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To cite this article: Muhammad Azwar Massijaya, Rosmah Mohamed & Anuar Shah Bali Mahomed (2025) The role of risk, religiosity, fairness, and norms on attitude and intention of movie piracy: insight from the perspective of young Indonesian users, Cogent Business & Management, 12:1, 2505278, DOI: [10.1080/23311975.2025.2505278](https://doi.org/10.1080/23311975.2025.2505278)

To link to this article: <https://doi.org/10.1080/23311975.2025.2505278>



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Published online: 21 May 2025.



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The role of risk, religiosity, fairness, and norms on attitude and intention of movie piracy: insight from the perspective of young Indonesian users

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ABSTRACT

This article fills a theoretical gap in the literature by incorporating perceived risk theory, equity theory, religiosity theory, social norm theory, and the theory of planned behavior to investigate key factors influencing the movie piracy attitude and intention. This research was conducted using convenience sampling of 327 respondents in *Jabodetabek*. Data were analyzed using PLS-SEM. Risk, fairness, and intrinsic religiosity have a significant influence on attitude and intention toward movie piracy, while extrinsic religiosity and descriptive norms do not. This research also confirmed the significance of attitude toward the intention of movie piracy. Governments and movie producers should launch communicative social advertisements to emphasize the risk involved when watching pirated movies. The effort needed to produce a movie also should be highlighted. In addition, religious leaders may support the government and movie industry by informing people through religiosity aspect.

ARTICLE HISTORY

Received 22 May 2023
Revised 19 February 2025
Accepted 2 April 2025

KEYWORDS

Illegal behavior; movie piracy; PLS-SEM; theory of planned behavior; digital piracy

SUBJECTS

Piracy & Data Protection; Criminology & Delinquency; Consumer Psychology; Consumer Behaviour

1. Introduction

The development of the internet not only makes human work easier but also gives rise to online crimes, such as digital piracy. Piracy is commonly defined as the illicit copying and distribution of movies, music, and software (Fleming et al., 2017; Poort et al., 2018). Digital piracy has a damaging impact on the industry, as evidenced by previous studies that have extensively studied software and music piracy (Borja & Dieringer, 2016; Brown & Krause, 2017; Nandedkar & Midha, 2012; Petrescu et al., 2018; Reardon et al., 2019; Suki et al., 2011). In contrast to software and music piracy, movie piracy has received less attention.

Movie piracy or illegal use (unauthorized watching, copying, downloading, or sharing) of movies is still a major problem at present (Phau et al., 2016). Committing movie piracy has severe legal consequences. For instance, Indonesian law threatens anyone who unlawfully downloads and subsequently profits from movie distribution faces up to ten years in prison and fines of IDR 4 billion (Hadi, 2012). However, the severe legal penalties did not prevent piracy since people have fewer concerns regarding the ethics and law consequences of piracy (Ho & Weinberg, 2011; Meireles, Meireless & Campos, 2018).

Movie Piracy has a significant impact on sales and contributes to stagnant innovation as fewer jobs and taxes are provided. As such, the negative behavior earns the attention of both the content creators and the government (Casidy et al., 2017; Koay et al., 2020; Meireless & Campos, 2018). Previous literature suggested that illegal movie consumption displaces paid movie consumption by 1:1, or in the worst scenario, 1:7 shows that each unpaid movie consumption reduces the original movie consumption by a seventh (Bai & Waldfogel, 2012; Jha & Rajan, 2021). In contrast, prior research has demonstrated that movie piracy can contribute to the growth of authorized DVD sales, particularly when free and original films are targeted toward distinct consumer segments (Smith & Telang, 2009, 2010). According to a study

conducted by Hardy (2022), movie piracy on TV series has only a temporary impact on the number of TV viewers.

It is important to note that piracy involves many sociocultural factors and does not solely depend on economic factors (Phau, Teah, et al., 2014b; 2016). For instance, a group of lawyers, the group of people who are considered to be the most knowledgeable about the law, consider digital piracy a socially acceptable act (Ciesielska & Jemielniak, 2022; Hergueux & Jemielniak, 2019). Similar results were obtained for the academic profession (El Sheikh et al., 2006; Geçer & Topal, 2021). Moral justification, or the feeling of guilt, also impacts the intention to pirate movies (Phau, Lim et al., 2014a; Krawczyk et al., 2015). Many other sociocultural factors have been identified as significant antecedents of movie piracy behavior, such as moral justification, self-efficacy, amount of leisure time, perceived harm to the artist, perceived punishment of piracy, and the frequency of legal sources for authorized movies (Bai & Waldfogel, 2012; Cox & Collins, 2014; Nhan et al., 2020; Phau et al., 2016).

Most developing countries are struggling to overcome piracy, including Indonesia (Arli et al., 2017). Indonesia has the biggest population in South East Asia, with a significant economic contribution to the region. Multiple international reports show that the circulation of pirated digital products remains high in Indonesia (Arli et al., 2015). According to research conducted jointly by the University of Indonesia and the Bekraf (the Indonesian Creative Economy Agency), estimated 65.57% of regular movie consumers in Jakarta watch pirated films, 62.6% in Bogor, 48.15% in Medan, and 37.4% in Deli Serdang (Hasibuan, 2018; Pangerang, 2018). In 2020, the Association of Indonesian Film Producers estimated that movie piracy costs the local business roughly IDR 5 trillion annually (Asrianti, 2020; Fathurrozak, 2020). Globally, unlawful website visits increased by 31% in 2021 compared to 2020 (Chatterley, 2022).

The Indonesian government has attempted to remove many websites facilitating movie piracy. Nonetheless, the policy has yet to be successful. Many prohibited websites continue to run by periodically changing their domain addresses or having another website replace them (Rosadi, 2021; Viska, 2015). The majority of previous research has focused on music and software piracy instead of movie piracy, particularly when it comes to movie piracy in Indonesia (Borja et al., 2015; Borja & Dieringer, 2016; Culiberg et al., 2016; Dilmperi et al., 2017; Huang et al., 2015).

YouGov's survey of 1045 Indonesian respondents revealed that 62% of respondents had ceased paying for cable TV services in favor of unauthorized streaming. Additionally, 63% favored unauthorized download sites and used unlawful programs to stream movies (The Asian Post, 2019). In 2021, 61.3% of the 182 billion global accessed unlawful websites comprised TV seasons, anime, and movie piracy (Chatterley, 2022). In order to restrict an illegal website, a formal report from a victim must be submitted (Viska, 2015). Additionally, website administrators frequently change their domain addresses after being blocked by the Indonesian government. Despite this, (Rosadi, 2021) reported that the number of reported unlawful Indonesian movie websites has increased over the past three years. Among the Asian-Pacific countries, Indonesia ranked second for the highest movie piracy traffic, after China.

Previous studies recommend improved awareness-raising campaigns rather than trying to stop piracy through technological barriers (Akbulut, 2014; Moon et al., 2015). For instance, favorable circumstances encouraged the current piracy practices. In order to lower the rate of piracy, policymakers must review the current copyright laws and regulations and create awareness campaigns. An alternative to promoting anti-piracy is social messaging advertising with prosecution risk of accessing unlawful content (Phau et al., 2016). Movie piracy is the same as theft, according to the advertisement's unambiguous message (McDonald, 2021). 'You can click, but you can't hide' was the tagline of a poster and billboard campaign the Motion Picture Association launched in 2004. Another illustration is the anti-piracy commercial for the 'Mission to Stop Piracy' campaign created by the Intellectual Property Department of the Hong Kong Special Administrative Region (Chaudhry, 2012). As a response to the anti-anti-movie piracy messages that circulated widely online, it was alleged that the aforementioned promotional campaigns had failed to stop piracy (Phau et al., 2016). In 'bottom-up' media, the meme 'you can sue, but you can't catch everyone' is common (Chaudhry & Zimmerman, 2013). In order to decrease movie piracy and create a successful marketing strategy to deter consumers from visiting unauthorized websites, it is imperative to start by understanding the behavior of individuals who forcibly watch pirated movies.

