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Analysis of Factors Influencing Intention and Behavior of Piracy on Digital Entertainment Platforms in Indonesia

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Authors' contributions

This work was carried out in collaboration between both authors. Both authors read and approved the final manuscript.

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ABSTRACT

Aims: This study aims to identify the factors that influence individual intentions and behavior to pirate digital entertainment platforms by using the Theory of Planned Behavior (TPB).
Place and Duration of Study: The study was carried out in Indonesia between January and March 2023.
Methodology: The data in this study were obtained through an online questionnaire using the Google Form which was distributed to 200 respondents who had accessed websites (such as IndXXI, LK21 and others) or entertainment platforms (such as Spotify, Joox, Netflix, Viu, Maxstream and others) illegally. The results will be presented through a descriptive analysis of the characteristics of the respondents and PLS-SEM analysis.
Results: The results show that influencing factors such as attitude, subjective norms, perceived

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behavioral control and moral obligation have a positive and significant influence on digital piracy intentions. These results are also supported by the presence of a positive and significant influence on digital piracy intentions on digital piracy behavior.

Keywords: TPB; digital piracy behavior; entertainment platforms; Indonesia.

1. INTRODUCTION

Digital piracy has become a global economic issue [1] Indonesia has a high prevalence of digital piracy [2]. In 2020, Asosiasi Produser Film Indonesia (APROFI) has reported that film piracy in Indonesia alone (not including music and other works) has harmed the Indonesian entertainment industry by 5 trillion rupiahs annually or 348.8 million US dollars. According to Pham et al. (2019) added that it is true that Indonesia has a high level of sales of pirated digital products [3].

Digital piracy refers to the copying, downloading or purchasing of copyrighted files without the explicit permission of the copyright holder [1]. Digital piracy is defined as the consumption of illegal copies of digital services [4]. This behavior is proven to be malicious activity and a thread for various industries. Downloading pirated products on the internet is not a difficult task and can be completed in less than a minute [2]. Basically, consumers can distinguish between legal and illegal products. However, purchasing decisions are of course largely derived from consumer intentions [3].

In recent years, the phenomenon of digital piracy has become the subject of discussion in empirical research. The majority of these previous studies used Theory of Planned Behavior (TPB) to understand why consumers engage in digital piracy [5]. According to Choi and Suh (2022) TPB is often studied in relation to unethical and illegal behavior [6]. TPB is often verified as a theoretical model to predict content usage behavior or digital piracy. TPB proposes that certain behavior is determined by the intention to perform the behavior which is predicted by several factors, namely moral obligation, attitudes, subjective norms and perceived behavioral control [7].

In research conducted by Olivero et al. [8] 78% of respondents have used software and websites to download digital material that is protected by copyright. They primarily download music (58%), movies (45%), software (23%) and e-books (7%) [8]. This figure illustrates that digital piracy in online entertainment media is very high, this is supported by research by Hati et al. [2] Wang who suggest renewal of digital piracy research on online entertainment media objects [2].

Therefore, this research will have a novelty where digital piracy is in the realm of online entertainment media objects, namely music and films such as Viu, Netflix, Spotify, Joox, pirated film websites (IndoXXI, LK21) and others which will be the object of this research.

Based on the study problems, the authors conducted research on TPB to analyze digital piracy behavior which is influenced by attitude, subjective norm, perceived behavioral control and moral obligation and is mediated by the intention to commit digital piracy in entertainment media on line.

2. LITERATURE REVIEW

2.1 Theory of Planned Behavior (TPB)

TPB is an extended model of Theory of Reasoned Action (TRA). TRA relies on the proposition that a person's behavior is determined by the person's behavioral intention to perform the behavior. TRA and TPB are the most widely used theories to assess consumer decision making [9]. Both theories are widely used in empirical studies because of their understanding of how consumers behave and their attempts to explain and predict individual behavior [9].

