

CHAPTER I

INTRODUCTION

1.1 Research Background

The rapid development of internet technology has significantly transformed how audiences access and consume entertainment content (Gavit et al., 2024). In recent years, many audiences have shifted from traditional broadcasting to internet based streaming services, particularly through Over the Top (OTT) platforms that deliver video content directly through the internet without relying on cable or conventional television infrastructure (Lobato, 2019). Through internet connected devices such as smartphones, laptops, tablets, and smart televisions, users are now able to stream films and television series anytime and anywhere (Siuli, n.d.)

Within the OTT ecosystem, Subscription Video on Demand (SVOD) has become one of the most widely used digital entertainment models globally, outperforming alternative models such as AVOD and TVOD in both revenue generation and subscriber growth (Neveen Badr, 2024; Papathanasopoulos & Varoutas, 2026). SVOD platforms allow users to access extensive content libraries through recurring subscription fees that provide unlimited streaming within a certain period of time (Wayne, 2018). This model offers audiences greater control over their viewing experience, enabling them to choose what content to watch and when to watch it without being restricted by traditional broadcasting schedules (Meryem, 2025).

The increasing popularity of streaming platforms is particularly evident in Indonesia, where audiences are rapidly adopting digital entertainment service rather than conventional television, highlighting the strong preference for on

demand entertainment among younger audiences. The dominance of streaming platforms is further reflected in platform adoption patterns. Netflix, for instance, records an installation rate of 71% among smartphone users, followed by Vidio at 37%, WeTV at 32%, and Viu at 32%, indicating widespread usage of streaming platforms among Indonesian audiences.

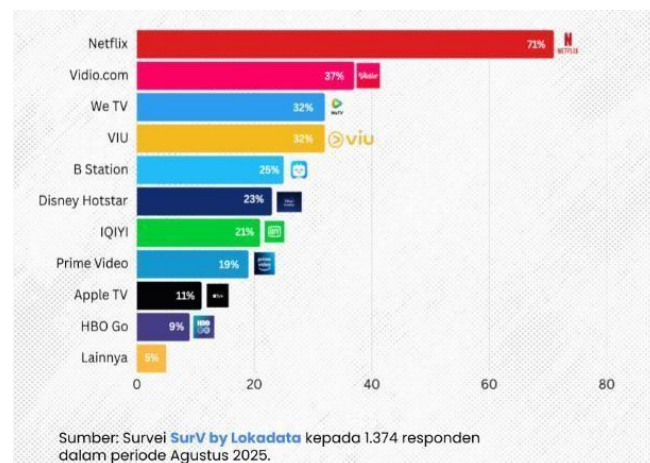


Figure 1. SvoD Platforms Rank in Indonesia

Source: <https://surv.co.id/web/artikel/Peta-OTT-Video-di-Indonesia,-dari-Dominasi-Netflix-hingga-Persaingan-Sengit-Konten-Niche>

In addition to high platform adoption, streaming consumption in Indonesia also occurs frequently. Data on OTT usage frequency indicates that around 33% of users access OTT platforms every day, while 20% watch content two to three times per week and 18% watch four to five times per week. These figures suggest that streaming platforms have become embedded in everyday entertainment habits among internet users (Goodstats, 2025). The presence of multiple streaming platforms in Indonesia further strengthens this ecosystem, with global services such as Netflix, Disney+ Hotstar, Viu, and Amazon Prime Video operating alongside local platforms such as Vidio to attract audiences through diverse content offerings and subscription models (Damayanti & Suyanto, 2022).

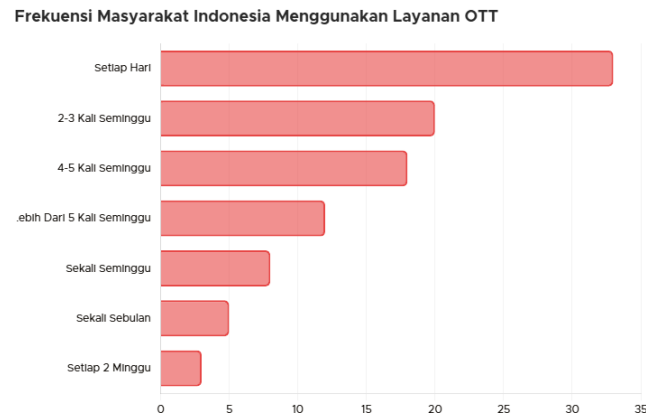


Figure 2. Frequency of OTT Platform Usage Among Indonesian User

Source: <https://data.goodstats.id/statistic/inilah-bentuk-tontonan-utama-publik-ri-di-platform-streaming-2025-xgTiH>

The widespread adoption of streaming platforms reflects a strong audience preference for consuming entertainment through SVOD services. Streaming platforms offer a viewing experience that aligns with modern audiences' expectations for personalized, flexible, and on demand entertainment. One of the main attractions of SVOD services is access to exclusive content, including original films and television series that are only available on specific platforms, which often encourages audiences to actively engage with particular streaming services (Nagaraj et al., 2021).

Convenience and flexibility offered by OTT platforms allow users to watch content anytime and anywhere through internet connected devices, giving audiences greater control over their viewing experience (Menon, 2022). Platform features such as diverse content libraries, high streaming quality, recommendation algorithms, and user friendly interfaces further enhance user satisfaction and encourage continuous engagement with streaming platforms (Wu, Jiang, & Chen, 2025).

Although SVOD platforms have experienced rapid growth and strong adoption, digital piracy continues to persist as a major challenge within the online entertainment ecosystem. Indonesia ranks fifth in the world as the country with the highest number of visits to pirated sites, reaching 1.03 billion visits in 2023 (MUSO, 2023). Indonesia also has been identified as one of the countries with high levels of online piracy activity. A recent data estimates that approximately 49.5 million people in Indonesia access films and television series through illegal streaming services, highlighting the large-scale consumption of pirated content despite the availability of legal streaming platforms. More strikingly, the study also found that for every one legal streaming subscriber, there are approximately 2.29 users who access content through illegal platforms, illustrating a substantial gap between legal consumption and piracy behavior (Prayoga, 2026)

The scale of digital piracy also generates significant economic consequences for the creative industry. Research indicates that digital piracy in Indonesia may result in economic losses of approximately Rp25–30 trillion per year for the film and entertainment industry if the issue continues without effective intervention (CXO Media, 2025).

