

CHAPTER V

CONCLUSION AND RECCOMENDATION

This chapter presents the conclusions drawn from the research findings and discussions elaborated in the previous chapters regarding the factors influencing the intention to pirate Subscription Video on Demand (SVoD) products in Indonesia. In addition, this chapter also provides several recommendations directed toward relevant parties, with the hope that this research can serve as a meaningful contribution and a reference for future studies on related topics.

5.1 Conclusion

The following conclusions are drawn based on the research findings and discussions presented in the preceding chapters:

1. Based on the research conducted, the first hypothesis is rejected. The bootstrapping test results show that perceived economic benefit does not have a significant influence on the intention to pirate SVoD products in Indonesia. This is evidenced by a P-value of 0.480, which exceeds the significance threshold of 0.05, and a T-statistic of 0.051, which falls below the critical T-table value of 1.96. The original sample value of -0.003 further confirms that the relationship between perceived economic benefit and piracy intention is negligible. This finding suggests that in the current digital streaming landscape, economic considerations are no longer a meaningful driver of piracy intention among Indonesian consumers. The increasing affordability of legal SVoD platforms, the widespread practice of account sharing facilitated through e-commerce platforms, and the

rising preference for service quality over cost have collectively reduced the economic advantage that piracy once offered.

2. The second hypothesis is accepted. The bootstrapping test results show that subjective norms have a positive and significant influence on the intention to pirate SVoD products in Indonesia. This is evidenced by a P-value of 0.012, which is smaller than the significance threshold of 0.05, and a T-statistic of 2.250, which exceeds the T-table value of 1.96. The original sample value of 0.142 indicates a positive relationship between the two variables. This finding confirms that social environment, peer influence, and the normalization of piracy within digital communities play an important role in shaping individuals' intention to engage in SVoD piracy. The rapid growth of social media platforms and online communities in Indonesia has further amplified the influence of subjective norms by creating environments in which piracy is perceived as socially acceptable behavior.
3. The third hypothesis is rejected. The bootstrapping test results show that moral obligation has a significant relationship with the intention to pirate SVoD products in Indonesia. This is evidenced by a P-value of 0.000, which is far below the significance threshold of 0.05, and a T-statistic of 10.472, which substantially exceeds the T-table value of 1.96. However, contrary to the proposed hypothesis, the original sample value of 0.638 indicates a positive relationship between moral obligation and piracy intention. This finding suggests that respondents who recognize piracy as morally wrong may still maintain a strong intention to engage in piracy.

Such a result indicates that moral awareness alone may not be sufficient to discourage piracy behavior. Instead, individuals may rely on rationalization and neutralization mechanisms that allow piracy intention to persist despite feelings of guilt or moral concern.

4. Taken together, the findings of this study reveal a distinctive pattern of SVoD piracy intention among Indonesian consumers. Economic considerations, once regarded as a primary driver of piracy behavior, no longer hold significant explanatory power in the context of modern streaming services. Instead, social normative pressures emerge as a significant predictor of piracy intention, while moral obligation demonstrates a significant relationship in the opposite direction from that predicted by prior literature. These findings partially support the theoretical frameworks employed in this study, namely the Hunt and Vitell General Theory of Marketing Ethics and the Theory of Planned Behavior. The results suggest that SVoD piracy in contemporary Indonesia is not simply an economically motivated behavior, but a socially influenced and morally negotiated one.

5.2 Recommendations

Based on the research findings and conclusions presented above, the researcher offers several recommendations directed toward parties with relevant interests in this topic.

5.2.1 Theoretical Recommendations

This study applies a modified version of the Theory of Planned Behavior (TPB), in which perceived economic benefit serves as a

proxy for attitude, subjective norms are retained in their original form, and moral obligation is incorporated as an extension to the model, consistent with established practice in prior TPB-based digital piracy research (Cronan & Al-Rafee, 2008). The findings show that subjective norms and moral obligation significantly influence piracy intention, while perceived economic benefit does not. This suggests that economic benefit alone may not be sufficient to represent the attitudinal dimension of TPB in the SVoD piracy context. Future researchers are encouraged to explore alternative measures of attitude, such as hedonic value or overall attitude toward digital content consumption, that may better capture how Indonesian consumers evaluate piracy behavior. In particular, future studies may consider examining attitude as a mediating variable between the independent variables and intention to pirate, as prior research has demonstrated that perceived benefits and subjective norms can influence piracy intention indirectly through attitude as a mediator rather than through direct paths alone (Fitriasih et al., 2019; Ling et al., 2023). Incorporating attitude as an explicit mediator within an extended TPB framework may therefore provide a more nuanced and complete understanding of the psychological mechanisms underlying SVoD piracy intention in Indonesia. Future studies may also consider adding other contextual variables such as platform accessibility or digital literacy to further strengthen the explanatory power of the model in the context of SVoD piracy in Indonesia.

5.2.2 Practical Recommendations

Based on the findings of this study, SVoD platform providers operating in Indonesia are encouraged to shift their anti-piracy strategies beyond price competition and focus more on strengthening the perceived social legitimacy and moral accountability of legal content consumption. Since subjective norms significantly influence piracy intention, platforms may benefit from leveraging community-based marketing approaches, social proof mechanisms, and influencer partnerships to establish legal streaming as the socially accepted norm within digital communities. Additionally, given that moral obligation emerged as the strongest predictor in this study, awareness campaigns should not rely solely on ethical appeals. The findings indicate that many individuals already recognize piracy as morally wrong, yet still maintain piracy intentions. Therefore, anti-piracy initiatives should be combined with efforts to address the rationalization and normalization of piracy within digital communities. For policymakers and content regulators in Indonesia, the findings suggest that addressing SVoD piracy requires not only legal enforcement but also efforts to reshape digital social norms through public education and culturally relevant campaigns.

5.2.3 Social Recommendations

From a social perspective, the findings of this study highlight the important role that digital communities and social environments play in normalizing piracy behavior in Indonesia. Society, particularly

among younger and digitally active demographics, is encouraged to become more critically aware of how online social interactions shape their consumption choices and ethical standards around digital content. Content creators, educators, and community leaders are encouraged to actively promote digital ethics and respect for intellectual property rights within their respective platforms and networks. By fostering a culture that values fair and legal access to digital content, Indonesian society can contribute to a more sustainable and equitable digital entertainment ecosystem for both local and international content creators.