E-Book Piracy Behavior Based on Model Theory of Planned Behavior

Rahma Fitriasih¹, Sri Rahayu Hijrah Hati, Ph.D²

¹ Science Management Marketing Program, Postgraduate Program of Universitas Indonesia, Depok
(r_fitriasih@yahoo.com)

² Lecturer in Marketing Program of Universitas Indonesia, Depok (hijrahhati@yahoo.com)

ABSTRACT

Piracy or counterfeiting of a product is still a very important global issue. This is due to the increasing number of production, buying and selling of pirated products, thus becoming a serious threat to the world economic and socio-cultural welfare. This research aims to examine the factors that influence the intention of someone in the piracy of books and e-book especially academic books. Research conducted based on previous research that focuses on the behavior of piracy by using The Theory of Planned Behavior Model which is attached from attitude towards behavior, subjective norms, and perceived behavioral control. Piracy is an unethical and illegal behavior so that there is a development of TPB model by adding ethics theory consisting of moral obligation and perceived benefits; as well as a deterrence theory consisting of fear of legal consequences and perceived likelihood of punishment.

The research method used in this research by purposive random sampling technique, by distributing questionnaires online using google form. A total 293 college students are completed questionnaires. The results of study showed that affect, moral obligation, perceived benefits have a significant effect on attitude towards of book and e-book piracy. Attitude, habitual conduct, and moral obligation was also found have a significant effect on intention to pirate. In contrast, fear of legal consequences, perceived likelihood of punishment has no significant effect on attitude in book and e-book piracy behavior. It is expected that the results of this study can be input for book publishing industry as the book and copyright book holders; as well as government to be able to cooperate with each other in overcoming the behavior of book and e-book piracy that occurred in Indonesia.

Keywords: theory of planned behavior, ethics theory, deterrence theory, piracy book and e-book.

1. INTRODUCTION

Piracy or counterfeiting of a product is still a very important global issue. This is due to the increasingly widespread production and sale of pirated products, thereby becoming a serious threat to the welfare of the world economy, and in the field of socio-culture. But the most risky is for people who can not distinguish between counterfeit products to the original. The increasing number of pirated products in international trade brings problems almost to the rest of the world and this problem is getting bigger because there has been a shift, where piracy of products is no longer in luxury goods but goods of everyday necessities (Quoquab et al., 2017). Piracy is a criminal behavior that results in imprisonment, based on existing rules both around the world and in Indonesia itself. Piracy that occurs almost all over the world is not easy to stop, because piracy is a behavior of theft (illegal taking) but not punishable as a general crime that occurred (Balestrino, 2008). Although criminal acts, product piracy and illegal product downloads can occur worldwide, especially in teens and students (Arli and Tjiptono, 2016).

The progress of the era that is happening now is also followed by the evolving technology. Music, movies, books are legally copyrighted products that have also undergone a change, which previously had a physical

form now transformed in digital form. In the world of books can be seen changes to electronic books or commonly known as e-books, as well as reading electronically by using tablets (Kumbhar, 2012). Books in this digital format can be accessed easily via the internet by downloading (download). In addition with this digital format people easily perform data sharing. Surely these ease will increase piracy (Camarero et al., 2014). Jackman and Torde (2014) suggest that technological developments as well as changes from traditional to digital forms are of course at risk, which indirectly leads to unauthorized access to illegal copyright. It is also a driving force for companies to make goods in digital form. The emergence of the digital era in the media, as well as with the development of the Internet through the World Wide Web and the speed of bandwidth makes it easier to piracy and can be spread globally. Downloading pirated products on the internet is not something difficult because it can be done in less than a minute (Cooper and Horison, 2015). This piracy threat can affect the life of a company, because the company have no benefit from the use of goods becoming lose money.

The study explains that Asian culture is blamed as one of the main causes for high piracy in Asian countries, due to the lack of strict rules and the low level of ethics to piracy so that this behavior makes Asian societies

accustomed to buying pirated products without guilt harm to many parties. Based on the fact that in Indonesia, the number of consumers who consumed pirated products is very large and the use of pirated products as a replacement product of the original because the price is expensive. Usually piracy occurs in countries with low population income and high unemployment rates (Arli and Tjiptono, 2016).