Further evidence from a national survey conducted by the Asosiasi Video Streaming Indonesia (AVISI) in collaboration with TSurvey by Telkomsel reveals a paradox in consumer attitudes toward piracy. The survey shows that 81% of respondents are aware of the negative consequences of accessing illegal content, including risks related to malware, data security, and harm to the creative industry. Additionally, 78.9% of respondents acknowledge that watching pirated content supports illegal activities. However, despite this awareness, only around 30% of

respondents expressed willingness to switch to legal streaming platforms. This finding suggests that awareness of piracy risks does not necessarily translate into changes in actual consumption behavior.

Beyond piracy websites, unauthorized access to subscription based streaming content increasingly occurs through alternative digital platforms such as messaging applications and social media. One commonly observed practice occurs on Telegram, where users create large piracy channels that distribute films and television series originally released on SVOD platforms. These channels often function as centralized repositories where administrators upload downloadable files or streaming links for premium content, each channel have more than 5000 members and the content can be watched more than 10.000 times. In many cases, piracy channels are organized either around a specific film or series title or dedicated to content from a particular streaming platform, such as Netflix or Disney+ Hotstar. This structure allows users to easily access and search for pirated content within a single channel (Safira & Lubis, 2022).



Figure 3. Example of a Telegram piracy channel distributing subscription based streaming content

Source: Telegram

Similarly, piracy practices have also emerged on short video platforms such as TikTok, where users upload segmented clips of films or television series that originate from subscription based streaming platforms. Instead of uploading full episodes in a single video, users often divide the content into multiple short parts, allowing an entire film or series episode to be uploaded across dozens or even hundreds of separate video segments. Through this method, audiences can watch a complete storyline by sequentially viewing multiple parts uploaded by the same account. This practice can be commonly observed on the platform, where multiple video parts are sequentially uploaded to present a complete storyline

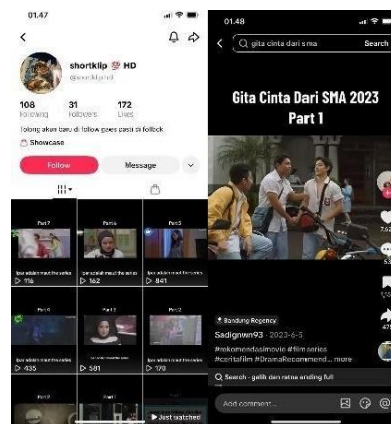


Figure 4. Example of segmented clips of a subscription-based series uploaded on tiktok

Source: TikTok

In addition, piracy related content on social media platforms is sometimes further amplified through recommendation and sharing behaviors among users. For instance, audiences may recommend piracy channels or accounts in comment

sections or through reposted content, allowing other users to easily locate pirated films or series online. This type of interaction suggests that piracy consumption in digital environments is not only an individual behavior but can also be socially circulated within online communities.



Figure 5. Example of user comments recommending piracy content on social media platform

Source: X

Beyond economic considerations, social influence also plays an important role in shaping piracy behavior. Subjective norms, one of the central components of the Theory of Planned Behavior, refer to individuals' perceptions of social expectations regarding whether a particular behavior should be performed (Ajzen, 1991). When individuals observe that friends, peers, or members of their online communities commonly engage in such activities, they may perceive piracy as socially acceptable. Prior studies indicate that subjective norms significantly influence individuals' intention to engage in piracy, particularly when piracy practices are widely tolerated within their social environment (Arlı, 2016). This pattern is visible in the Telegram and TikTok piracy practices illustrated earlier (Figures 3–5), where piracy content is actively shared, recommended, and normalized within online communities, reinforcing the perception that such

behavior is socially acceptable.

Perceived economic benefits represent one of the key motivations underlying digital piracy behavior. This concept refers to the perceived financial advantages obtained when individuals access digital content without paying for legal services. When consumers evaluate the costs of subscription based platforms, piracy may be viewed as a cost saving alternative that allows them to enjoy similar entertainment content without incurring additional expenses (Cesareo & Pastore, 2026). The growing number of streaming platforms has also contributed to this perception, as audiences may need to subscribe to multiple services in order to access different content libraries. As a result, some consumers may perceive piracy as a financially advantageous option that enables them to access desired content while avoiding subscription costs (D. Jeong, 2025). Previous research suggests that higher perceived economic benefits tend to encourage more favorable evaluations of piracy behavior (Cesareo & Pastore, 2026).

In addition to economic motivations and social pressures, moral obligation refers to an individual's internal sense of responsibility regarding whether a particular behavior is morally right or wrong (Lazuardi & Hartono, 2023). In the context of digital piracy, individuals who perceive piracy as unethical may feel a personal responsibility to respect intellectual property rights and support content creators by accessing content through legal platforms. Conversely, when individuals do not perceive piracy as morally problematic, they may become more willing to justify accessing pirated content. Previous studies suggest that stronger moral obligation tends to reduce individuals' intention to engage in digital piracy, as moral considerations influence how people evaluate and regulate their behavior

in digital environments (Arli, 2016). This relationship, however, is not always straightforward in practice. The AVISI survey discussed earlier illustrates this tension: although the majority of respondents are aware that piracy is ethically and legally problematic, this awareness does not consistently translate into reduced piracy consumption, suggesting that moral awareness alone may not be sufficient to deter piracy behavior.