While previous literature mostly investigated the drivers of attitude and intention for software and music piracy (Arli et al., 2015; Cho et al., 2015; Nandedkar & Midha, 2012), this research highlight the

exploration of antecedents of favorable behavior and intention to involve in movie piracy. According to studies by Arli et al. (2015), people treat and behave differently for each piracy product. Then, the anti-movie piracy strategy can then be presented to interested parties to produce better anti-piracy advertisements. All relevant stakeholders, including the government, business leaders, academics, and the general public, must be involved in launching anti-piracy advertisements.

The theory of planned behavior posits that individuals with strong intentions are more likely to engage in specific actions (Ajzen, 1991). Conversely, it can be inferred that reducing intention is crucial for decreasing specific behaviors. Our literature review indicates a scarcity of studies examining the factors that drive pirate intention. Previous research has demonstrated that attitude plays a significant role in predicting both the intention and the frequency of engaging in piracy (Arli et al., 2015; Nandedkar & Midha, 2012). Beyond the context of movie piracy, studies suggested that piracy influenced by various factors, such as the perspectives of family and friends (Casidy et al., 2017; Park et al., 2018), the perceived risk of consequences associated with engaging in piracy (Nandedkar & Midha, 2012), religiosity (Koay et al., 2020), and the perceived fairness of digital piracy (Douglas et al., 2007; Suki et al., 2011).

This study offers a conceptual framework designed to clarify the various factors that contribute to individuals' attitude and desire to engage in movie piracy. This study aims to examine the impact of perceived risk, perceived fairness, extrinsic religiosity, intrinsic religiosity, descriptive norms on attitude and intention of movie piracy. To achieve this objective, this framework incorporates theories from perceived risk, equity, social norms, religiosity, and the theory of planned behavior.

This paper is organized as follows. In the first section, an introduction and an explanation of the significance of studying movie piracy are given. We emphasize a review of the existing research on movie piracy in section 2. This part mainly provides a more detailed explanation of the gap in the research on movie piracy, followed by arguments for the theories used and hypotheses development for this research. The research method is covered in Section 3 and includes a description of data collecting, research indicators, and data analysis. The outcome of the statistical data analysis is presented in Section 4. Then, in section 5, a more detailed explanation of the statistical result, along with the implications, is given. Section 6 listed the research conclusions and the research limitations.

2. Literature review

2.1. Movie piracy

While movie piracy is a crime with legal repercussions, these prohibitions are often violated. Contrary to this is the consumption of original movies through purchasing a cinema ticket or subscription to an original movie provider. Along with movie piracy, software piracy, and music piracy are also popular (Arli et al., 2015; Cho et al., 2015; Nandedkar & Midha, 2012). Previous research by Arli et al. (2015) and Cox and Collins (2014) mentioned that the effect of an antecedent on piracy behavior might differ for each digital product. For instance, Arli et al. (2015) found that relativism solely affects software piracy activity but has no impact on music piracy behavior. Cox and Collins (2014) also discovered two differences between music and movie piracy, addressing the assumption that illegal file sharing may hurt the producer and the perception of legal repercussions for engaging in piracy.

There are various scientific approaches to overcome the problem of internet piracy. Economic studies have measured the effect of movie piracy on sales (Herz & Kiljański, 2018; Jha & Rajan, 2021; Smith et al., 2019; Telang & Waldfogel, 2018; Yue, 2020). Another approach emphasizes the importance of understanding the laws regarding piracy (Adermon & Liang, 2014; Czetwertyński, 2022; 2023; Fauzi et al., 2023).

There are only a few existing studies that investigate the attitude and intention of digital piracy, especially consumer studies on movie piracy (Phau et al., 2014a, 2014b, 2016, Urbonavicius et al., 2019). Previous consumer studies on movie piracy have attempted to prove the significance of the proposed factors on piracy behavior. By proving the significance of these factors, researchers can provide suggestions for improvements related to social campaigns to overcome movie piracy (Phau et al., 2014, 2016, 2014b; Urbonavicius et al., 2019). Previous studies regarding consumer behavior of movie piracy are summarized in Table 1.

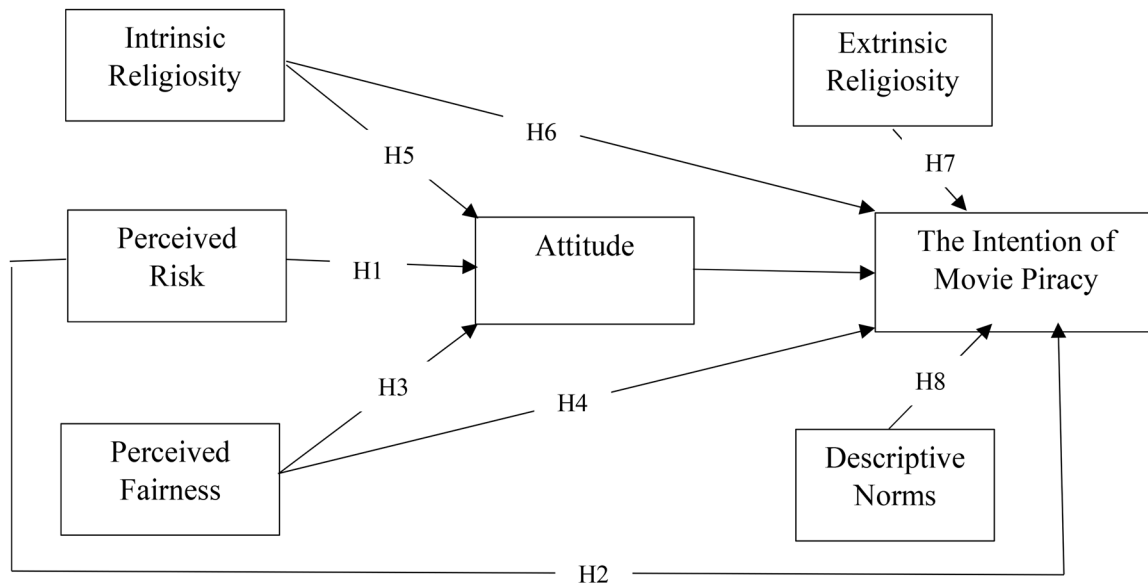
Table 1. Previous relevant research regarding movie piracy.