Based on the description above, it can be said that there has been a change in consumer behavior related to piracy. Studies related to the behavior of one's piracy based on the theory of planned behavior (TPB) can be used to explain one's intention to engage in piracy behavior (Cronan and Al-Rafee, 2008; Phau et al., 2014; Yoon 2011). The development of TPB itself has undergone many modifications in order to explain more detail again about this piracy behavior. Research conducted by Yoon (2011); Arli and Tjiptono (2016) developed a research model by adding legal consequences based on deterrence theory and ethics related to piracy behavior based on ethics theory. Maldonado and Hume (2005) examined that individuals who had high ethical values, would have a lower rating level on pirated products. In addition, individuals who have a higher rating on pirated products, so have the intention to buy pirated products higher. Consumer ethics and culture can be seen as a major driving factor that can affect a person's unethical behavior, such as software piracy, music piracy. Besides the influence affect on attitude toward behaviors in TPB is a research that has been done by Ian et al. (2014).

The purpose of this research is to identify the factors that influence the intention of purchasing pirated textbooks on the students based on the development of Theory of Planned Behavior (TPB) model, ethics theory and deterrence theory with the addition of affect on attitude towards behavior (TPB).

There are two types of book piracy behavior that will be discussed in this research, namely buying pirated books and downloading e-books illegally. This study is limited to looking only at where a person have intentin in piracy by purchasing books or downloading e-books illegally, especially academic books. The limitation is done because it is very difficult in measuring the actual behavior of a person in their daily activities.

2. LITERATURE REVIEW

2.1 Theory of Planned Behavior (TPB)

Theory of Planned Behavior (TPB), Ajzen (1991) states that behavior is influenced in the person's intentions on certain behaviors. The individual intention in behaving is formed by three variables, namely attitude variables (attitude towards behavior); subjective norm variables; and perceived behavioral control variables. TPB has

been widely used in many studies regarding the intention of purchasing or using pirated products.

2.1.1 Attitude Towards Behavior

Attitude toward behavior is a favorable or unfavorable feeling on an object being addressed. These feelings arise out of belief in the consequences arising from such behavior. Many studies show that attitude is the most important factor in influencing intention in behaving (Ajzen, 2005). Research conducted by Cronan and Al-Rafee (2008); Ian et al. (2014); Alleyne et al. (2015) and Arli and Tjiptono (2016) showed that attitude toward behavior influenced the intention of digital product piracy. A person's attitude can be influenced and changed by several things, therefore attitude is a very important variable to be studied.

Affect as one of the factors that can affect one's attitude, positively or negatively, where affect becomes its own construct in the behavior of someone who directly and significant influence on one's attitude. According to Triadis (1980) affect in the form of feeling happy, happy, happy, depressed, angry, hate, upset against certain behavior. Based on previous research stated that affect could influence someone's intentions in digital piracy, where one does not want to get involved in the piracy because it feels it is not the right action (Loch and Conger, 1996). Thus it can be hypothesized as follows:

H1: Affect positively influences attitude towards behavior to buy pirated books or downloading e-books illegally.

H2: Attitude towards behavior positively influences intention to buy pirated books or downloading e-books illegally.

2.1.2 Subjective Norm

The subjective norm in TPB is defined as a result of the social pressure a person receives to indicate a behavior or not (Ajzen, 1991). This subjective norm is based on the influence of the people around such as family, friends, colleagues, where the individual is behaving certain of their suggestions, feedbacks, comments. Therefore, social factors can be considered as norms, values, rules adopted by society so that it can affect one's intention to do software piracy as unethical behavior (Loch and Conger, 1996). Based on Phau et al. (2014) note that the influence of the environment can motivate individuals to do piracy, so social factors have a positive effect on the intention to do movie piracy. Therefore, hypothesis can be made as follows:

H3: Social factors positively influences intention to buy pirated books or downloading e-books illegally.

2.1.3 Perceived Behavioral Control

Based on the TPB model, perceived behavioral control (PBC) is defined as a person's perception of the complexity of the desired behavior, based on the belief in the availability of resources and the opportunities required to behave in a manner (Ajzen 1991).

Self-efficacy

Self-control theory is associated with PBC, where Gottfredson and Hirschi (1990) examine the degree of self-control as a decisive factor in all crime. Self-efficacy theory shows how self-efficacy assesses how well a person can perform the behavior, with several factors that reinforce one's behavior, this can affect a person's actual behavior (Kuo and Hsu, 2001). Self-efficacy shows a belief in one's ability to act on the needs so that his desires are achieved (Bandura, 1998). Self-efficacy is also regarded as PBC (Bandura, 1982; Yoon, 2011). Zhang et al. (2009) examines that self-efficacy relates to a person's ability to engage in film piracy. Similarly, research conducted by Krueger and Dickson (1994), that with increasing self-efficacy will cause a person to feel safe so that dare to take high risks. Thus it can be said that individuals with high self-efficacy are more likely to engage in behavior that has danger, for example by hijacking a movie. Based on these views can be made as follows hypothesis:

H4: Self-efficacy positively affects the intention to buy pirated books or downloading e-books illegally.