TPB explains that the intention to perform a certain behavior is a direct antecedent of any behavior, this means that greater intention is associated with superior efforts by individuals to perform the behavior [10]. According to Pham et al. [3] The TPB model was developed by Ajzen [11], this model suggests three factors that influence a person's intentions and behavior, namely attitudes, subjective norms, and perceived behavioral control. behavioral control). The TPB factor can be used to predict digital piracy behavior [3,11].

2.1.1 Subjective norm

According to Hati et al. [2], subjective norms are a form of social pressure exerted on individuals to perform or avoid certain behaviors. Subjective norms can also be defined as an individual's perception of whether people who are important to the individual think the behavior should be performed [1].

2.1.2 Attitude

Hati et al. [2] state that a person's attitude towards certain behaviors is his feelings or thoughts, both good and bad things about this behavior [2]. Attitude refers to the overall evaluation of an object, both likes and dislikes) [12]. Attitude towards behavior can also be defined as a person's overall evaluation of the behavior in question [10].

2.1.3 Perceived behavioral control

According to Koay et al. perceived behavioral control (PBC) is an individual's perception that he is able or not to do something [13]. A meta-analysis shows that perceived behavioral control is one of the covariates consistently helpful in predicting piracy [1]. Koay et al. in their research stated that TRA assumes that people have control over their behavior, but this is not in accordance with reality [5]. Therefore, perceived behavioral control is added to the TPB framework to predict intention. Perceived behavioral control (PBC) is defined as an individual's perception that he is able or not to pirate digital products [13].

2.1.4 Moral obligation

Hati et al. [2] moral obligation is a type of guilt that arises based on one's behavior [2]. Moral obligation explains the feeling of guilt felt by an individual if he or she performs a certain behavior [14]. In other words, it refers to a person's judgment or evaluation of behavior whether it is morally right or wrong [13].

2.2 Intention toward Digital Piracy

According to Pham et al. [3] intention to engage in digital piracy is a person's willingness to perform a certain behavior, which will determine whether the person can perform that behavior or not. Intention to behave ethically/unethically is an individual's intention to perform or not perform certain behaviors [14].

2.3 Digital Piracy Behavior

Pham et al. [3] define digital piracy behavior as the illegal consumption of digital products or services, such as e-books, software, music and videos. Digital piracy refers to the copying, downloading or purchasing of copyrighted files without the explicit permission of the copyright holder [1]. This behavior is proven to be malicious activity and becomes a thread for various industries [1].

2.4 Conceptual Framework

The research model describes six research variables, namely subjective norms, attitudes, perceived behavioral control, moral obligations, digital piracy intentions, and digital piracy behavior. Based on the empirical studies, the theoretical basis, and the formulation of the hypotheses above, the following research framework is formed:

2.5 Hypothesis Development

In Olivero et al.'s study, [8] revealed that Subjective norms had a positive and significant effect on Intention toward digital piracy [8]. Most of the previous studies reported that subjective norms were positively related to the intention to pirate digital products [10,9,2,15]. So that the hypothesis can be put forward as follows:

H1: Subjective norms have a positive effect on digital piracy intentions

In online platforms, attitudes play an important role in decision-making situations related to intentions to perform electronic and internet actions involving privacy and property rights [12]. Previous research conducted by Sayal and Singh, [15], Pham et al. [3] and Tseng et al. [16] found that attitude has a positive influence on intention. This is also supported by the research of Hati et al. (2019) which found that the effect of attitudes on students' intentions to hijack e-textbooks is significant [15,3,16]. Attitude towards behavior is a personal factor that assesses an individual's tendency to engage in digital piracy [10]. Thus, the hypothesis that can be formulated is as follows:

H2: Attitude has a positive effect on digital piracy intentions

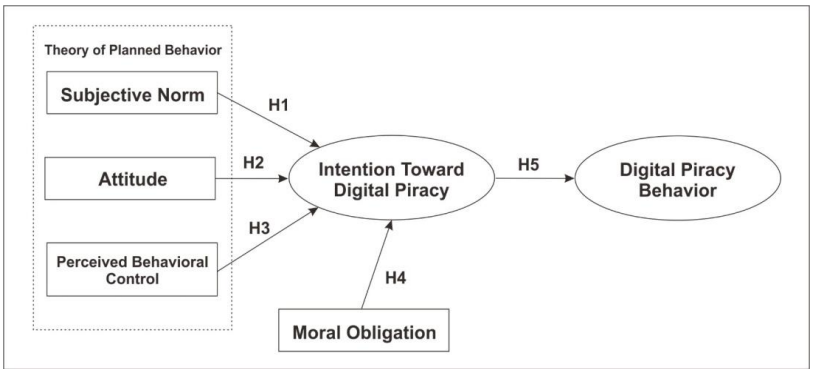

Fig. 1. Conceptual framework

Many previous studies have found that perceived behavioral control has a significant positive effect on consumer intentions to pirate digital products [15,3,13,8,10,16]. It explains how they think their ability to illegally obtain digital products has a direct impact on their decision to do so. So that the hypothesis can be put forward as follows:

H3: Perceived behavioral control has a positive effect on digital piracy intentions

Research conducted by Meireles and Campos [10] states that subjects who are easily pirated and have the opportunity to do so are likely to have a greater intention to pirate digital material. Koay et al. [13] suggest that moral obligation can be included in the SDGs as a supporting variable of attitude to explain unethical behavior, while several studies have modeled moral obligation as a direct variable of intention. The results of the research by Meireles and Campos [10] found that moral obligations have a positive and significant effect, this is also supported by several previous studies [13,17]. Therefore, the hypothesis can be formed as follows:

H4: Moral obligation has a positive effect on digital piracy intentions.

Research conducted by Cronan and Al-Rafee (2008) found intention to be a very accurate variable when predicting behavior [14]. This is also supported by research conducted by Koklic (2016) which found positive and significant results on intention to behavioral variables [18]. In Choi and Suh's research [6] it was found that the hypothesis of use intention towards piracy behavior has high and significant results. Based on the theoretical studies and empirical evidence, the following hypotheses can be proposed:

H5: The intention of digital piracy has a positive effect on digital piracy behavior.

3. METHODOLOGY

3.1 Measurements

Researchers took those who were able to fill out a questionnaire via Google Form using a five-point Likert scale, which consisted of (1) Strongly Disagree to (6) Strongly Agree. The type of questionnaire used by the authors to get answers from the research variables is a questionnaire with closed and structured statements.

3.2 Sampling and Data Collection

This study used primary data. The samples that will be used in this study are users and website visitors (such as IndXXI, LK21 and others) and entertainment platforms (such as Spotify, Joox, Netflix, Viu, Maxstream and others) illegally. According to the theory of Hair et al. [19] sampling can be done with the following calculations:

Minimum sample : 5 x (25 + 6) = 155
Maximum samples: 10 x (25 + 6) = 310

However, For avoid the mistakes, the researchers collected 200 respondents. In practice, the sampling technique will be applied to respondents via Google Form.

3.3 Data Analysis Technique

The type of SEM analysis used in this study is Partial Least Square or PLS-SEM. The hypothesis is tested using the Partial Least Square (PLS) technique because it has a high level of accuracy.

4. RESULTS AND DISCUSSION

4.1 Measurements

From the total number of respondents used, namely as many as 200 respondents, the distribution of the description of the characteristics of the respondents was obtained as follows demographic table (Table 1).

4.2 Measuement Model: Validity and Reliability

4.2.1 Convergent validity testing

Convergent validity or convergent validity is used to measure the magnitude of the correlation between constructs and latent variables. The measure of convergent validity is stated to be good if the factor loading value is > 0.70 and the Average Variance Extracted (AVE) value is > 0.50. The following is the outer loading value of each indicator in this research variable as follows.

Based on Table 2, the factor loading value of all variable indicators is > 0.7 and the AVE value for each variable shows a value of > 0.50, indicating that all indicators in the research variables can be said to be valid and no data is released.