Understanding the factors that drive piracy intention is therefore essential, as identifying the root causes of this behavior enables streaming platforms, content creators, and policymakers to design more targeted and effective interventions, whether through pricing strategies, educational campaigns, or regulatory efforts, rather than addressing piracy only at the surface level (B. Jeong et al., 2023; Osho et al., 2024). While previous studies have examined digital piracy across various digital products such as music, software, and films, limited research specifically investigates piracy intention within the SVOD environment in Indonesia. Therefore, this study applies the Theory of Planned Behavior and examines how perceived economic benefits, subjective norms, and moral obligation influence consumers' intention to pirate SVOD content.

1.1 Research Problem

Digital piracy remains a persistent issue within the online entertainment ecosystem, particularly in the context of Subscription Video-on-Demand (SVoD) services. Although legal streaming platforms such as Netflix, Disney+ Hotstar, Viu, and Vidio are widely available in Indonesia, many users continue to access subscription-based content through illegal platforms, piracy websites, and social media channels.

Perceived economic benefits, subjective norms, and moral obligation may influence individuals' intention to engage in SVoD piracy. Consumers may perceive piracy as a financially advantageous alternative because it allows them to access premium content without paying subscription fees. At the same time, social environments where piracy is commonly practiced may normalize such behavior, while individuals' moral obligation may influence how they evaluate whether accessing pirated content is ethically acceptable.

However, despite the persistence of piracy practices within the Indonesian streaming ecosystem, it is still unclear how perceived economic benefits, subjective norms, and moral obligation influence consumers' intention to pirate SVoD content. Based on this issue, the research question of this study is: How do perceived economic benefits, subjective norms, and moral obligation influence consumers' intention to pirate SVoD content in Indonesia?

1.2 Research Objective

1. To explain the influence of perceived economic benefits on intention to pirate SVoD products in Indonesia
2. To explain the influence of subjective norms on intention to pirate SVoD products in Indonesia
3. To explain the influence of moral obligation on intention to pirate SVoD products in Indonesia

1.3 Research Significance

1.3.1 Theoretical Significance

Theoretically, this study contributes to the development of communication and consumer behavior literature by applying the Theory of Planned Behavior

(TPB) to explain piracy intention toward Subscription Video-on-Demand (SVoD) products in Indonesia. By examining the roles of perceived economic benefits, subjective norms, and moral obligation, this research provides a clearer understanding of how economic motivations, social influences, and perceived ease of access shape individuals' intention to engage in SVoD piracy. This study therefore strengthens the application of TPB in explaining digital piracy behavior within the context of subscription-based streaming services.

1.3.2 Practical Significance

Practically, this study provides insights for Subscription Video-on-Demand (SVoD) service providers in Indonesia by identifying the key economic, social, and control-related factors that influence consumers' piracy intentions. The findings may help industry practitioners develop more effective pricing strategies, accessibility improvements, and communication approaches to reduce piracy and encourage the use of legal streaming platforms.

1.3.3 Social Significance

Socially, this study contributes to a better understanding of the factors that influence individuals' intention to engage in SVoD piracy in

Indonesia. By identifying the economic motivations, social pressures, and perceived ease of piracy, the findings may help raise public awareness about the consequences of digital piracy and support stakeholders in promoting responsible digital media consumption.

1.4 Theoretical Framework

1.4.1 State of the Arts

Previous studies examining digital piracy behavior have largely focused on understanding the psychological and social factors that shape individuals' intentions to consume pirated digital products, such as software, music, films, and other digital entertainment content. Much of this research adopts the Theory of Planned Behavior (TPB) framework to explain how attitudes, perceived social pressure, and perceived behavioral control influence individuals' decisions to engage in piracy activities. For instance, (Setiawan & Tjiptono, 2013) investigated digital piracy behavior among university students in Indonesia using a quantitative survey approach and multiple regression analysis. Their findings revealed that attitude toward digital piracy positively influences consumers' intention to pirate digital products, while moral obligation acts as a negative predictor, suggesting that stronger ethical considerations can reduce piracy intention. However, the study also found that subjective norms and perceived behavioral control did not significantly affect piracy intention. Complementing these findings, Lazuardi & Hartono (2023) examined piracy behavior in digital

entertainment platforms using PLS-SEM analysis based on the TPB framework. The study showed that attitude, subjective norms, and perceived behavioral control significantly influence individuals' intentions to access entertainment platforms illegally, highlighting the relevance of

behavioral and social determinants in shaping piracy behavior. Furthermore, Arli (2016) explored the antecedents of consumers' attitudes toward digital piracy by integrating Theory of Planned Behavior, ethics theory, and deterrence theory. The results demonstrated that attitude toward digital piracy is the strongest predictor of piracy intention, while fear of legal consequences and perceived likelihood of punishment were found to have limited influence on consumers' attitudes. Collectively, these studies suggest that behavioral attitudes and ethical considerations play a critical role in shaping digital piracy intentions, particularly within the broader context of digital product consumption.

While previous studies emphasize psychological and behavioral determinants of piracy, another stream of research highlights the role of legal awareness and deterrence mechanisms in shaping individuals' decisions to access pirated digital content. This perspective is largely rooted in deterrence theory, which argues that individuals may refrain from illegal activities when they perceive potential legal consequences or punishment. For example, previous research examined the influence of

perceived legal risk on Generation Z's intention to download pirated films in Indonesia using a quantitative approach and regression analysis. The findings demonstrated that perceived legal risk has a negative and significant effect on piracy intention, indicating that individuals who are more aware of the legal consequences of copyright infringement are less likely to engage in film piracy. The study also highlights that although Generation Z is highly familiar with digital technology, their understanding of copyright legality is often limited, suggesting the importance of educational and preventive strategies to

strengthen digital ethics awareness (Ryanthama, 2025). Complementing this perspective, Campos (2016) investigated digital piracy behavior by integrating Theory of Planned Behavior with utility theory and deterrence theory. Using Structural Equation Modeling on a sample of 590 students, their results revealed that past piracy behavior significantly predicts future piracy intention, indicating that habitual engagement in piracy may reduce the effectiveness of deterrence mechanisms. Together, these findings suggest that while legal awareness and perceived risks can reduce piracy intention, their influence may vary depending on individuals' previous behavior and the normalization of piracy practices within digital environments.