2.1.3.2 Facilitating Conditions

Facilitating conditions are a person's environmental factors which makes it easier or even more difficult for someone to perform an action. It is almost identical to Ajzen's idea of perceived behavioral control where one's behavior is determined by the available opportunities or resources. Facilitating condition can be used to explain the behavior of someone when having intention to do something but the condition of the environment is not in accordance with the desire it can hinder someone in certain behavior. So it can be said that facilitating condition is part of the PBC, in the context of piracy as the environmental factors of a person who facilitates or impedes in committing acts of piracy (Limayem et al., 2004). Cronan and Al-Rafee (2008) found that someone who has the ability and resources to engage in digital piracy has a higher intention to engage in such behavior. Examples of facilitating conditions in the behavior of piracy include: fast internet connection, online resources easily accessible pirated digital content and low social awareness of piracy behavior, absence of penalty sanctions, the ease of getting pirated products, piracy is considered a commonplace, related to product piracy remains unclear, lack of awareness of the importance of copyright and legal action against copyright infringement is still low (Banerjee, Cronan and Jones

1998; Harrington 1996; Higgins and Wilson, 2006; Pierce and Henry 1996). So it can be said that the ease of doing piracy and the low risk to be caught on the behavior of piracy makes facilitating condition a major factor affecting a person involved in piracy (Cheng et al., 1997). Then it can be hypothesized:

H5: Facilitating condition positively influences intention to buy pirated books or downloading e-books illegally.

2.1.3.2 Habitual Conduct

Habitual conduct is associated with sequential behavior that has been done automatically and occurs without the need for instruction (Triandis, 1980). Habitual conduct comes from the past of a person based on his ability to complete a particular job, so it can be said that habitual conduct is part of individual PBCs to engage in piracy behavior (Jan et al., 2014). Hunt and Vitell (1986) suggest that a person's experience in the past will have an effect on ethical behavior. According to Limayem et al. (2004) and Yoon (2011) explained that behavior in the past may influence the intention to engage in certain behaviors.

H6: Habitual conduct positively influences intention to buy pirated books or downloading e-books illegally.

2.2 Ethics Theory

Piracy is a behavior that violates ethics because it is unlawful behavior. Some studies include models of ethics theory (Hunt and Vitell, 1986) as the theoretical basis for studying and explaining consumer behavior against pirated products. Hunt and Vitell (1986) classify ethics theory into two groups: deontological theory and teleological theory. In research on digital piracy behavior, two variables that can represent ethics theory are moral obligation (deontological theory) and perceived benefits (teleological theory) (Yoon, 2011).

2.2.1 Moral Obligation

Moral obligation is a guilt that arises based on one's behavior (Cronan and Al-Rafee, 2008). Ajzen (1991) found that moral obligation can affect intentions in terms of unethical behavior and can be added to the TPB model as a factor that can affect a person's attitude. Piracy as an illegal act causes a person who decides to buy pirated products or engage in digital piracy will create a person's dilemma because it is an unethical act that can affect the decision-making process (Chiou et al., 2005). The higher the level of moral judgment or guilt that a person feels toward digital piracy behavior, or the low commitment to engage in digital piracy, the more negative the attitude toward digital piracy and the less desire to behave (Cronan and Al-Rafee, 2008). Based on previous research that moral obligation negatively affects attitude toward behavior of digital

product piracy (Arlı and Tjiptono, 2016; Phau and Liang, 2012, Cronan and Al Rafee, 208) and intention to engage in piracy (Alleyne et al. 2015; Cronan and Al-Rafee, 2008; Yoon, 2011). With these considerations then it can be hypothesized as follows:

H7: Moral obligation negatively influences attitude towards behavior to buy pirated books or downloading e-books illegally.

H8: Moral obligation negatively influences the intention to buy pirated books or downloading e-books illegally.

2.2.2 Perceived Benefits

In piracy behavior there are both negative and positive consequences (Goles et al., 2008; Yoon, 2011). Attitudes toward a piracy behavior are a function of the belief that behavior will get certain results (Fishbein and Ajzen, 1977). Perceived benefits (eg convenience, time and money savings) significantly influence the propensity for piracy (Hunt and Vitell, 1986; Yoon, 2011). According to Goles et al., (2008), the greater perceived benefits a person perceives to piracy, the stronger is the attitude of a person to do unethical deeds because he feels the benefit. Furthermore, Yoon (2011) found that perceived benefits positively influence attitudes toward digital piracy and intent to digital piracy. So we can consider the hypothesis made:

H9: Perceived benefits positively influences attitude towards behavior to buy pirated books or downloading e-books illegally.