Author	Respondents / data	Method	Findings
Bai and Waldfogel (2012)	372 college students at a Chinese University	Survey	-movie piracy does not impact the movie industry highly since Chinese students tend to spend their time on a strict schedule of studying
Cox and Collins (2014)	6103 respondents of Sanoma media group websites	Survey	Users behave differently on movie and music piracy based on socio-demographic factors, the role of the original product substitution, perceived harmless toward the artists and producers, and perceived punishment of piracy.
Herz and Kiljański (2018)	30,000 respondents from six countries in Europe	Survey	Movie piracy costs sales approximately 4.4%. 94% of the lost sales caused by the illegal watch of a small group represents 20% of consumers.
Ho and Weinberg (2011)	12 conjoint profiles from a major Canadian city	Survey	Consumers who experience hard copies of pirated movies are price sensitive. They are also less eager to visit a theatre to watch a recent original movie.
Jacobs et al. (2012)	Three hundred seventy-four respondents from a Dutch online technological forum and the University of Twente newsgroup focus on the movie.	Survey	Expected outcomes (novelty compulsion, economics, completionism, knowledge of laws) and deficient self-regulation are significant factors for the number of pirated movies downloaded. At the same time, moral judgment and self-efficacy are not significant factors for downloading behavior.
Jha and Rajan (2021)	500 undergraduate students of the University of Delhi	Survey	One unit of pirated movies replaced 0.35 units of original movies. The research estimates that movie piracy in India costs Rs 12 billion for the industry.
Krawczyk et al. (2015)	329 respondents from students of the University of Warsaw and four popular fan pages on Facebook which endorsing intellectual property right	Survey	The ethical judgment perspective regarding movie piracy between the student group and the studied population is not different.
Meissner (2011)	Various Journals	Literature study	Two alternative distribution strategies are proposed to avoid the negative implication of movie piracy
Nhan et al. (2020)	395 students of a public school and a private school in the US	Survey	- The use of legal and illegal sources of movies varied among the two groups studied. - The high frequency of the legal source of movies impacts decreasing consumption of movie piracy.
Peukert et al. (2017)	Secondary data/revenue of movie data from Boxofficemojo and IMDb	Case study	The research suggests that box office revenue is influenced by the shutdown of Megaupload (the main supply of unlicensed movies)
Phau, Lim, et al. (2014a)	284 students from two large Western Australian Universities	Survey	Facilitating conditions, social factors, collectivism, and personal moral obligation influence attitude. Intention toward illegal downloads is influenced by social factors, collectivism, personal moral obligation, and attitude.
Phau, Teah, et al. (2014b)	404 students of a large Western Australian Universities	Survey	'Affection' is a significant factor for attitude, while moral judgment, social habit, and self-efficacy significantly impact the intention to engage in movie piracy. The research failed to prove the impact of attitude toward movie piracy on intention to engage in movie piracy.
Phau et al. (2016)	203 students of a large university in Australia	Survey	Contradicting the previous studies, self-efficacy, moral judgment, and social factors are not significant antecedents for attitude.
Smith et al. (2019)	Secondary data/ 1520 catalog movies from iTunes in 30 major countries	Case study	iTunes availability leads to an 11.8% decrease in monthly piracy
Smith and Telang (2009)	Data of DVD sales at Amazon	Case study	The impact of pirated content on movie sales stays unaffected when both free and premium movies target to distinct customer segments.
Smith and Telang (2010)	Data of DVD sales at Amazon	Case study	The internet has a primarily favorable influence on media sales in the absence of piracy.
Telang and Waldfogel (2018)	Secondary data/ Indian box office revenue data, IMDb	Case study	Using VCRs as the source for illegal movies caused Indian box office revenue to decline, along with a significant decrease in released movies in the same period. This indicates that the Indian movie industry is economically elastic to revenue changes.
Urbonavicius et al. (2019)	167 respondents from Lithuania	Survey	- The research confirmed the significant relationship between:Novelty seeking and attitude of movie piracy - Neutralization techniques and attitude - Neutralization techniques and shame - Neutralization technique and guilt - Guilt and frequency of illegal downloading of movies - Attitude and shame - The research does not suggest any significant relationship between the following:Novelty seeking and frequency of illegal downloading of movies - Shame and frequency of illegal downloading of movies

(Continued)

Table 1. Continued.

Author	Respondents / data	Method	Findings
Yue (2020)	Data of 1039 movie release from 2006 to 2013 from automatic ticketing systems.	Case study	In estimation, the average revenue loss caused by movie piracy is 64%. Release days' minimalization caused by protectionism and censorship helped the Chinese box office to increase revenue by 43%.
Hardy (2022)	Data of TV shows from IMDb, Nielsen, and Google Trends	Case study	The leakage of episodes encouraged viewers of the show to switch to illicit sources.

**Figure 1.** Research Framework.

2.2. Hypothesis development

As mentioned in the previous section, movie piracy has received less academic attention. To identify the antecedents of the intention of movie piracy, religiosity theory, equity theory, perceived risk theory, social norms theory, and theory of planned behavior are incorporated into the research framework (Figure 1).

2.2.1. Perceived risk

Perceived risk is the degree to which a consumer believes that piracy will cause indirect harm to the consumer (Kos Koklic et al., 2014). According to perceived risk theory, customer decision-making is influenced by risk perception. Thus, in most instances, customers pick products with the lowest perceived risk (Mitchell, 1992). On the other side, products perceived as high-risk will be shunned. Theoretically, a negative attitude will grow stronger if a piracy product is considered high-risk by consumers. Evidence shows that the perception of prosecution danger or legal risk influences unfavorable attitudes toward piracy usage (Akbulut & Dönmez, 2018; Chiou et al., 2005; Dilmperi et al., 2017; Liao et al., 2010; Yoon, 2011). Jeong et al. (2012) and Vida et al. (2012) also suggested the influence of physical and privacy risks of downloading illegal online files.

The impact of perceived risk upon attitude may vary depending on the research context. For example, Nandedkar and Midha (2012) found that perceived risk has no significant effect on the attitude toward music piracy. Likewise, Hati et al. (2019) also concluded that the perceived risk of prosecution does not affect the attitude toward e-book piracy. This study hypothesizes that favorable attitudes about movie piracy resulted from a perception of minimal risk associated with piracy activity. Thus, we hypothesize:

H1. There is a significant positive relationship between low perceived risk and favorable attitudes toward movie piracy.

According to the perceived risk theory, customers prefer products with the lowest risk and reject high-risk ones. Theoretically, the more risk customers perceive, the greater their intention to avoid the product. Similarly, a previous study has demonstrated this in the context of general digital piracy research (Akbulut & Dönmez, 2018; Alleyne et al., 2015; Chiou et al., 2005; Dilmperi et al., 2017; Jackman & Lorde, 2014; Kos Koklic et al., 2014; Vida et al., 2012). However, Khang et al. (2012) did not confirm a similar result. The relationship is rarely investigated in movie piracy studies. This study proposes a sense of minimal risk associated with higher movie piracy intention. Thus, we posit that:

H2. There is a significant positive relationship between low perceived risk and movie piracy intention.

2.2.2. *Perceived fairness*

The equity theory posits that a connection between two parties will last if they perceive their gains as equitable (Huseman et al., 1987). If a third party with the same relationship as the first party exists, the second party will see the value and exchange between the first party and the third party. The second party will be happy if the benefits and expenses are proportional to the relationship between the first and second parties. Regarding this study, perceived fairness is defined as 'overall objective, tangible, and specific evaluations of justice based on the purchase of legal movies' (Faullant et al., 2017). This study hypothesizes that when customers have a strong opinion of the fairness of the original film, they appreciate the producer's effort and perceive piracy as unfavorable behavior. Therefore, they are less likely to engage in piracy. Conversely, low perceived fairness drives a higher favorable attitude toward piracy.

There are few studies examining the association between perceived fairness and attitude. According to the research on organizational behavior conducted by Lazauskaite-Zabielske et al. (2019), perceived fairness mediates qualitative job insecurity and employee attitude. Marques et al. (2015) discovered procedural fairness as a predictor of views toward a new government project. These findings are similar to studies of Konovsky et al. (1987) and Smither et al. (1996). Although a previous study has demonstrated a favorable association between perceived fairness and attitude, the nature of this relationship concerning movie piracy remains unclear. This study hypothesizes that a low appraisal of equality concerning original and pirated movies influences a positive attitude toward movie piracy. Thus, we hypothesize:

H3. There is a significant positive relationship between low perceived fairness and a favorable attitude toward movie piracy.