In addition, several studies have highlighted the importance of economic-related evaluations in shaping consumer attitudes and behavioral intentions. For instance, Cesareo & Pastore (2026) examined consumers attitudes toward online music piracy and their willingness to

adopt subscription-based music services using a structural equation model. The findings revealed that economic benefits and hedonic benefits positively influence consumers' attitudes toward online piracy, while moral judgment negatively affects such attitudes. In turn, a favorable attitude toward piracy was found to reduce consumers' willingness to try legal subscription-based music services, indicating that perceived economic advantages from piracy can discourage legitimate consumption alternatives. Similarly, Joshi (2021) investigated the role of economic value within an extended TPB framework in the context of green purchase intention. The results showed that economic value, alongside psychological and social factors, significantly contributes to the formation of consumer attitudes and behavioral intentions. By integrating economic-related considerations into the TPB structure, the study demonstrated that consumers' evaluations of financial value and benefits play an important role in shaping decision-making processes.

Although the Theory of Planned Behavior (TPB) has been widely used to explain digital piracy behavior, most studies focus on piracy in general contexts such as software, music, or films, without specifically addressing piracy in Subscription Video-on-Demand (SVoD) services. Previous research suggests that individuals' piracy intentions can be influenced by perceived economic benefits from avoiding payment, social influence reflected through subjective norms, and internal ethical considerations represented by moral obligation. However, the application of these factors in the SVoD context remains limited, particularly in

Indonesia where the streaming market continues to grow alongside persistent piracy practices. Unlike other digital products, SVoD services rely on a subscription-based model, making consumers' evaluation of financial trade-offs particularly relevant when considering piracy. Therefore, this study applies the TPB framework by examining economic benefits, subjective norms, and moral obligation as key factors influencing individuals' intention to pirate SVoD products, aiming to provide a more context-specific understanding of piracy intention within Indonesia's evolving SVoD landscape.

1.4.2 Theory of Planned Behavior

The Theory of Planned Behavior (TPB) was adopted as the theoretical foundation of this study because it is one of the most widely applied frameworks for explaining intention-driven behavior. TPB proposes that behavioral intention is formed through individuals' evaluations of a behavior, perceived social pressures, and other considerations that influence their decision-making process (Ajzen, 1991; Bosnjak et al., 2020)

The application of TPB is particularly relevant in the context of digital piracy because piracy behavior involves multiple considerations before individuals decide whether to access content through legal or illegal channels. Previous studies have shown that digital piracy is influenced by attitudinal, social, and ethical factors, and TPB has been extensively used to explain piracy intentions across various digital

products, including software, music, films, and other digital media (Arli, 2016; Paul et al., 2008)

Furthermore, piracy behavior has been described as a behavioral decision-making process rather than a purely spontaneous action. Aleassa (2011) argue that understanding digital piracy requires examining the underlying decision-making process behind unethical behavior, while research in Indonesia found that attitudes toward piracy and social influences play important roles in shaping individuals' intentions to pirate digital products (Arli, 2016; Pearson & McClurg, 2011).

The relevance of TPB becomes increasingly important in the contemporary streaming environment, where the expansion of OTT and digital content distribution has created wider opportunities for both legal and unauthorized content access (Lobato, 2019). Therefore, TPB provides an appropriate theoretical framework for examining how perceived economic benefits, subjective norms, and moral obligation influence individuals' intention to pirate SVoD products in Indonesia.

1.4.3 Research Paradigm

Paradigms such as positivist, interpretive, and critical approaches represent fundamental frameworks that guide the research process and shape how researchers understand social reality (Baxter & Babbie, 2004). The positivist paradigm, originally developed by Auguste Comte, is based on the assumption that reality is objective and can be observed and measured independently of individual perceptions. Positivism emphasizes empirical observation, hypothesis testing, and the identification of causal

relationships between variables through systematic quantitative methods such as surveys and statistical analysis (Baxter & Babbie, 2004).

This study adopts a positivist research paradigm to examine digital movie piracy intention in Indonesia by applying an extended Theory of Planned Behavior framework. The research aims to analyze causal relationships between economic benefits, subjective norms, and moral obligation, of intention to pirate SVoD products. Quantitative data are collected through a survey method and analyzed statistically to empirically test the proposed hypotheses. This approach is consistent with the positivist paradigm, which seeks to explain and predict behavioral intentions based on measurable and objective evidence.

1.4.4 Variable Description

1.4.4.1 Perceived Economic Benefits

Perceived economic benefits refer to individuals' perceptions of the financial advantages gained from a particular behavior or activity. In many consumption contexts, individuals evaluate actions based on a comparison between potential benefits and costs, and they are more likely to support or engage in behaviors that provide greater benefits with lower costs (Dabbous & Tarhini, 2019). This perspective is consistent with Social Exchange Theory, which suggests that individuals tend to assess social and economic interactions through benefit–cost evaluations and show support when they perceive that the benefits outweigh the associated costs (Song & Song, 2024). Perceived economic benefits can therefore influence individuals' attitudes and decisions when they believe that a particular action contributes to financial gains, improved welfare, or cost efficiency (Cesareo & Pastore, 2026)

Economic benefits are often associated with cost savings, price advantages, and the opportunity to obtain similar value at a lower expense. Previous studies indicate that consumers may be motivated to choose alternatives that offer financial advantages, even when those alternatives involve trade-offs such as lower quality or reduced legitimacy (Abdurakhmanova & Ahrorov, 2025; Dabbous & Tarhini, 2019). In such cases, the perceived economic benefits derived from lower costs can generate more favorable evaluations of the behavior or product compared to its higher-priced alternative (Cesareo & Pastore, 2026)