2.2 Deterrence Theory

Someone would have avoided doing an (illegal) crime if they believed they would get a severe punishment if they did. In deterrence theory is expected to prevent a

person in performing illegal acts because of the threat of punishment. Ehrlich (1997) examines that this theory can be directly linked to economic factors and the results show that many crimes against copyright infringement are due to the profits resulting from the crime. This theory has been adapted to several studies of piracy, using two main factors of fear of legal consequences and perceived likelihood of punishment (Moores et al., 2009). Deterrence theory shows the effect of definite punishment is accepted based on the behavior of crimes committed by individuals. This theory shows that individuals are actors who can think rationally in choosing to engage or not in unlawful behavior (Gunter, 2009). In the context of TPB, the factor fear of legal consequences and perceived likelihood of punishment have an attitude toward behavior to engage in book and ebook piracy (Arlı and Tjiptono, 2016). Similarly, according to Tan (2002) that these two factors will greatly affect consumer attitudes toward digital piracy. Based on the above description can be made a hypothesis:

H10: Fear of legal consequences negatively influences attitude towards behavior to buy pirated books or downloading e-books illegally.

H11: Perceived likelihood of punishment negatively influences attitude towards behavior to buy pirated books or downloading e-books illegally.

3. CONCEPTUAL FRAMEWORK

Based on the literature review; this research are derived from Ian et al. (2014) and Arlı & Tjiptono (2016). This framework focus the behavior of piracy by using The Theory of Planned Behavior Model, Ethics Theory, and Deterrence Theory. As such the proposed conceptual model is depicted in Figure 1.

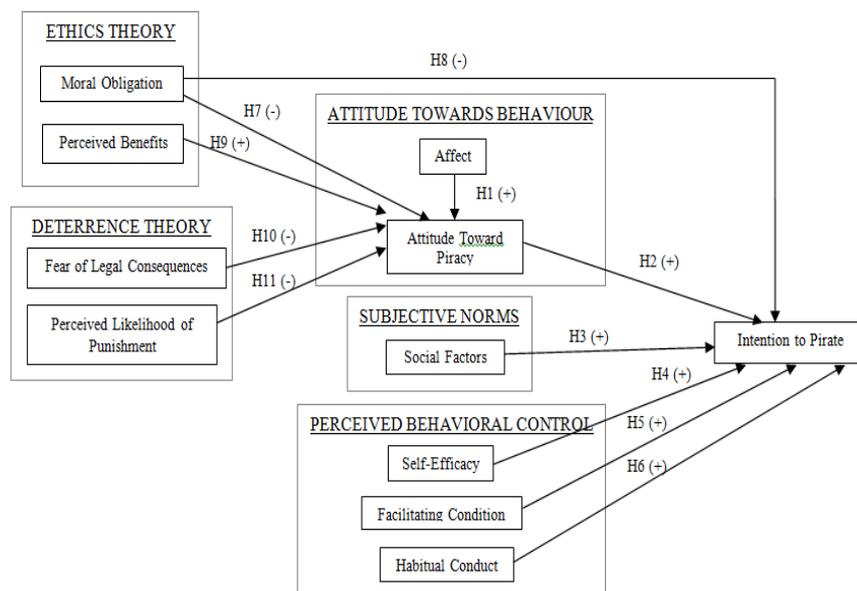


Figure 1. Proposed Conceptual Model

4. METHODOLOGY

4.1 Data Collection and Sample

In this research using quantitative method. Quantitative research methods according to Hair (2010) is a method that prioritizes measurement and sampling due to using a deductive mindset where more detailed in the data set and the results of its analysis. The samples chosen in this study based on criteria that have been determined by the researchers so that the information obtained in accordance with the purpose of research called the method of purposive sampling (Sekaran and Bougie, 2013). This study uses non-probability sampling technique in which the selected respondents will not have the opportunity to be re-elected to be used as research samples. The sample selected in this study were students of university. Selection of students in this study because students are accustomed to using pirated products (Phau and Liang, 2012; Yoon, 2011). This has also been proven by the number of studies conducted by academics to be able to explain the driving factors in piracy behavior viewed from various aspects, using student samples as respondents (Arli and Tjiptono, 2016; Phau and Liang, 2012).