According to Chen and Chou (2012), perceived fairness is essential to users' online purchase intentions. A more excellent perception of fairness correlates with a greater intention to continue using the purchasing website. Faullant et al. (2017) observed in a study on organizational behavior that perceived fairness significantly correlates with employees' intentions to remain loyal to their firm. According to Suki et al. (2011), reciprocal and distributive fairness influence software piracy intention. However, no prior research has proven this relationship concerning movie piracy. Therefore, we propose the following:

H4. There is a significant positive relationship between low perceived fairness and movie piracy intention.

2.2.3. *Intrinsic religiosity*

84% of the 7.3 billion people on earth adhere to a particular religion (Ustaahmetoğlu, 2020). Religion gives a set of laws as well as incentives for their observance. According to Septianto et al. (2021), religiosity shows the intensity of a person's religious commitment. Religiosity refers to a person's motivation, effort, and routine in obeying their religion's standards (Ustaahmetoğlu, 2020). Religiosity denotes a level of devotion to a religion that is reflected in daily actions. Individuals vary in their commitment levels. According to Rizkitysha and Hananto (2022), there is no correlation between high religiosity and any specific religion. Regardless of the religion practiced, each believer may have a high or low level of religiosity (Septianto et al., 2021).

Septianto et al. (2021) assessed religiosity based on extrinsic and intrinsic components. The scale is one of the most widely used and empirically supported measures (Boyas et al., 2019; Koay et al., 2020; Mortimer et al., 2020). Individuals with high levels of intrinsic religiosity find their inspiration in religion and view it as a source of life guidance (Alsaad et al., 2021). In contrast, those with high levels of

extrinsic religiosity are more influenced by social factors and seek personal goals such as convenience, peace, and social recognition (Aruan & Wirdania, 2020). In other words, intrinsic religiosity refers to the degree of religiosity that stems from the individual's inner self, whereas external events influence extrinsic religiosity.

Ustaahmetoğlu (2020) mentioned that the set of norms supplied by religion substantially affects daily life, including buying behaviors and sentiments toward particular items and brands. Religious guidelines guide consumers on which products are permissible to consume. For instance, Ustaahmetoğlu (2020) found that intrinsic religiosity influences attitudes toward the advertisement of instant soup.

In the context of Tunisian customers (Souiden & Rani, 2015) found that religious involvement is a crucial antecedent of purchase intention. Arli et al. (2017) concluded that intrinsic religion is a powerful predictor of digital pirate behavior attitudes. Casidy et al. (2016) found similar results in their studies. However, a statistically significant correlation between religiosity and attitude sometimes needs further study. For instance, a study by Gindi and Erlich Ron (2020) on 1,644 Israeli teachers addressing the inclusion of Arab and Jewish Israelis found that (intrinsic) religiosity substantially impacted Jewish teachers' attitudes toward inclusion but was not a significant factor among Arab teachers. The research of Ustaahmetoğlu (2020) also found no evidence that (intrinsic) religiosity is a significant antecedent for the attitude of a bank loan application. Therefore, the significance of religiosity as an attitude antecedent is context-dependent. As far as we know, there is a lack of study regarding the impact of intrinsic religiosity on movie piracy attitudes. This study proposes that a lack of intrinsic religiosity drives the acceptance of movie piracy. Thus, we hypothesize:

H5. There is a significant and positive relationship between low levels of intrinsic religiosity and favorable attitudes regarding movie piracy.

According to Bananuka et al. (2019), intrinsic religiosity is a crucial antecedent of the intention to adopt Islamic banking. The result was also validated regarding the influence of intrinsic religiosity on the intention to use mobile banking (Suhartanto et al., 2019). Al-Rafee and Rouibah (2010) also discovered that intrinsic religiosity plays a significant influence in decreasing piracy intentions.

However, the relationship between intrinsic religiosity on intention has not always been proven. According to Koay et al. (2020), intrinsic religiosity is not a significant driver for piracy. Kusumawati et al. (2020) also discovered that intrinsic religiosity is not a significant determinant of a person's propensity to visit a fashion store. Furthermore, Septianto et al. (2021) discovered that intrinsic religiosity does not affect intention regarding charitable giving behavior. This study proposes that a lack of intrinsic religiosity increases the likelihood of engaging in movie piracy. Based on our literature review, the impact of intrinsic religiosity on movie piracy intention is limitedly mentioned. Regarding this, we hypothesize:

H6. There is a significant and positive relationship between low intrinsic religiosity and movie piracy intention.

2.2.4. *Extrinsic religiosity*

People with a higher level of extrinsic religiosity perceive religion as a tool for achieving social status (Koay et al., 2020). Compared to those with high intrinsic religiosity, these individuals are less likely to adhere to moral standards (Arli et al., 2017). According to Arli et al. (2017), extrinsic religiosity does not substantially influence piracy intentions. The result is in line with Çetin (2021) findings, which discovered no significant effect of extrinsic religiosity on intention regarding leadership development. Nonetheless, this is not always the case. Koay et al. (2020) discovered, for instance, that extrinsic religiosity significantly reduces the desire to engage in software piracy among Indonesian users, as their social needs are fulfilled by attending church. Septianto et al. (2021) also demonstrated the substantial significance of extrinsic religiosity as a significant antecedent to increase the intention of charitable behavior. According to empirical research by Uysal and Okumuş (2019), intrinsic and extrinsic religiosity are significant determinants of ethical judgments towards alcoholic beverages. Thus, comparing the influence of extrinsic and intrinsic religiosity in the intention to engage in various negative behaviors has shown contradictory findings in previous research. Regarding movie piracy, additional investigation is needed as there is a

lack of evidence regarding the impact of extrinsic religiosity on movie piracy intention. Thus, we hypothesize:

- H7.** There is a significant and positive relationship between extrinsic religiosity and movie piracy intention.

2.2.5. Descriptive norms

According to the social norm theory, 'change in an individual's thoughts, feelings, attitudes, or behaviors result from interaction with another individual or a group' (Elgaaied-Gambier et al., 2018). Descriptive norms refer to 'what people typically do' (Elgaaied-Gambier et al., 2018; Jeffrey et al., 2016) or, in this research, are described as 'what the reference group normally does or performs in terms of movie piracy'. According to Elgaaied-Gambier et al. (2018), descriptive norms-based campaigns have influenced pro-environment behavior. Jeffrey et al. (2016) demonstrated that descriptive norms are the significant antecedents for boosting the intention of safety chair use. Hagler et al. (2017) and Foster et al. (2015) found that descriptive norms do alter perceived drinking behavior. Liu et al. (2019) concluded that descriptive norm-based social campaigns support the increase in intention to consume veggies along with junk food limitation.

However, the impact of descriptive norms on intentions is not always empirically proven. For instance, Park et al. (2018) found no influence of descriptive norms on software piracy intention. According to Salmivaara et al. (2021), descriptive norms are insignificant antecedents for food selection compared to other reasons (e.g. habit, visual appeal, and value for money). In addition, there is limited evidence supporting the impact of descriptive norms on movie piracy. We propose when movie piracy is perceived as 'normal behavior' in society, the higher users' intention to engage in the negative behavior. Thus, we hypothesize:

- H8.** There is a significant and positive relationship between descriptive norms and movie piracy intentions.

2.2.6. Attitude

According to the planned behavior theory, attitude is a significant determinant of behavioral intention (Ajzen, 1991). In this study, an attitude refers to 'an overall favorable evaluation of movie piracy activity' (Phau et al., 2016), while the intention is 'a user's willingness to engage in movie piracy activity' (adapted from Ajzen, 1991). Attitude has been widely recognized as the primary determinant of piracy intention. Alleyne et al. (2015) concluded that a positive attitude toward piracy influences students' intention to engage in music piracy (Ang et al., 2001; Chiou et al., 2005; D'Astous et al., 2005; Dilmperi et al., 2017; Nandedkar & Midha, 2012). A similar result has also been widely supported by software piracy research. (Aleassa et al., 2011; Arli et al., 2015; Chan et al., 2013; Petrescu et al., 2018; Suki et al., 2011). In contrast, Phau et al. (2014b) found that attitude does not influence movie piracy intentions. Overall, previous research gives a lack of evidence regarding the role of attitude on piracy intention. Figure 1 illustrates the proposed research framework. Thus, we hypothesize:

- H9.** There is a significant and positive relationship between favorable attitudes and movie piracy intention.