4.2.2 Discriminant validity testing

Discriminant validity is a test conducted to ensure that each variable has a difference. Discriminant validity is seen through the value of the Fornell-Larcker Criterion and cross loading which shows the magnitude of the correlation

Table 1. Respondent's demographic characteristic

Category	Frequency	%
Gender		
Male	84	42.00%
Female	116	58.00%
Education		
Senior Highschool	127	63.50%
Diploma Degree	8	4.00%
Bachelor Degree	62	31.00%
Master's Degree	3	1.50%
Proffesion		
Senior Highschool Students	9	4.50%
Collage Students	158	79.00%
Private Sector Employee	22	11.00%
Self-Employed	1	0.50%
Businessman	9	4.50%
Others	1	0.50%
Average monthly Incomes		
<5.000.000 IDR	179	89.50%
5.000.001 IDR - 10.000.000 IDR	20	10.00%
10.000.001 IDR -15.000.000 IDR	1	0.50%
Frequency of Use		
1-2 Times	92	46.00%
3-4 Times	42	21.00%
5-6 Times	20	10.00%
>6 Times	46	23.00%
Platform Used		
Idilix	1	0.50%
Joox	5	2.50%
Maxstream	3	1.50%
Netflix	28	14.00%
Spotify	60	30.00%
Telegram	4	2.00%
Viu	3	1.50%
Website Film (IndXXI, Rebahin, etc.)	96	48.00%

Source: Primary Data Processed (2023)

Table 2. Convergent validaty testing results

Variabel	Indikator	Nilai Loading	AVE	Keterangan
Subjective Norm	SN1	0,880	0,774	Valid
	SN2	0,881		Valid
	SN3	0,883		Valid
	SN4	0,875		Valid
Attitude	A1	0,939	0,817	Valid
	A2	0,897		Valid
	A3	0,944		Valid
	A4	0,832		Valid
Perceived	PBC1	0,839	0,754	Valid
Behavioral Control	PBC2	0,915		Valid
	PBC3	0,865		Valid
	PBC4	0,852		Valid
Moral Obligation	MO1	0,904	0,746	Valid
	MO2	0,879		Valid
	MO3	0,837		Valid
	MO4	0,851		Valid
	MO5	0,879		Valid
	MO6	0,829		Valid
Intention Toward	INT1	0,948	0,875	Valid
Digital Piracy	INT2	0,940		Valid
	INT3	0,917		Valid
Digital Piracy	BH1	0,859	0,755	Valid
Behavior	BH2	0,848		Valid
	BH3	0,908		Valid
	BH4	0,861		Valid

Source: Primary Data Processed (2023

Table 3. Discriminant validaty testing results

	Moral Obligation	Perceived Behavioral Control	Intention Toward Digital Piracy	Subjective Norm	Digital Piracy Behavior	Attittude
Moral Obligation	0.864					
Perceived Behavioral Control	0.561	0.868				
Intention Toward Digital Piracy	0.597	0.690	0.935			
Subjective Norm	0.290	0.567	0.611	0.880		
Digital Piracy Behavior	0.532	0.592	0.746	0.478	0.869	
Attitude	0.642	0.615	0.664	0.383	0.699	0.904

Source: Primary Data Processed (2023)

between constructs and their indicators and indicators from other constructs. The Fornell-Larcker Criterion measurement is carried out by looking at the AVE roots of each construct that are worth greater than the correlation between the constructs and the standard value used for cross loading, which must be greater than 0.7.

Based on Table 3, the Fornell-Larcker Criterion value shows that the AVE root of each construct is greater than the correlation between constructs.

Based on Table 4, the cross loading value for each item has a value > 0.70, and also for each item it has the greatest value when it is associated with its latent variable compared to when it is associated with other latent variables. This shows that each manifest variable in this study correctly explains the latent variable and

proves that the discriminant validity of all items is valid.

4.2.3 Composite reliability testing

Composite reliability is a measure of the true value of the reliability of a construct. Measuring the reliability of a construct can be done in two ways, namely by Cronbach's Alpha and Composite Reliability with a value of > 0.7. Reliability test results can be shown in Table 5.

From Table 5 it can be seen that the value of all variables in the reliability test using either Cronbach's Alpha or Composite reliability has a value of > 0.7. Thus it can be concluded that the construct is declared reliable and can be continued to test the structural model.