Therefore, economic benefits can be measured using the following indicators:

1. Perceived Financial Advantages

This indicator refers to the perception that pirating SVOD products provides financial advantages for individuals. By accessing pirated content, individuals may feel that they can save money, reduce entertainment expenses, and obtain similar benefits without paying for official subscription services (Cesareo & Pastore, 2026)

2. Perceived Cost Avoidance

This indicator reflects the perception that pirating SVOD products allows individuals to avoid the costs associated with subscribing to official SVOD platforms. When subscription fees are considered expensive, piracy may be viewed as an alternative way to access premium content without financial burden (Cesareo & Pastore, 2026)

1.4.4.2 Subjective Norms

Subjective norms represent one of the core determinants within the Theory of Planned Behavior (Ajzen, 1991) referring to an individual's perceived social pressure to perform or not perform a particular behavior. Unlike attitude, which reflects personal evaluation toward a behavior, subjective norms capture the

influence of important referent groups in shaping behavioral intention. This construct is formed through normative beliefs, namely individuals' perceptions that significant others such as friends, family members, or peers expect, approve of, or engage in a particular behavior (Liu et al., 2020). According to the Theory of Planned Behavior, subjective norms positively influence behavioral intention, meaning that individuals are more likely to intend to perform a behavior when they perceive that people important to them support or accept the behavior (Bosnjak et al., 2020).

In behavioral research, subjective norms highlight the role of social influence in shaping individuals' decisions and intentions. Individuals often consider the expectations, opinions, and behaviors of their social environment when determining whether a particular action is acceptable or appropriate. Previous studies show that when behaviors are commonly practiced or socially tolerated within peer groups or communities, individuals may be more inclined to adopt those behaviors themselves (Arli, 2016). In the context of digital piracy, subjective norms can influence how individuals perceive the acceptability of accessing copyrighted content without authorization, which may ultimately shape their intention to engage in piracy activities (Setiawan & Tjiptono, 2013).

The indicators are described as follows:

Social Approval

This indicator refers to the perceived social approval from important people in an individual's life, such as friends, family, and peers, regarding the behavior of pirating SVOD products. Individuals are more likely to develop an intention to

engage in piracy when they believe that people who are important to them approve of or consider the behavior acceptable (Arli, 2016). Therefore, social approval reflects how perceived support or acceptance from close social groups can influence an individual's intention to pirate SVOD products.

1.4.4.3 Moral Obligation

Moral obligation refers to an individual's personal sense of responsibility or feeling of guilt regarding whether performing a particular behavior is morally right or wrong (Al-rafee et al., 2014). It reflects an internalized moral standard that guides individuals in evaluating their actions, particularly in situations that involve ethical or unethical considerations. According to ethical decision-making theory, individuals assess behaviors based on two main perspectives: deontological principles, which emphasize universal rules of right and wrong, and teleological evaluations, which focus on the consequences that result from the behavior (Arli, 2016). When individuals perceive that a behavior violates moral values or accepted social norms, they are more likely to experience feelings of guilt and evaluate the behavior negatively (Al-rafee et al., 2014).

In behavioral research, moral obligation is often associated with individuals' internal motivation to act in accordance with their ethical beliefs and personal values. This internal moral pressure can influence attitudes and behavioral intentions by encouraging individuals to avoid actions that they perceive as morally inappropriate. Prior studies have shown that stronger moral obligation tends to reduce individuals' support for unethical behaviors because moral considerations function as a psychological control that regulates individual actions (Arli, 2016; Lazuardi & Hartono, 2023; Setiawan & Tjiptono, 2013). Therefore, moral

obligation can be measured by these indicators:

1. Moral Judgement

This indicator refers to an individual's evaluation of whether pirating SVOD products is morally right or wrong based on personal ethical principles. Individuals who believe that piracy violates moral values are more likely to develop negative attitudes toward engaging in such behavior.

2. Anticipated Guilt

This indicator reflects the feeling of guilt or regret that individuals expect to experience if they engage in SVOD piracy. When individuals anticipate feeling uncomfortable, regretful, or morally conflicted after pirating content, they are less likely to view the behavior positively.

1.4.5 The Influence of Perceived Economic Benefits on Intention to Pirate SVoD Products

Economic benefits refer to the financial advantages perceived by individuals when engaging in a particular behavior that allows them to obtain similar value at a lower cost (Cesareo & Pastore, 2026). In many consumption contexts, individuals evaluate decisions by comparing potential benefits and costs, and they are more likely to support or engage in behaviors that provide higher benefits with minimal costs (Cesareo & Pastore, 2026). This

perspective is consistent with Social Exchange Theory, which suggests that individuals tend to assess actions based on benefit–cost evaluations and will support behaviors that provide practical rewards (Joshi et al., 2021). In consumer behavior research, economic benefits are often associated with cost savings, price advantages, and opportunities to obtain similar products or services at lower prices.

Previous studies indicate that consumers may be motivated to choose alternatives that offer financial advantages even when those alternatives involve certain trade-offs (Albers-miller, 2026).

In the context of digital consumption, perceived economic benefits are frequently associated with behaviors that allow consumers to access products or services without incurring the full cost of legal alternatives. Prior research shows that consumers knowingly obtain pirated products because they associate such behavior with perceived benefits, particularly the opportunity to avoid payment or reduce expenses (Bian & Moutinho, 2009). The price advantage of counterfeit or pirated products has consistently been identified as a key motivator influencing consumer decisions, and in some cases consumers are willing to sacrifice product quality or legitimacy in exchange for lower prices (Cesareo & Pastore, 2026; Dabbous & Tarhini, 2019). As a result, the economic benefits offered by lower-cost alternatives can generate more favorable attitudes toward such behavior (Cesareo & Pastore, 2026).