This study conducted a survey using a questionnaire with google forms that are distributed online. From 555 respondents who filled in the questionnaire, only 293 questionnaires could be used, the rest can not be used because it is considered less valid.

4.2 Measurement

In order to get information from respondents, the research instruments used are questionnaires. The questionnaire is a series of questions or statements arranged in such a way as to obtain appropriate information (Zikmund, 2003). This questionnaire is an adaptation of some previous research that has been tested for its validity and reliability. Using 46 indicator statements using a seven-point likert scale, 1 being "strongly disagree" and 7 being "strongly agree".

Previously the questionnaire was disseminated, the researchers conducted a pilot test in advance to 30 student respondents. It is intended to find out whether the questionnaire created is easily understood by the respondent and whether the results are in accordance with the research objectives. Data processing using structural equation modeling (SEM) using LISREL program.

5. RESULTS AND ANALYSIS

Data processing comes from 293 students who are still active in college. Demographic profiles of respondents obtained in this study are as follows: 172 female respondents (59%) and 121 male (41%). The majority of respondents aged 17-25 years (73%), with the last

education SMA/SLTA by 45% and S1 by 41%. For more details can be seen in the Table 1.

Table 1. Demographics of Respondents

Items	Frequency	Percentage (%)
<i>Gender</i>		
Male	121	41
Female	172	59
<i>Age</i>		
17 - 25 year	215	73
26 - 34 year	59	20
35 - 43 year	18	6
> 44 year	1	1
<i>School Background</i>		
SMA/SLTA	133	45
D3/D4	15	5
S1	119	41
S2	26	9

Structural testing has a bootstrapping method to test Statistic calculation using LISREL 8.5 program to process data 293 respondents. In this research data processing based on measurement model (outer model) and structural model (inner model). Testing validity (convergent and discriminant validity) and reliability testing (composite reliability) are part of the measurement model. Furthermore, the results of Goodness Of Fit Index (GOFI) value of the measurement model based on the research model as shown in Table 2.

Table 2. Godness of Fit Index Measurement Model

GOFI	Output Model	Control of Value	Result
RMSEA	0.056	$RMSEA \leq 0.08$	Good Fit
NFI	0.89	$NFI \geq 0.90$	Marginal Fit
NNFI	0.93	$NNFI \geq 0.90$	Good Fit
CFI	0.94	$CFI \geq 0.90$	Good Fit
IFI	0.94	$IFI \geq 0.90$	Good Fit
SRMR	0.057	$0.05 \leq SRMR \leq 0.08$	Good Fit
GFI	0.79	$GFI \geq 0.90$	Poor fit

From the above table, almost all goodness of fit results show a good fit, thus the overall measurement model is fit and can be used in testing the next model parameters.

The result of validity test and overall reliability of indicator in the research model is shown in Table 3. To

meet the convergent validity, the standardized loading factor (slf) value of each indicator must have a value greater than or equal to 0.5, so it is considered valid. In addition, the average variance extracted (AVE) value of each variable should be greater than or equal to 0.5 (Hair et al., 2011). Based on statistic calculation results obtained slf with interval loadings 0.50 – 0.98, it is acceptable that each item is valid. While the AVE value above 0.5, with intervals of 0.63 to 0.89. Then convergent validity can be fulfilled. To see the reliability is derived from the value of composite reliability (CR) of each variable with a value of 0.6 but it would be better if it has a value of 0.7 (Hair et al., 2010). It is also fulfilled with the interval values of 0.89 to 0.97, then the conclusion is that each indicator used in the latent variable, has a reliability in the measurement of its construction or is considered good enough.

Table 2. Convergent Validity and Reability of Constructs

Variables/ Items	SLF	Error	CR	AVE	Result
Attitude			0.94	0.80	Reliable
AT1	0.90	0.19			Valid
AT2	0.90	0.19			Valid
AT3	0.91	0.17			Valid
AT4	0.86	0.27			Valid
Affect			0.94	0.74	Reliable
AF1	0.90	0.18			Valid
AF2	0.85	0.28			Valid
AF3	0.89	0.21			Valid
AF4	0.84	0.29			Valid
AF5	0.87	0.25			Valid
AF6	0.79	0.37			Valid
Moral			0.91	0.77	Reliable
MO1	0.86	0.27			Valid
MO2	0.91	0.18			Valid
MO3	0.88	0.23			Valid
Benefit			0.94	0.81	Reliable
PB1	0.94	0.11			Valid
PB2	0.93	0.14			Valid
PB3	0.81	0.34			Valid
PB4	0.90	0.18			Valid
Fear of Legal			0.94	0.81	Reliable
FL1	0.88	0.23			Valid
FL2	0.89	0.21			Valid
FL3	0.93	0.13			Valid
FL4	0.90	0.19			Valid
Punishment			0.92	0.70	Reliable