4.2.4 Structural model analysis

Evaluation of the structural model or inner model aims to predict the relationship between latent variables. The structural model is evaluated by looking at the magnitude of the percentage of variance described, namely by looking at the R-Square value for endogenous latent constructs, testing model fit, and testing significance to answer the research hypothesis.

Table 4. Formell-lacker criterion results

	Subjective Norm	Attitude	Perceived Behavioral Control	Moral Obligation	Intention Toward Digital Piracy	Digital Piracy Behavior
SN1	**0.885**	0.285	0.431	0.228	0.518	0.375
SN2	**0.889**	0.331	0.494	0.312	0.626	0.450
SN3	**0.884**	0.283	0.406	0.129	0.481	0.335
SN4	**0.895**	0.296	0.459	0.219	0.510	0.439
A1	0.303	**0.925**	0.489	0.580	0.589	0.580
A2	0.340	**0.879**	0.461	0.397	0.534	0.558
A3	0.310	**0.935**	0.463	0.547	0.551	0.564
A4	0.246	**0.811**	0.386	0.378	0.476	0.483
PBC1	0.318	0.323	**0.826**	0.251	0.393	0.343
PBC2	0.475	0.531	**0.907**	0.495	0.626	0.531
PBC3	0.418	0.410	**0.854**	0.340	0.486	0.395
PBC4	0.494	0.434	**0.834**	0.388	0.533	0.443
MO1	0.234	0.445	0.407	**0.887**	0.486	0.390
MO2	0.199	0.457	0.390	**0.882**	0.445	0.372
MO3	0.157	0.400	0.278	**0.805**	0.466	0.343
MO4	0.140	0.431	0.315	**0.822**	0.432	0.362
MO5	0.267	0.506	0.484	**0.880**	0.483	0.360
MO6	0.294	0.507	0.388	**0.825**	0.525	0.381
INT1	0.570	0.582	0.570	0.536	**0.949**	0.721
INT2	0.566	0.579	0.591	0.514	**0.946**	0.702
INT3	0.570	0.542	0.549	0.519	**0.913**	0.638
BH1	0.452	0.632	0.529	0.486	0.723	**0.843**
BH2	0.320	0.556	0.452	0.362	0.574	**0.843**
BH3	0.359	0.474	0.353	0.284	0.561	**0.874**
BH4	0.386	0.396	0.369	0.303	0.597	0.822

Source: Primary Data Processed (2023)

Table 5. Composite reliability results

Variabel	Cronbach's alpha	Composite reliability	Result
Subjective Norm	0,903	0,932	Reliabel
Attitude	0,924	0,947	Reliabel
Perceived Behavioral Control	0,891	0,925	Reliabel
Moral Obligation	0,932	0,946	Reliabel
Intention Toward Digital Piracy	0,928	0,954	Reliabel
Digital Piracy Behavior	0,892	0,925	Reliabel

Source: Primary Data Processed (2023)

Table 6. R-square results

Model	R Square
Intention Toward Digital Piracy	0, 654
Digital Piracy Behavior	0,556

Source: Primary Data Processed (2023)

Table 7. The goodness of fit results

	SSO	SSE	Q² (=1-SSE/SSO)
Moral Obligation	1200.000	1200.000	
Perceived Behavioral Control	800.000	800.000	
Intention Toward Digital Piracy	600.000	264.798	0.559
Subjective Norm	800.000	800.000	
Digital Piracy Behavior	800.000	472.847	0.409
Attitude	800.000	800.000	

Source: Primary Data Processed (2023)

Table 8. Estimation results in Sem

Hipothesis	Original Sample (O)	T Statistics (|O/STDEV|)	P Value	Conclusion
SN ➜ INT	0,318	4,020	0,000	Supported
A ➜ INT	0,272	3,936	0,000	Supported
PBC ➜ INT	0,230	3,023	0,003	Supported
MO ➜ INT	0,202	2,835	0,005	Supported
INT ➜ BH	0,746	16,498	0,000	Supported

**Notes : SN:Subjective Norm, A:Attitude, PBC:Perceived Behavioral Control, MO:Moral Obligation, INT:Intention Toward Digital Piracy, BH:Digital Piracy Behavior*
Source: Primary Data Processed (2023

Based on the R-Square in Table 6 it can be concluded that the model of Subjective Norms, Attitudes, Behavioral Control and Moral Obligations on Digital Piracy Intentions gives a value of 0.654, which can be interpreted that the Digital Piracy Intentions variable can be explained by the Subjective Norms, Attitudes, Behavioral Control variables and Moral Obligation is 65.4% while the rest is explained by other variables outside of this study.