Within the Theory of Planned Behavior, behavioral intention represents the most immediate determinant of actual behavior and reflects an individual's conscious motivation or plan to perform a particular action (Fishbein & Ajzen, 2010; Wu, Jiang, Sharif, et al., 2025). Intention to pirate SVoD products therefore refers to an individual's willingness or plan to access subscription-based streaming content through unauthorized sources rather than official platforms (Lazauardi & Hartono, 2023). Behavioral intention also reflects the degree to which individuals expect or are ready to perform piracy behavior soon (Arlı, 2016).

Based on this perspective, individuals who perceive greater economic

benefits from accessing pirated streaming content may develop stronger intentions to pirate SVoD products. When piracy is viewed as a cost-saving alternative that provides similar entertainment value without subscription fees, the perceived financial advantages may increase the likelihood that individuals intend to engage in such behavior.

1.4.6 The Influence of Subjective Norms on Intention to Pirate SVoD Products

Subjective norms represent one of the central components of the Theory of Planned Behavior (TPB) and refer to an individual's perceived social pressure to perform or not perform a particular behavior (Ajzen, 1991). Unlike attitudes, which reflect personal evaluations, subjective norms emphasize the role of social influence in shaping behavioral intentions. This construct is formed through normative beliefs, namely individuals' perceptions that important referent groups such as friends, family members, or peers approve of or expect them to engage in a certain behavior (Liu et al., 2020). According to TPB, when individuals believe that people important to them support a behavior, they are more likely to develop the intention to perform that behavior (Ajzen, 1991).

In consumer behavior research, subjective norms highlight how social environments influence individual decision-making processes. Individuals often consider the expectations and behaviors of people around them when determining whether a particular action is acceptable. When certain behaviors are commonly practiced within social groups or communities, individuals may perceive those behaviors as socially acceptable and feel encouraged to engage in them as well (Arli, 2016). Social influence can therefore function as a mechanism that normalizes behaviors within peer environments and shapes individuals' intentions

to perform similar actions.

Within the Theory of Planned Behavior, intention represents the most direct predictor of actual behavior and reflects an individual's conscious motivation or plan to perform a particular action (Fishbein & Ajzen, 2010; Chen et al., 2025). In the context of digital piracy, intention to pirate SVoD products refers to an individual's willingness or plan to access subscription-based streaming content through unauthorized sources rather than official platforms (Lazuardi & Hartono, 2023). Behavioral intention also reflects the extent to which individuals expect or are ready to perform piracy behavior in the near future (Arli, 2016).

Based on this perspective, subjective norms may influence individuals' intention to pirate SVoD products. When individuals perceive that their friends, peers, or online communities commonly access pirated streaming content or consider such behavior acceptable, they may be more likely to develop intentions to engage in piracy themselves. Social environments where piracy practices are widely tolerated may therefore strengthen individuals' intention to pirate SVoD content.

1.5.7 The Influence of Moral Obligation on Intention to Pirate SVoD Products

Moral obligation refers to an individual's personal sense of responsibility or feeling of guilt regarding whether performing a particular behavior is morally right or wrong (Al-rafee et al., 2014). It reflects an internalized moral standard that guides individuals in evaluating their actions, particularly in situations involving ethical or unethical considerations. According to ethical decision-making theory, individuals assess behaviors through two main perspectives: deontological principles, which emphasize universal rules of right and wrong, and teleological evaluations, which

consider the consequences resulting from the behavior (Arli, 2016). When individuals perceive that a behavior violates moral values or accepted social norms, they are more likely to experience feelings of guilt and evaluate the behavior negatively (Al-rafee et al., 2014).

In behavioral research, moral obligation functions as an internal mechanism that influences individuals' decisions by encouraging them to act in accordance with their ethical beliefs and personal values. Individuals who possess stronger moral standards tend to regulate their behavior based on these internal evaluations and are more likely to avoid actions that they perceive as morally inappropriate. Previous studies indicate that stronger moral obligation tends to reduce individuals' support for unethical behaviors because moral considerations serve as a psychological mechanism that guides and controls individual behavior (Setiawan & Tjiptono, 2013; Arli, 2016).

Within the Theory of Planned Behavior, intention represents the most immediate determinant of actual behavior and reflects an individual's conscious motivation or plan to perform a particular action (Fishbein & Ajzen, 2010; Chen et al., 2025). Intention to pirate SVoD products refers to an individual's willingness or plan to access subscription-based streaming content through unauthorized sources rather than official platforms (Lazuardi & Hartono, 2023). Behavioral intention reflects the extent to which individuals expect or are ready to perform piracy behavior in the near future (Arli, 2016).

Based on this perspective, moral obligation may influence individuals' intention to pirate SVoD products. Individuals who perceive piracy as morally wrong may feel a personal responsibility to avoid engaging in such behavior, which

can reduce their intention to access pirated content. In this sense, moral obligation can function as an internal behavioral control mechanism that regulates individuals' actions by limiting their willingness to engage in unethical activities such as digital piracy.

1.5 Research Hypothesis

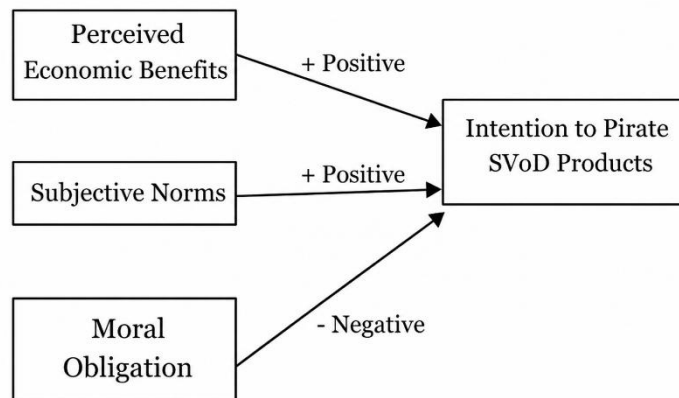


Figure 6. Research Hypothesis

H1: Perceived economic benefits significantly influence intention to pirate SVoD products in Indonesia

H2: Subjective norms significantly influence intention to pirate SVoD products in Indonesia

H3: Moral Obligation negatively influences the intention to pirate SVoD products

1.6 Conceptual Definition

1.6.1 Economic Benefits

Perceived economic benefits refer to an individual's perception of the financial advantages gained from performing a particular behavior. This concept reflects the extent to which individuals believe that engaging in a behavior can help them save money or obtain economic value compared to available alternatives.