3. Materials and methods

3.1. Participants

This study focused on the behavior of millennials in the Jabodetabek region. 'Jabodetabek' is an acronym for Jakarta, Bogor, Depok, Tangerang, and Bekasi. This region plays a significant role in the Indonesian economy, as approximately 23% of all money in Indonesia circulates there (Musyaffa, 2018). This study surveyed young adult Indonesians who regularly watch pirated films. According to Indonesian law, 'young' refers to those between the ages of 16 and 30 (UU Nomor 40 Tahun 2009.) The generation has a solid understanding of the internet. According to the Indonesian Central Bureau of Statistics, 24.6% of the Indonesian population, or 67 million people, are between 16 and 30 (BPS, 2021). This group accounts for 36.2% of the population in the Jabodetabek area (BPS of Bekasi, 2021; BPS of Bogor, 2021; BPS of Depok, 2021; BPS of Jakarta, 2021; BPS of Tangerang, 2021). According to a survey conducted by Pratomo

(2019) on the younger generation, 85.5% of individuals in this age range watch movies via streaming and downloading. According to Wibawa et al. (2016), 75% of movie consumers are young respondents compared to older generations. A study by Dharmawan et al. (2021) provided similar information. This study utilized convenience sampling. In digital piracy research, convenience sampling is widely used (Akbulut, 2014; Arli et al., 2015; Casidy et al., 2016).

Then, additional responses from respondents were selected to determine whether they: 1. Did not answer several questions (missing data); 2. Had a suspicious response pattern; 3. Were outliers (Field, 2017); and 4. Had an abnormal data distribution. Missing data occurred when a respondent omitted one or more responses (Hair et al., 2014). The data collection was performed from February to March 2021 through an online questionnaire. In the end, 327 responses were utilized for additional analysis. Table 2 depicts information regarding the respondents.

3.2. Design and procedure

For the current study, validated scales were utilized. According to Phau et al. (2016), intent and attitude toward movie piracy have been modified. Intrinsic and extrinsic religiosity was adopted from the paper

Table 2. Respondent's profile of gender, level of education, occupation, and domicile.

	Frequency	Percentage
Gender		
Male	86	26%
Female	241	74%
Age group		
16 – 18	47	4%
19 – 21	153	47%
22 – 24	92	28%
25 – 27	22	7%
28 – 30	13	4%
Religion		
Muslims	321	98%
Christians (Protestant/Catholic)	5	–
Hindus	1	–
Level of Education		
Junior high school	10	3%
High senior school	180	55%
Bachelor	122	38%
Diploma	8	2%
Post Graduate	7	2%
Occupation		
Fresh Graduate /Unemployment	31	10%
Student	224	68%
an employee of a state-owned enterprise	4	1%
Freelancer	18	5%
An employee of a private enterprise	27	8%
Entrepreneur	9	3%
Other	14	4%
City		
Jakarta	117	36%
Bogor	115	35%
Depok	18	5%
Tangerang	47	14%
Bekasi	30	9%
Most Watch Types of Pirated Movies		
Anime/cartoon	27	8%
TV Series	158	48%
Cinema / single-episode movie	113	34%
Cannot decide, more than one type of movie watching equally	14	4%
Other	15	5%
Origin of most movie watched		
East Asia	137	42%
US / Europe	83	25%
Locals	25	8%
Turkey and Other Middle East Countries	1	–
Thailand and other South-East Asian Countries	3	1%
India and other South Asian Countries	1	–
Cannot decide. More than one origin of a movie is watched equally	74	23%
Not included in provided options	3	1%

of Koay et al. (2020), whereas descriptive norms were modified from Park et al. (2018) and Phau et al. (2016). We adopted perceived risk items from Jeong et al. (2012) and Vida et al. (2012). Perceived fairness items were adopted from Suki et al. (2011). The use of a 5-point Likert scale was developed. All the items were translated into Indonesian and back into English to enhance our respondents' comprehension.

PLS Smart PLS 3.0 was utilized for data analysis. PLS-based SEM is preferable due to the following advantages: (1) better use for theory development; (2) good performance over a small sample size and a complex framework; (3) high efficiency in estimating parameters; and (4) high capability to resolve multicollinearity issues among the constructs (Abdillah & Jogiyanto, 2015; Hair et al., 2014). Two stages of measurement model analysis and fit measurements of the structural model were performed to analyze the data.

4. Results

4.1. The measurement model analysis

Hair et al. (2014) argued that PLS-SEM is preferable to covariance-based SEM software since it was designed for prediction purposes (e.g. AMOS, LISREL). PLS-SEM is less sensitive to sample size, so having multivariate normal sample data is not strictly necessary (Henseler & Sarstedt, 2013).

Various measures are taken to ensure the measurement model's quality. Table 3 displays the result of standardizing the outer factor loading for manufactured items. The loading factor value is anticipated to exceed 0.7 (Ghozali & Latan, 2019). Table 3 shows that several items did not meet the minimum standard of 0.70 and had to be excluded (Garson, 2016). Items DF1 (0.69), IR2 (0.66), IR6 (0.69), and PF3 (0.68), as shown in Table 3, did not meet the requirement. Therefore, these indicators were excluded from further analysis.

The reliability analysis of Cronbach's alpha and composite reliability (CR) is also presented in Table 3. All values in the table are higher than 0.70, indicating that all constructs meet the acceptable internal reliability standard (Garson, 2016). According to Table 3, the lowest extracted average variance (AVE) value is 0.56. The value exceeds the minimum acceptable standard of 0.5 (Hair et al., 2014) and demonstrates an adequate level of convergent validity.

For the analysis of discriminant validity, Fornell and Larcker criteria and the Heterotrait-Monotrait correlations (HTMT) method were used. Table 4 displays the results of Fornell and Larcker's analysis. As shown in Table 4, the square root of AVE (in bold and diagonal) exceeds the inter-construct correlation values. Table 5 displays the analysis results of the HTMT correlation. As shown in Table 5, no values exceeded 0.90, which shows an acceptable discriminant validity level (Garson, 2016). Overall, the quality of the measurement model is satisfactory.

Hair et al. (2014) suggest following the assessment procedure regarding fit measures for the structural model. First, the issue of the multicollinearity of the structural model was evaluated. No variance inflation factor (VIF) value was higher than 5, indicating no sign of a collinearity issue. Then, the standardized root means square residual (SRMR) was evaluated. The SRMR value was 0.059, less than the minimum requirement of 0.08 (Henseler & Sarstedt, 2013), so the model is a reasonable fit.

4.2. Fit measures of structural model

A bootstrapping technique is needed to analyze the significance of the coefficient for each path. Five thousand re-samples were conducted for bootstrapping technique (Hair et al., 2014). The result is presented in Table 6. The table shows that perceived risk significantly impacts attitude ($\beta=0.338$, $t=5.79$, significant at $p<0.001$). Thus, H_1 is supported. We also discovered that perceived risk significantly affects intention toward movie piracy ($\beta=0.142$, $t=2.76$, significant at $p<0.01$). This provides more substantial support for H_2 . This study also supports H_3 by providing evidence of a relationship between perceived fairness and attitude ($\beta=0.324$, $t=5.88$, significant at $P < .001$). As expected, the impact of perceived fairness on intention was also significant ($\beta=0.198$, $t=2.90$, significant at $p<0.01$), which denotes support for hypothesis H_4 . This research also captures the positive and significant influence of intrinsic religiosity on attitude ($\beta=0.206$,

Table 3. Factor loading, Cronbach's Alpha, composite reliability, and average variance extracted.