The results of the goodness of fit test in Table 7 show that the Q2 value is greater than 0, this the research model is declared fit.

4.3 Stuctural Equation Model Analysis

4.3.1 The effect of subjective norms on digital piracy intentions

Testing hypothesis 1 on the effect of subjective norms on digital piracy intentions shows that the original sample coefficient is positive at 0.318. The t-statistic value for this construct relationship is 4.020 > 1.96 with a p-value of 0.000 <0.05. Thus, the first hypothesis which states "Subjective Norms have a positive effect on digital piracy intentions" is accepted.

Kasber et al. in their research revealed that subjective norms are the most important factor influencing intentions [9]. The results of this study are in line with the results of previous research conducted by Olivero et al. which showed that Subjective norms had a positive and significant effect on Intention toward digital piracy [8]. That is, if the higher the subjective norm, the intention to commit digital piracy will increase. Most of the previous studies also showed the same results where subjective norms were positively related to digital piracy intentions [10,15]. The strong influence of subjective norms, especially on piracy intentions, indicates that families must raise children and educate adolescents with beliefs that are in line with the concept of morality [2].

4.3.2 The effect of attitude on digital piracy intentions

Testing hypothesis 2 on the influence of attitudes towards digital piracy intentions shows that the original sample coefficient has a positive value of

0.272. The t-statistic value for this construct relationship is 3.936 > 1.96 with a p-value of 0.000 <0.05. Thus, the second hypothesis which states "Attitude has a positive effect on digital piracy intentions" is accepted.

Meireles and Campos [10] state that attitude towards behavior is a personal factor that assesses an individual's tendency to engage in digital piracy. The results of this study are in line with the results of previous research conducted by Hati et al. [2] which showed that the effect of attitudes on students' intentions to commit piracy was significant. That is, if the higher the attitude, the intention to commit digital piracy will increase. This is also supported by previous research conducted by Sayal and Singh, [15], Pham et al. [3] and Tseng et al. [16] found that attitude has a positive influence on digital piracy intentions.

4.3.3 The effect of perceived behavioral control on digital piracy intentions

Testing hypothesis 3 on the effect of perceived behavioral control on digital piracy intentions shows that the original sample coefficient is positive at 0.230. The t-statistic value for this construct relationship is 3.023 > 1.96 with a p-value of 0.003 <0.05. Thus, the third hypothesis which states "Perceived behavioral control has a positive effect on digital piracy intentions" is accepted.

Pham et al. [3] in their research found results that perceived behavioral control has a strong impact on digital piracy intentions. The results of this study are in line with several previous studies finding that perceived behavioral control has a significant positive effect on consumer intentions to pirate digital products [15,13,8,10,16]. That is, the higher the perceived behavioral control, the higher the intention to engage in digital piracy. Koay et al. [13] stated that if someone thinks the behavior can be done easily without hindrance, it will increase the person's intention to carry out the behavior [20].

4.3.4 The effect of moral obligation on digital piracy Intentions

Testing hypothesis 4 on the effect of moral obligation on digital piracy intentions shows that the original sample coefficient is positive at 0.202. The t-statistic value for this construct relationship is 2.835 > 1.96 with a p-value of 0.005 <0.05. Thus, the fourth hypothesis which states "Moral obligation has a positive effect on digital piracy intentions" is accepted.

The results of this study are in line with the research of Meireles and Campos (2019) which found that moral obligations have a positive and significant effect on intentions [10], this is also supported by several previous study [13]. That is, if the higher the moral obligation, the intention to commit digital piracy will increase. This strongly supports the research conducted by Xu et al. [17] which shows that moral obligations are positively related to the user's intention to do something.