When individuals perceive that a behavior provides significant cost savings or economic gain, they are more likely to evaluate the behavior positively (Cesareo & Pastore, 2026).

1.6.2 Subjective Norms

Subjective norms refer to an individual's perception of social pressure from important others regarding whether a particular behavior should or should not be performed. This concept reflects how individuals consider the expectations or approval of people who are significant to them, such as friends, family members, or peers, when forming behavioral intentions. Unlike personal attitudes, subjective norms emphasize the role of social influence in shaping decision-making. In the context of SVOD piracy, subjective norms represent how individuals perceive the level of acceptance or disapproval from their social environment toward accessing streaming content through unauthorized platforms. When individuals believe that people around them view piracy as acceptable or common, they may be more likely to develop intentions to engage in such behavior (Ajzen, 1991; Arli, 2016)

1.6.3 Moral Obligation

Moral obligation refers to an individual's personal sense of responsibility or moral duty regarding whether a particular behavior is right or wrong. It represents an internal evaluation based on personal ethical values rather than external social pressure (Arli, 2016; Setiawan & Tjiptono, 2013)

1.6.4 Intention to Pirate SVoD Products

Intention to pirate refers to an individual's willingness or plan to engage in digital piracy behavior in the future. It reflects the extent to which a person is prepared to perform the behavior, such as attempting or making an effort to

accesspirated SVoD products (Arli, 2016)

1.7 Operational Definition

1.7.1 Perceived Economic Benefits

The measurement of perceived economic benefits is adapted from (Cesareo & Pastore, 2026) and measured using a 7-point Likert scale ranging from strongly disagree (1) to strongly agree (7), with reported validity indicating factor loading values ranging from 0.63 to 0.95, an Average Variance Extracted (AVE) of 0.699, Composite Reliability (CR) of 0.87, and Cronbach's Alpha of 0.85.

1. Respondents' perception that pirating SVOD products helps them save money.
2. Respondents' perception that pirating SVO products reduces their entertainment expenses.
3. Respondents' perception that pirating SVOD products is financially beneficial for them. C.
4. Respondents' perception that piracy allows access to premium content without paying subscription fees.
5. Respondents' perception that the cost of subscribing to SVOD platforms makes piracy more attractive.
6. Respondents' perception that free access to SVOD content is a major advantage of piracy.

1.7.2 Subjective Norms

The measurement of subjective norms toward attitude is adapted from Arli (2016) and measured using a 7-point Likert scale ranging from strongly disagree (1) to strongly agree (7), with reported validity indicating standardized loading values ranging from 0.71 to 0.89, an Average Variance Extracted (AVE) of 0.64,

and Composite Reliability (CR) of 0.84.

1. Respondents' perception that most people who are important to them would approve if they pirated SVOD products.
2. Respondents' perception that their peers think pirating SVOD products is acceptable.
3. Respondents' perception that their close ones would support them if they pirated SVOD products.
4. Respondents' perception that their family would think it is acceptable if they pirated SVOD products.

1.7.3 Moral Obligation

The measurement of moral obligation is adapted from Arli (2016) and measured using a 7-point Likert scale ranging from strongly disagree (1) to strongly agree (7), with reported validity indicating standardized loading values ranging from 0.67 to 0.88, an Average Variance Extracted (AVE) of 0.61, and Composite Reliability (CR) of 0.76:

1. Respondents' perception that pirating SVOD products goes against their personal principles.
2. Respondents' perception that pirating SVOD products is morally wrong.
3. Respondents' perception that engaging in SVOD piracy would violate their ethical values.
4. Respondents' feelings of guilt if they pirated SVOD products.
5. Respondents' feelings of regret after pirating SVOD content.
6. Respondents' feelings of discomfort with themselves if they pirated SVOD products.

1.7.4 Intention to Pirate SVoD Products

The measurement of intention to pirate SVoD products is adapted from Arli (2016) and measured using a 7-point Likert scale ranging from strongly disagree (1) to strongly agree (7), with reported validity indicating standardized loading values ranging from 0.72 to 0.90, an Average Variance Extracted (AVE) of 0.66, and Composite Reliability (CR) of 0.88.

1. Respondents' intention to pirate digital products in the near future.
2. Respondents' willingness to try pirating digital products in the near future.
3. Respondents' effort to pirate digital products in the near future.

1.8 Research Methodology

1.8.1 Research Type

This study adopts a quantitative explanatory research design to examine the causal relationships among the variables through hypothesis testing and statistical analysis (Saunders et al., n.d.). In this study, Perceived Economic Benefits (X1), Subjective Norms (X2), and Moral Obligation (X3) function as independent variables predicting Intention to Pirate Subscription Video-on-Demand (SVoD) Products in Indonesia (Y). This design enables the researcher to analyze the economic, social, and moral factors influencing individuals' intention to pirate SVoD products.

1.8.2 Population

A population is defined as a group of elements that share specific characteristics relevant to the research objectives and serve as the basis for sampling (Sekaran & Bougie, 2016). This study involves Indonesians within the productive age range of 15–64 years. This age group is selected because individuals within this

range are generally capable of making independent decisions and are highly active in using digital platforms and accessing online streaming content. Moreover, they represent users who are familiar with Subscription Video-on-Demand (SVoD) services and digital entertainment platforms, making them relevant respondents for examining the psychological, social, moral, and economic factors influencing their intention to pirate SVoD products in Indonesia.