								Average variance extracted (AVE)
Construct		Indicator	Factor loading	Mean	SD	Cronbach's alpha	Composite reliability	
Intention	I intend to watch movies for free from the internet in future	I1	0.899	3.35	1.15	0.91	0.93	0.79
	All things considered, I will likely watch movies for free from the internet in the future.	I2	0.896					
	All things considered, I expect to watch movies for free from the internet in the future.	I3	0.901					
	I will watch movies for free from the internet in the future	I4	0.872					
Attitude	Watching movies for free from the internet is a wise idea	AT1	0.898	3.65	1.03	0.87	0.91	0.73
	Watching movies for free from the internet would be pleasant	AT2	0.856					
	Watching movies for free from the internet is a good idea	AT3	0.838					
	I like the idea of watching movies for free from the internet	AT4	0.836					
Intrinsic Religiosity	I enjoy reading about my religion	IR1	0.731	2.1	0.93	0.88	0.91	0.63
	My whole approach to life is based on religion	IR2 ^a	0.667					
	I try hard to live all my life according to my religious beliefs	IR3	0.793					
	It is important for me to spend time in private thought and prayer	IR4	0.752					
	I have often had a strong sense of God's presence	IR5	0.813					
	Even though I believe in my religion, many other things outside of religion are more important.	IR6 ^a	0.695					
	Even though I am religious, I do not let religion affect my life	IR7	0.821					
	Whatever religion I believe in is not important; as long as I am fine	IR8	0.806					
Extrinsic Religiosity	I pray mainly to gain relief and protection.	ER1	0.765	4.03	0.94	0.87	0.89	0.59
	What religion offers me most is comfort in times and sorrow	ER2	0.757					
	I go to religious services mostly to spend time with my friends	ER3	0.725					
	I go to religious services mostly to spend time with my friends	SR1	0.847					
	I go to religious service because it helps me to make friends	SR2	0.752					
	I go to religious services because I enjoy seeing people whom I know there	SR3	0.788					
Descriptive Norms	My family would download/ watch movies for free from the internet	DN1	0.865	3.27	1.06	0.90	0.94	0.84
	My colleagues would download/ watch movies for free from the internet	DN2	0.951					
	My friends would download/ watch movies for free from the internet	DN3	0.931					
Perceived Risk	Pirated films always perform well.	PFR1	0.754	3.14	1.07	0.94	0.95	0.61
	Pirated films always function properly as original films.	PFR2	0.807					
	Pirated films always work as they should	PFR3	0.801					
	Pirated films always have the same quality as the original film	PFR4	0.771					
	My personal information is safe when accessing pirated movies	PV1	0.783					
	My personal information will not be shared without permission when I access pirated movies.	PV2	0.800					
	My personal information will be safe when I access pirated movies	PV3	0.773					
	I will not be arrested just for accessing pirated movies	PS1	0.738					
	I will not be punished just for accessing pirated movies	PS2	0.773					
	I will not be fined just for accessing pirated movies	PS3	0.733					
	Accessing pirated movies is safe from viruses	PH1	0.832					
	Pirated movies are safe from malware or other malicious programs	PH2	0.818					
	Generally, no chance pirated movies can damage a laptop or smartphone.	PH3	0.837					

(Continued)

Table 3. Continued.

Construct	Indicator	Factor loading	Mean	SD	Cronbach's alpha	Composite reliability	Average variance extracted (AVE)	
Perceived Fairness	The product's value is worth the cost and effort necessary to pirate (copy) the product.	RF1	0.732	3.23	1.05	0.88	0.91	0.56
	I would not care if others knew that I watched a pirated movie.	RF2	0.700					
	If I downloaded a pirated movie, I would not feel guilty for those who paid for the original movie.	RF3	0.757					
	The available original movie's value appears not worth the prices charged.	PF1	0.708					
	Most of the original movie provider service does not offer a reasonable purchase and pricing alternative for me, considering my use of the original movie.	PF2	0.778					
	Most movie provider services ignore my opinion concerning the pricing of their product.	PF3 ^a	0.689					
	Most movie provider service does not value my opinion concerning the methods they use to prevent the piracy of their product.	PF4	0.718					
	I am not satisfied with the strategy of movie provider service to prevent movie piracy.	DF1 ^a	0.697					
	Service given by movie providers may be more valuable to some users than it is to me.	DF2	0.705					
	Some other consumers of movie provider service may be able to afford a different price than I can afford	DF3	0.849					

Note.

^aItem removed.^bAll intrinsic religiosity indicators were inversed except for items IR6, IR7, and IR8.

Table 4. Discriminant validity of Fornell-Larcker criterion.

	Attitude	Descriptive norm	Extrinsic religiosity	Intention	Intrinsic religiosity	Perceived fairness	Perceived risk
Attitude	0.857						
Descriptive Norms	0.378	0.916					
Extrinsic Religiosity	0.102	0.038	0.773				
Intention	0.722	0.366	0.078	0.892			
Intrinsic Religiosity	0.481	0.290	-0.163	0.520	0.798		
Perceived Fairness	0.561	0.474	0.036	0.589	0.436	0.752	
Perceived Risk	0.561	0.283	0.035	0.546	0.399	0.436	0.787

Note. Values (bold) on the diagonal represent the square root of the AVE, while the off-diagonals are correlations.

Table 5. Discriminant validity of Heterotrait-Monotrait ration (HTMT).

	Attitude	Descriptive norm	Extrinsic religiosity	Intention	Intrinsic religiosity	Perceived fairness
Attitude						
Descriptive Norm	0.422					
Extrinsic Religiosity	0.103	0.061				
Intention	0.806	0.401	0.079			
Intrinsic Religiosity	0.532	0.323	0.200	0.571		
Perceived Fairness	0.628	0.526	0.080	0.647	0.482	
Perceived Risk	0.611	0.304	0.072	0.588	0.427	0.470

$t=3.40$, significant at $p<0.01$) and intention ($\beta=0.169$, $t=3.92$, significant at $p<0.001$). Thus, both H_5 and H_6 are supported. However, this research found that extrinsic religiosity is not a significant factor for intention ($\beta=0.048$, $t=1.13$, insignificant), and thus H_7 is rejected. The impact of descriptive norms on intention was also not confirmed by this study ($\beta=0.439$, $t=6.61$, insignificant). Therefore, H_8 is not supported. In line with the previous study, attitude highly influences the intention of movie piracy ($\beta=0.48$, $t=7.66$, significant at $p<0.001$). The overall path analysis result is presented in Figure 2.