4.3.5 The effect of digital piracy intentions on digital piracy behavior

Testing hypothesis 5 on the effect of digital piracy intentions on digital piracy behavior shows that the original sample coefficient is positive at 0.746. The t-statistic value for this construct relationship is 16.498 > 1.96 with a p-value of 0.000 <0.05. Thus, the fifth hypothesis which states "Digital piracy intentions have a positive effect on Digital Piracy Behavior" is accepted.

According to Eisend [1] Intention is the best predictor of behavior. The results of this study are in line with the research of Choi and Suh [6] which found that the hypothesis of use intention towards piracy behavior has high and significant results, this is also supported by several previous studies [14,16].

5. CONCLUSION AND IMPLICATION

5.1 Conclusion

Based on the results of the analysis conducted on 200 sample respondents in this research, the conclusions and recommendations that can be drawn are as follows:

1. Subjective norms have a positive effect on digital piracy intentions. Therefore, it can be concluded that subjective norms are directly proportional to digital piracy intentions, so if subjective norms increase, digital piracy intentions on digital entertainment platforms will increase.
2. Attitude has a positive effect on digital piracy intentions. Therefore, it can be concluded that attitude is directly proportional to the intention of digital piracy, so that if attitudes increase, the intention of digital piracy on

digital entertainment platforms will increase.

3. Perceived behavioral control has a positive effect on digital piracy intentions. Therefore, it can be concluded that perceived behavioral control is directly proportional to digital piracy intentions, so that if perceived behavioral control increases, digital piracy intentions on digital entertainment platforms will increase.
4. Moral obligation has a positive effect on digital piracy intentions. Therefore, it can be concluded that the moral obligation is directly proportional to the intention of digital piracy, so that if the moral obligation increases, the intention of digital piracy on digital entertainment platforms will increase.
5. The intention of digital piracy has a positive effect on digital piracy behavior. Therefore, it can be concluded that the intention of digital piracy is directly proportional to the behavior of digital piracy, so that if the intention of digital piracy increases, the behavior of digital piracy on digital entertainment platforms will increase.

5.2 Implication

Looking at it from a managerial perspective, this research can provide managerial implications aimed at the government, relatives and digital entertainment platform companies in Indonesia regarding the factors that influence digital piracy. The occurrence of digital piracy behavior can certainly be prevented through more efforts in educating the public regarding the adverse effects of entertainment platform piracy both through applications and websites. This can be based on subjective norms, attitudes, perceived behavioral control to moral obligations that are fading away so that they are unable to prevent the intentions and behavior of digital piracy. Therefore, efforts to increase morale need to be properly enforced so that there is no "Morality Gap" between digital piracy and other criminal behavior which of course needs to start from the government sphere to the small scope, namely family and close relatives.

Not only that, entertainment platform companies also need to create an alternative to determine the security of a qualified application system so that it is not easily hacked by irresponsible parties because basically consumers will choose pirated digital products because they are more accessible, the price is cheaper and the features they have are also it's the same as the original. The government should also support entertainment platform companies' programs by blocking several websites that provide pirated content and strengthening the legal system for pirates.

6. LIMITATION AND RECOMMENDATION

The following are research limitations that can provide opportunities and improvements in future research. Some of these limitations are:

1. The research only focuses on users of pirated digital entertainment platforms, so it can be suggested to further conduct research on piracy of other platforms such as software (Microsoft Office, CorelDraw, Photoshop and others).
2. This research has not discussed the perception of risk that occurs after carrying out digital piracy, considering that the product is not a suitable product so there is a virus that can damage gadgets. Therefore, further research can discuss related to risk perception.
3. In this study only discusses subjective norm variables, attitudes, perceived behavioral control, moral obligations that affect intentions only. So that future research can discuss in more detail related to variables that influence digital piracy intentions such as government regulations, family factors, price perceptions and others.

COMPETING INTERESTS

Authors have declared that no competing interests exist.

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