1.8.3 Sampling

1.8.3.1 Sampling Technique

This study uses a non-probability sampling method due to the difficulty of identifying a clear sampling frame of individuals who engage in piracy of Subscription Video-on-Demand (SVoD) products in Indonesia. Specifically, the research applies convenience sampling, where respondents are selected based on accessibility and willingness to participate (Etikan et al., 2016). Data are collected through online distribution channels such as social media and the researcher's personal network. The respondents targeted are individuals who are familiar with SVoD services and have experience accessing streaming content, as this study examines factors such as Perceived Economic Benefits, Subjective Norms, Moral Obligation, and Intention to Pirate SVoD Products.

1.8.3.2 Sample Size

The determination of sample size in this study was carried out using the G*Power 3.1.9.7 software with an F-test under the Linear Multiple Regression: Fixed Model, R^2 deviation from zero. The calculation was based on an effect size of $f^2 = 0.15$ (medium), significance level $\alpha = 0.05$, statistical power $(1 - \beta) = 0.95$, and three predictor variables. The calculation results indicate that the minimum required

number of respondents is 119.

Therefore, this study aims to collect at least 119 respondents who meet the sampling criteria, although obtaining a larger number of participants is preferable to enhance reliability and reduce sampling bias, especially considering the use of a non-probability sampling technique.

1.8.4 Type and Source of Data

1.8.4.1 Type of Data

This study utilizes quantitative data, encompassing numerical information derived either from converting qualitative responses into numerical values or from inherently numerical. This type of data will be analyzed using statistical methods.

1.8.4.2 Source of Data

This study utilizes primary and secondary data. Primary data are collected through an online questionnaire distributed to respondents who meet the sampling criteria, measuring Perceived Economic Benefits, Subjective Norms, Moral Obligation, and Intention to Pirate Subscription Video-on-Demand (SVoD) Products. In addition, secondary data are obtained from books, peer-reviewed journal articles, academic publications, industry reports, and statistical data related to digital piracy, SVoD services, and consumer behavior to support the theoretical framework and research context.

1.8.5 Measurement Scale

This study adopts a Likert scale as the measurement instrument to assess the research variables, namely Perceived Economic Benefits, Subjective Norms, Moral Obligation, and Intention to Pirate Subscription Video-on-Demand (SVoD) Products. A Likert scale is commonly used to measure respondents' attitudes,

perceptions, and behavioral intentions by allowing individuals to indicate their level of agreement with a series of statements (A. Joshi et al., 2015).

This research employs a seven-point Likert scale, which provides greater sensitivity in capturing respondents' perceptions and intentions (Arlin, 2016).

1.8.6 Instrument and Data Collection Technique

1.8.6.1 Data Collection Instrument

The data collection instrument used in this study is a questionnaire, which consists of a set of questions designed in relation to the research problem, where the responses to these questions hold significance in the process of hypothesis testing (Nazir, 2014).

In this study, the questionnaire is administered online and distributed to respondents through Google Forms.

1.8.6.2 Data Collection Technique

The data collection technique used in this study is a self-administered questionnaire. This method involves providing a set of written questions to respondents and allowing them to complete the questionnaire independently without direct researcher intervention.

The questionnaire is administered online via Google Forms to efficiently reach respondents, particularly considering the digital focus of the research topic.

A minimum of 119 respondents meeting the predetermined criteria are invited to participate. Considering Indonesia's large population and diverse demographics, the researchers aim to include more than 119 respondents in the study. This effort was made so that the data collected from respondents

could better represent a broader perspective and not be limited to a single region, thereby producing research results with a higher level of representativeness.

1.8.7 Data Processing Technique

1.8.7.1 Editing

Editing is the initial stage of data processing, conducted to ensure that all responses are complete, consistent, and meet the required standards for analysis. The researcher reviews each submitted questionnaire to confirm that the information is appropriate, understandable, and provided by respondents who meet the predetermined criteria. This step ensures that the dataset contains valid and interpretable entries suitable for the next stages of analysis (Yuesti et al., 2020)

1.8.7.2 Coding

Coding involves converting respondents' answers into numerical values according to the categories established for each variable. This step organizes the responses into a structured format that facilitates statistical processing. By assigning codes systematically, the researcher can efficiently analyze relationships among variables using quantitative methods (Yuesti et al., 2020)

1.8.7.3 Tabulation

Tabulation is the process of arranging the coded data into tables to support subsequent statistical analysis. This step organizes information clearly and systematically, allowing the researcher to identify trends, patterns, and associations within the dataset. Tabulated data form the basis for descriptive statistics, correlation analysis, and hypothesis testing (Yuesti et al., 2020).

1.8.8 Data Analysis Techniques

This study analyzes the data using Partial Least Squares Structural Equation Modeling (PLS-SEM) with the assistance of SmartPLS software. PLS-SEM is suitable for analyzing complex research models involving multiple constructs and indicators simultaneously. The analysis consists of two main stages: evaluation of the measurement model and evaluation of the structural model.

1.8.8.1 Measurement Model Evaluation

The measurement model evaluation aims to assess the reliability and validity of the constructs used in the study. Reliability is measured using Cronbach's Alpha and Composite Reliability, while validity is evaluated through convergent validity and discriminant validity. Convergent validity is assessed using the Average Variance Extracted (AVE) value, where a value above 0.50 indicates adequate validity. Indicator loadings above 0.70 also demonstrate that the indicators properly represent the construct.

1.8.8.2 Structural Model Evaluation

The structural model evaluation examines the relationships between latent variables in the research model. This evaluation includes analyzing the coefficient of determination (R^2), effect size (f^2), and predictive relevance (Q^2). These values help determine how well the independent variables explain the variance of the dependent variable in the model.

1.8.8.3 Hypothesis Testing

Hypothesis testing in PLS-SEM is conducted using the bootstrapping procedure. Bootstrapping is used to estimate the significance of the path coefficients between variables. The hypothesis is accepted when the t-

statistic value exceeds

1.96 or when the p-value is less than 0.05, indicating a significant relationship between variables.