The effect size (F^2) of each construct is also provided in Table 6. According to Hair et al. (2014), any effect size value between 0.02 and 0.15 is considered small, any value higher than 0.15 but less than 0.35 is considered medium, and values larger than 0.35 are considered significant. Based on Table 6, the effect size for descriptive norms (0.00) and extrinsic religiosity (0.00) toward intention is less than 0.02,

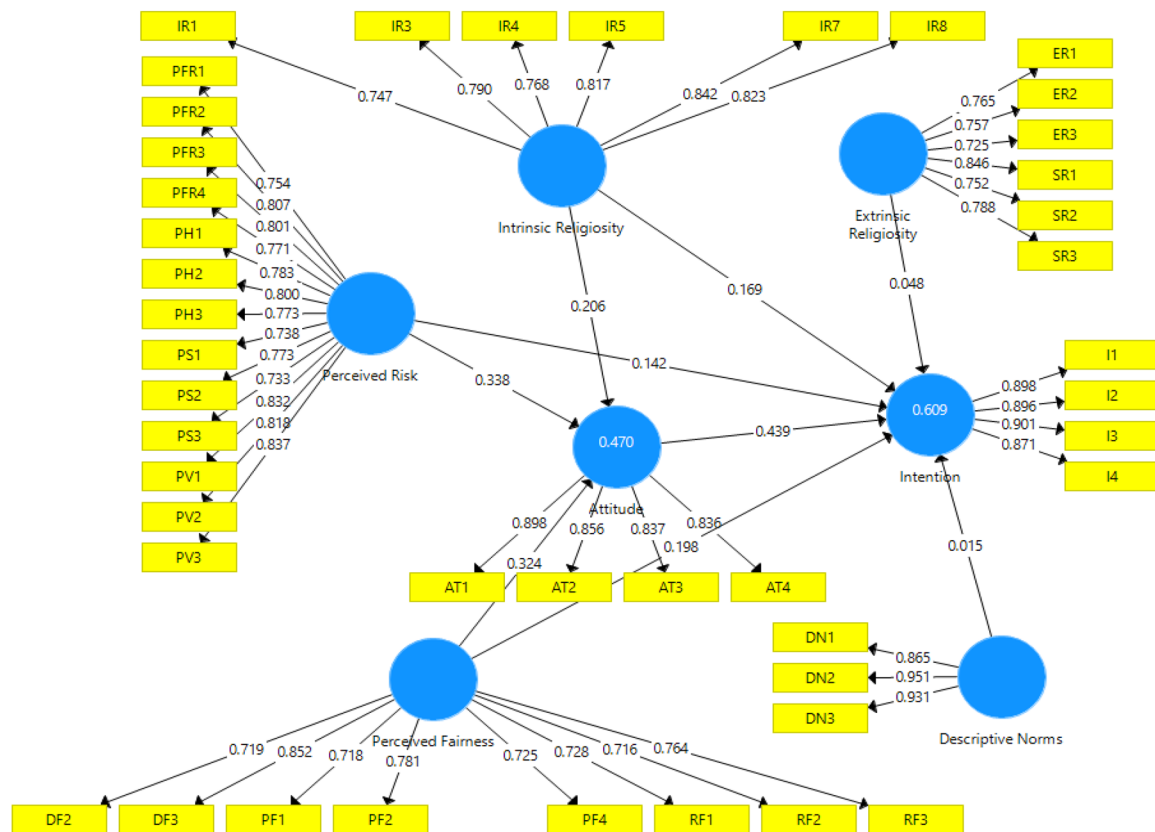


Figure 2. Result of path analysis.

Table 6. Result of path analysis.

Hypothesis		Path coefficient (β)	T statistics (O/ STDEV)	Significance levels	P values	Hypothesis	F ²
H ₁	Perceived risk -> Attitude	0.338	5.798	**	0.000	Accepted	0.16
H ₂	Perceived Risk -> Intention	0.142	2.766	*	0.006	Accepted	0.03
H ₃	Perceived fairness -> Attitude	0.324	5.884	**	0.000	Accepted	0.14
H ₄	Perceived fairness -> Intention	0.198	2.906	*	0.004	Accepted	0.05
H ₅	Intrinsic religiosity -> Attitude	0.206	3.405	*	0.001	Accepted	0.06
H ₆	Intrinsic religiosity -> Intention	0.169	3.928	**	0.000	Accepted	0.04
H ₇	Extrinsic religiosity -> Intention	0.048	1.134	–	0.257	Rejected	0.00
H ₈	Descriptive Norm -> Intention	0.015	0.321	–	0.748	Rejected	0.00
H ₉	Attitude -> Intention	0.439	6.617	**	0.000	Accepted	0.25

Note: significant at ** $p < 0.001$; significant at * $p < 0.01$.

and therefore, no effect on intention. According to the accepted standard, the effect size value of attitude toward intention (0.25) and the perceived risk on attitude (0.16) is considered medium. The effect size of intrinsic religiosity, perceived risk, and perceived fairness toward attitude and intention are weak.

The dependent constructs' coefficient of determination (R^2) values were analyzed to assess the significance of path coefficients (Hair et al., 2014). The model was able to explain 47% of the variance in attitude and 60.9% of the variance in intention. In addition, Stone-Gaiser's Q^2 value was determined through a blindfolding procedure, which showed 0.337 for attitude and 0.476 for intention, respectively. A higher value than zero of Stone-Gaiser's Q^2 value shows that the proposed research model fulfills the predictive relevance requirement.

5. Discussion and implications

This research provides a deeper understanding of movie piracy among Indonesian users. This research incorporated the planned behavior theory, the equity theory, the perceived risk theory, the social norms theory, and the religiosity theory. Then, the motivation behind movie piracy could be investigated. The

research findings may aid authorities and movie studios in launching effective anti-piracy campaigns and advertisements.

5.1. The impact of perceived risk on attitude and intention

As shown in Table 6, this study demonstrates the low perception of risk motivates a favorable attitude toward movie piracy. This finding is consistent with the research of Akbulut and Dönmez (2018), Chiou et al. (2005), and Yoon (2011). This study indicates that when users of pirated films tend to underestimate the hidden dangers, they face when viewing them, their attitudes toward pirated films are becoming increasingly positive. Individuals who feel safe while engaging in movie piracy will continue to have a positive attitude toward it. Thus, altering people's risk perception may affect their attitudes toward movie piracy.

The present study also supports the findings of Jackman and Lorde (2014), Kos Koklic et al. (2014), and Vida et al. (2012). This study suggests that low levels of perceived risk significantly and positively affect individuals' intentions to watch pirated films. When people feel safe while watching pirated movies, they are more inclined to engage in negative behavior.

5.2. The effect of perceived fairness on attitude and intention

This study discovered a significant and positive correlation between perceptions of unfairness and attitudes. The findings also suggest that pirated movie viewers lack a strong sense of justice for the original film. For instance, the respondents acknowledged that the pirated film was valuable. However, they admitted they would not care or feel guilty if others discovered their behavior. In addition, they believed that the price they should have paid for the original film was irrational and that there was no adequate procedure in place to prevent movie piracy. As a result, when a person does not perceive watching pirated films as unfair to the original film, they tend to maintain positive attitudes toward the behavior.

Following previous research, this study also found that low perceived fairness drives piracy intentions (Suki et al., 2011). The intention to watch pirated movies was more significant when the behavior was not perceived as unjust toward the original movie. According to the equity theory, an individual's perception of a situation is based on a comparison of the benefit and the cost (Chen & Chou, 2012). When people believe that the sacrifice required to watch the original movie is an unequal exchange, movie piracy occurs.

5.3. The impact of intrinsic religiosity on attitude and intention

This study confirmed the influence of low intrinsic religiosity on attitude and intention, confirming the findings of Arli et al. (2017) and contradicting Koay et al. (2020). Therefore, lower levels of intrinsic religiosity are associated with greater favorable feelings and piracy intention. This is consistent with the theory of religiosity, which states that higher intrinsic religiosity leads to greater motivation to avoid negative behavior. Considering sin alongside a strong desire to adhere to religious rules is essential. Thus, a social campaign asserting that movie piracy is equivalent to theft/sin is strongly advised.