Variables/ Items	SLF	Error	CR	AVE	Result
PP1	0.73	0.46			Valid
PP2	0.93	0.13			Valid
PP3	0.80	0.36			Valid
PP4	0.93	0.13			Valid
PP5	0.78	0.39			Valid
Social Factor			0.96	0.89	Reliable
SF1	0.87	0.24			Valid
SF2	0.98	0.03			Valid
SF3	0.96	0.07			Valid
Self-Efficacy			0,95	0,82	Reliable
SE1	0.95	0.09			Valid
SE2	0.98	0.05			Valid
SE3	0.79	0,38			Valid
SE4	0.90	0,18			Valid
Facilitating			0.89	0.63	Reliable
FC1	0.92	0.15			Valid
FC2	0.95	0.10			Valid
FC3	0.91	0.16			Valid
FC4	0.50	0.75			Valid
FC5	0.58	0.66			Valid
Habit			0.97	0.85	Reliable
HC1	0.95	0.10			Valid
HC2	0.96	0.07			Valid
HC3	0.93	0.13			Valid
HC4	0.89	0.20			Valid
HC5	0.87	0.24			Valid
Intention			0.96	0.89	Reliable
IT1	0.91	0.17			Valid
IT2	0.95	0.10			Valid
IT3	0.97	0.06			Valid

Notes: SLF = Standardized Loading Factor (≥ 0.5);
CR = Construct Reliability (≥ 0.7);
AVE = Average Variance Extracted (≥ 0.5)

Hypotheses based on the research model (Figure 1.) Bootstrapping results obtained better even though the number of samples is small. The study was a two-tailed test with a critical value at a significant level of 10% (1.65), 5% (1.96), 1% (2.58) Hair et al. (2011) . If t-value is greater than its significant level then it can be considered that the relationship between variables is significant. Based on the test results, the coefficient of determination (R^2) from affect, moral obligation, perceived benefits, fear of legal consequences, perceived likelihood of punishment can explain 56% of attitude towards behavior of piracy. While attitude towards behavior, moral obligation, social factors,

self-efficacy, facilitating condition, habitual conduct can explain 68% of intention to pirate.

H1 test results show that affect affects positively and significantly toward attitude toward behavior in purchasing pirated book or downloading e-book illegally (academic book) ($t = 8,81$; sig = 5%), and H2 attitude toward behavior significantly influences positive against the intention to buy pirated books or download e-books illegally ($t = 1.89$; sig = 10%). In H3 alleged that social factors have a positive effect on the intention to buy pirated book or e-book hijacking. Apparently different from the hypothesis made, because the results are not significant where the value of t -value < t table ($0.08 < 1.96$). In H4 the results are also insignificant, that self-efficacy has no positive effect on the intention to buy pirated books or download e-books illegally. In H5, facilitating condition has no significant positive effect on intention to buy pirated books or download e-books illegally. H6 indicates habitual conduct positively affected the intention to buy pirated books or download e-books illegally. The test results showed significant positive relationship ($t = 11.74$, sig = 5%). Based on H7 moral obligation negatively affects attitude toward behavior in purchasing pirated books or downloading e-books illegally and H8 estimates moral obligation negatively affect intention of pirate in purchasing pirated books or downloading e-books illegally. The results also show a negative and significant relationship (H7 $\rightarrow t = -1.69$; sig = 10%; H8 $\rightarrow t = -1.80$; sig = 10%). While H9 predicts that perceived benefits positively affect the attitude toward behavior in purchasing pirated books or downloading e-books illegally. H10 was not significantly different from the hypothesis, where fear of legal consequences negatively affect attitude (attitude toward behavior) in purchasing pirated book or e-book hijacking. Similarly H11 results are also not significant, perceived likelihood of punishment negatively affect attitude (attitude toward behavior) to buy pirated books or download e-books illegally. Based on the above description, it can be seen the results of hypothesis testing is complete in Table 3.

6. DISCUSSION AND CONCLUSION

Piracy is a serious problem that will never end, both can occur in developing countries and even developed countries. The problem of piracy is greater because there has been a shifting, where the product piracy is no longer on luxury goods but also goods of daily necessities (Quoquab et al., 2017). The development of the era followed by the advance of technology. Products that are legally copyrighted, also subject to change, which previously had a physical form is now changing in digital form. The change is certainly a risk, which indirectly lead to the opening of roads in illegal copyright taking.