5.4. The impact of extrinsic religiosity on intention

The impact of extrinsic religiosity on the intention to engage in movie piracy is limitedly examined in the literature. However, as shown in Table 6, this study concludes no statistically significant results regarding the influence of extrinsic religiosity on the intention of movie piracy. Although Koay et al. (2020) argued that individuals who engage in religious activities to satisfy social needs are less likely to engage in piracy, the present study indicates otherwise. This study supports the conclusion of Arli et al. (2017). Thus, religious and social events do not appear to influence the intention to watch pirated movies unless promoting 'movie piracy' is perceived as equivalent to theft and becomes a factor that strengthens individuals' intrinsic religiosity. According to Chai and Tan (2013), extrinsic religiosity actually measures a person's attitude toward religion 'as an instrument' for attaining greater comfort and social

benefits. Moved by the pragmatic motivations of pursuing practical benefits, extrinsic religion is viewed as an irrelevant factor in explaining movie piracy (Arli et al., 2017).

5.5. The impact of descriptive norms on attitude and intent

As presented in Table 6, this study demonstrated that the relationship between descriptive norms and intention of piracy is insignificant. According to Park et al. (2018), descriptive norms do not influence social behavior under two circumstances. First, when pirated product users have distinct ethical standards from common social norms, they are less likely to associate piracy with negative behavior. Second, descriptive norms are also ineffective in deterring negative behavior when the perceived benefit is significantly greater than the perceived cost or risk of the behavior. In addition, as long as descriptive norms are of a positive nature, Jeffrey et al. (2016) suggest that they can promote positive intentions and behaviors. Regarding movie piracy, this is not the case. As mentioned earlier, the effectiveness of descriptive norms requires a strong relationship between the individual and the norm-referent group when practicing the behavior (Liu et al., 2019; Park et al., 2018). This study's findings suggest that our respondents may not have associated themselves with their referent group when deciding whether or not it is acceptable to watch pirated movies.

5.6. The relationship between attitude and intention on piracy

This study discovered that a favorable attitude toward piracy significantly impacted the intention to pirate movies. This is consistent with findings from prior research (Aleassa et al., 2011; Arli et al., 2015; Chan et al., 2013; Petrescu et al., 2018; Suki et al., 2011). This study strongly recommends authorities and the movie industry persuade users to reduce their favorable attitudes toward movie piracy. In turn, this will reduce the intention to watch pirated movies. In the end, it is expected to decrease the actual frequency of watching pirated movies.

5.7. Managerial implication

In order to combat movie piracy, collaboration among stakeholders is necessary. Indonesian authorities have proposed two strategies to combat movie piracy. First, to close illegal movie websites regularly. Second, educate movie consumers that movie piracy is unacceptable (Rosadi, 2021).

The first strategy has proven to be ineffective. The authorities blocked 66 piracy websites in 2019, 148 in 2020, and 224 in 2021 (Rosadi, 2021). Illegal movie websites are still easily accessible online (Gandhawangi, 2021), even on relatively new social media platforms such as TikTok (Nursaniyah, 2021). In 2021, the illegal websites' advertising revenue was still profitable (Prasasti, 2021). These strategies have also been claimed as ineffective in deterring software and music piracy (Akbulut & Dönmez, 2018; Morton & Koufteros, 2008). Therefore, raising awareness about the impact of attitude and intention toward movie piracy is urgent.

5.7.1. Practical contribution to risk perception

According to Akbulut and Dönmez (2018), people have a propensity for irrational risk assessment. Since risk perception is based on what people think and feel (for example, easy access to an illegal movie website), people may underestimate the risk associated with watching pirated movies. Multiple research papers indicate that the participants under investigation exhibited an insufficient awareness of the legal implications associated with their engagement in acts of piracy. A study conducted by

Czetwertyński (2023) found that individuals from Poland exhibited a limited understanding of copyright law, particularly in terms of distinguishing between legal and illegal types of copying. According to Potyrała & Tomczyk (2021), a deficiency in digital literacy was also observed among instructors in Poland. Consequently, internet users fail to recognize the legal consequences associated with piracy due to their limited understanding of legal contributions (Hati et al., 2019; Liao et al.,

2010; Yoon, 2011). Advertising that raises people's awareness of the dangers associated with watching a pirated film may be an effective method for combating movie piracy. As previously mentioned, movie piracy is associated with performance, prosecution, privacy, and physical risks. Currently, the Indonesian government and movie providers only advertise the legal consequence risk of piracy (Mawaddha, 2017). When publishing social advertisements to combat movie piracy, stakeholders should involve performance, privacy, and physical risks along with prosecution risks in committing movie piracy.

5.7.2. Practical contribution in terms of intrinsic religiosity

This study demonstrates that an individual's religiosity significantly determines their attitude and intent toward movie piracy. Arli et al. (2017) and Casidy et al. (2017) suggest that religious leaders' teachings can discourage piracy. As religiosity is a significant aspect of daily life for Indonesians, the government frequently solicits religious leaders' assistance in educating the populace to support its policies (Casidy et al., 2017). Arli et al. (2017) argued that religious leaders could substantially alter people's perceptions of the immorality of digital piracy. As a result, the present study suggests that film distributors' government and public relations representatives should invite religious leaders to educate the public. Religious leaders should point out that movie piracy is a form of theft that must be abandoned.

5.7.3. Practical contribution to perceptions of fairness

Suki et al. (2011) recommend that the government organize a seminar or workshop to address perceptions of digital piracy's fairness. The seminar would inform participants that movie piracy is unethical. A lack of perceived fairness exists when people view the original film as overpriced while viewing a pirated film is not considered unethical. It also demonstrates a lack of appreciation for the movie producer and those who prefer to watch the original film rather than the pirated one, as a local film of high quality can cost a minimum of eight billion rupiahs (equivalent to \$550,000) to produce (Rosadi, 2021). The average profit margin for a film producer is 44% of the value of the tickets sold. On average, four hundred thousand cinema tickets must be sold to cover the initial investment for high-quality Indonesian movies (Rosadi, 2021). Thus, the seminar may emphasize that film production necessitates significant effort and processes.

6. Conclusions and limitations

Movie piracy heavily impacts many developing countries, including Indonesia. The present study offers further development of the theory of planned behavior to establish a deeper understanding of the antecedents of attitude and intention toward movie piracy. This research made several significant findings. First, while several studies have denied the role of perceived risk upon piracy, this research suggests that perceived risk is a significant antecedent for attitude and intention. This finding suggests that authorities launch intensive campaigns to increase risk perception among pirated movie users. Second, this research confirms the role of perceived fairness as an antecedent of attitude and intention toward movie piracy. This research urges a social campaign to increase people's appreciation of original movies. Third, this research also suggests the importance of intrinsic religiosity in deterring negative behavior.

First, although convenience sampling is widely used in research regarding unethical behavior, this practice is limited by generalization issues. This research obtained respondents from an online survey in five cities, Jakarta, Bogor, Depok, Tangerang, and Bekasi. Therefore, this research may not represent piracy users who do not use any social media or who live outside the targeted cities. Thus, researchers should utilize probability sampling whenever the user data is available. Second, this research employed a cross-sectional study. However, people's attitudes and behaviors tend to change over time. A longitudinal study is needed to recognize any behavioral change regarding movie piracy that occurs over time. Lastly, the current study's findings only offer a deeper understanding of the factors that impact attitudes and intentions toward movie piracy and serve as an initial work for further research. Therefore, this research's

framework should be applied and tested with other types of digital piracy, such as software, music, and e-book piracy.

Ethical approval

This paper is part of Ph.D thesis entitled 'Factors Influencing the Movie Piracy Intention of the Indonesian Users'. The ethical clearance was conducted by Ethics Committee for Research Involving Human Subjects (JKEUPM), University of Putra Malaysia with Reference Number: UPM/TNCPI/RMC/JKEUPM/1.4.18.2.

Disclosure statement

No potential conflict of interest was reported by the author(s).

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Data availability statement

The authors confirm that the data supporting the findings of this study are available within the article [and/or] its supplementary materials.

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