This research is based on TPB as a reference in making research model in behavior of piracy conducted by

student. The lack of strict rule of law and the lack of a person's ethical cultivation of piracy behavior, made the Asian community accustomed to buying pirated products without feeling that the action had harmed many. Therefore, the addition of ethics theory and deterrence theory in the behavior of book/e-book piracy is expected to explain consumer behavior in Indonesia.

Attitude as the main factor affecting the intention in behaving. Attitude toward one's behavior occurs because of the belief in the consequences received by the behavior (Ajzen, 2005). Positive attitude of the respondents to do the book/e-book piracy will be stronger encourage intention in buying pirated products or download illegally. The results are consistent with research conducted by Cronan and Al-Rafee (2008); Ian et al. (2014); Alleyne et al. (2015) and Arli and Tjiptono (2016), indicate that attitude toward behavior has a strong influence on the intention of product piracy.

One of the factors that influence one's attitude is affect, either positively or negatively. Based on research Bodur et al. (2000), affect is a separate construct that has a direct and significant influence on individual attitudes. Statistic test performed showed that affect affects positively to the behavior of piracy behavior, this is in accordance with research conducted by Limayem et al. (2004); Ian et al (2014). The feelings of guilt that arise from one's self make it not want to be involved in acts of piracy because it feels the act is unlawful behavior. The norm subjective of TPB shows the social pressure that the individual perceives to perform or does not perform an action (Ajzen, 1991). Someone is motivated in doing certain behaviors if there are feedback, suggestions, comments from others who agree to the action. Motivation that comes from others is social factors in behaving. Social factors can come from family, friends and the environment, where their values, norms and rules can influence a person's intentions in engaging in piracy behavior. The results of this study contradict the results obtained by Ian et al. (2014): Limayem (2004) where social factors have a positive effect on the intention of piracy. However, based on research Moores et al. (2009); Setiawan and Tjiptono (2013); Arli and Tjiptono (2016) support the results of this study, where subjective norms do not affect one's intentions in piracy. This is because individuals are aware that piracy behavior is a violation of the law, even though the surrounding community is accustomed to piracy behavior has no effect on one's intentions in piracy.

This study sees that self-efficacy has a positive effect on intention in piracy behavior. Self-efficacy indicates a person is convinced and able to perform piracy behavior based on their needs. Krueger and Dickson (1994), see that increased self-efficacy will cause a person to feel safer so that he takes a high risk so it can be said that individuals with high self-efficacy are more likely to engage in dangerous behavior, for example by film piracy. However, this is much different from the results

obtained. Self efficacy does not affect the intention in doing piracy, this is because the individual feels his self-control is high so do not want to engage in piracy behavior. Individuals are aware that piracy is at risk because there are penal sanctions. These results are similar to those of Moores et al. (2009); Setiawan and Tjiptono (2013). Gottfredson and Hirschi (1990) see self-control theory associated with PBC. Such self-control demonstrates the self-efficacy assessment in seeing how well a person is able to take action on the basis of the encourage factors in piracy.

Environmental factors can make it easier or more difficult for a person to act. The rise of piracy in Indonesia, indicating the availability of resources and opportunities in piracy is very high. In this study facilitating condition has no effect on intention to do piracy. This also occurs in studies conducted by Ian et al. (2016). Limayem et al. (2004) states that facilitating condition significantly affects the actual software piracy behavior. This difference can occur because according to Triadis (1980) facilitating conditions affecting the actual behavior rather than intention, because the possibility of someone having an intention in piracy behavior will not necessarily be followed by actual behavior if the environment does not support a person in behaving.

Indonesian people are accustomed to piracy. A person accustomed to buying pirated products will usually do so in the future. The results of this study indicate habitual conduct positively affect. Similarly research conducted by Limayem et al. (2004) and Yoon (2011) explained that behavior in the past may influence the intention to engage in certain behaviors.

The value of consumer ethics is the main driver of consumer to behave unethical, one of them by doing the action of piracy. This study shows that attitude toward behavior mediates the relationship between consumers' moral obligation, perceived benefits, and affects on intention to pirate book and e-book. Moral obligation is significantly negative, while perceived benefits and affects have a positive effect. Yoon (2011) explains that someone who has a high moral will avoid piracy because it realizes that the act is wrong and breaks the law. The higher the level of moral judgment or the guilt that a person feels toward digital piracy behavior, the more negative the effect of attitudes toward digital piracy and the less desire to take action (Cronan and Al-Rafee, 2008).

Attitudes towards a piracy behavior because consumers have confidence will get certain results (Fishbein and Ajzen, 1977). Yoon (2011) states that fewer sacrifices (convenience, low prices and easy to obtain) are the benefits gained in piracy behavior. Perceived benefits significantly influential in committing acts of piracy. The higher perceived benefits a person perceives against piracy, the greater the desire to perform unethical acts

(Goles et al., 2008).

Deterrence theory in this study consists of two variables, namely fear of legal consequences and perceived likelihood of punishment. The results of statistical tests of these two variables indicate that the variable does not have a significant effect on the intention (intention) for the book / e-book piracy. The results are supported by research conducted by Arli and Tjiptono (2016) that Indonesian consumers are not afraid of the legal consequences of copyright infringement by piracy. It is likely that most Indonesians think that selling pirated products is illegal, but the lawlessness does not apply when they buy pirated products. Weak law enforcement in Indonesia has long been the focus of the International Intellectual Property Alliance (IIPA). This indicates a lack of oversight and dissemination of the importance of legal awareness of the Copyright (Undang-Undang Hak Cipta No. 28 Tahun 2014) conducted by the government. Therefore deterrence theory is less effective to be used in piracy research in Indonesia (Arli and Tjiptono, 2016). Indonesian people are accustomed to piracy. A person accustomed to buying pirated products will usually do so in the future. The results of this study indicate habitual conduct positively affect. Similarly research conducted by Limayem et al. (2004) and Yoon (2011) explained that behavior in the past may influence the intention to engage in certain behaviors. In this study Habitual conduct has the greatest influence in one's intention to do piracy. This is further reinforced by the assumption that piracy behavior is common and commonly done by many people.

6. IMPLICATION

Governments and book publishers and copyright holders may work together to socialize the importance of ethical conduct in the purchase of books and the moral consequences that piracy is against the law. This will be more effective than warning or threatening punishment, as there is still a lack of awareness among Indonesians about copyrights (Arli and Tjiptono, 2016). In addition, the government under the Ministry of Education may cooperate with publishers or copyright holders to print books at affordable prices to students with limited money and purchase licenses of college books to be downloaded free of charge by students.

The abolition or reduction of book taxes, due to more than one VAT book printing, based on paper and other raw materials taxes, taxes on book printing, and final tax on the sale of the book. This can make book prices soar. It is expected that the government can provide subsidies or eliminate such taxes, especially for lecture books.

5. LIMITATION

Although this research has explained some of the contributing factors in piracy behavior including varied support factors (age, income and sex), it still does not

fully explain the underlying reasons behind a person's behavior. It needs further research on the perception of the risks that will be accepted if someone engaged in piracy.

One's intention in engaging in piracy behavior is essentially influenced by the driving factors. In some literature on TPB it is explained that if one already has intention then it will continue to be actual behavior (Ajzen, 1991; Venkatesh and Vala, 2003). Expected in

the next research can be done research on the actual behavior of someone who has intentions in making purchases of pirated products.

Indonesia is a country where the majority of people are still strong in religious values. Expected in future research can include a person's religiosity whether the effect on the intention in making purchases of pirated products.

Table 3. A Summary of Hypothesis Testing Results

Hypothesis	Path	SLF	t	Result
H1 (+)	Affect → Attitude Toward	0,56	8,81*	Supported
H2 (+)	Attitude → Intention to Pirate	0,087	1,89**	Supported
H3 (+)	Social Factor → Intention to Pirate	0,004	0,08	Not supported
H4 (+)	Self-Efficacy → Intention to Pirate	-0,022	0,50	Not supported
H5 (+)	Facilitating Condition → Intention to Pirate	0,002	0,06	Not supported
H6 (+)	Habitual Conduct → Intention to Pirate	0,75	11,74*	Supported
H7 (-)	Moral Obligation → Attitude Toward	-0,092	-1,69**	Supported
H8 (-)	Moral Obligation → Intention to Pirate	-0,08	-1,80**	Supported
H9 (+)	Perceived Benefit → Attitude Toward	0,19	3,58*	Supported
H10 (-)	Fear of Legal Consequences → Attitude Toward	-0,046	-0,89	Not supported
H11 (-)	Perceived Likelihood of Punishment → Attitude Toward	-0,011	-0,24	Not supported

Notes : *t-value > 1,96 (sig = 5%); **t-value > 1,645 (sig = 10%)

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