

Faktor-faktor yang mencegah tindak pembajakan film pada konsumen muslim: peran moderasi sikap = Factors that deter films piracy in muslim consumers: the role of attitude as moderator

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Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20474331&lokasi=lokal>

Abstrak

Pembajakan film adalah hal yang telah menjadi fenomena global yang berdampak khususnya pada industri perfilman. Secara global, kerugian yang dihasilkan dari pembajakan film tidak sedikit dalam konteks finansial. Kerugian ini juga melanda Indonesia, dimana pembajakan film lazim ditemukan dan dilakukan oleh masyarakatnya.

Penelitian ini bertujuan untuk memahami faktor-faktor pencegah tindak pembajakan film pada konsumen Muslim, mengingat Indonesia adalah negara mayoritas Islam terbesar di dunia, yang terdiri dari Perceived Risk, Perceived Benefits, Attitude Towards Digital Piracy, Facilitating Conditions, Habitual Digital Piracy Behavior, dan Intention to Stop Using Pirated Films. Pengambilan sampel sebanyak 166 orang yang beragama Muslim kemudian dianalisis menggunakan metode Partial Least Squares-Structural Equation Modelling PLS-SEM dengan software SmartPLS.

Hasil penelitian menunjukkan bahwa Perceived Risk, Attitude Towards Digital Piracy, serta Facilitating Conditions dapat menjadi pencegah tindak pembajakan film. Attitude Towards Digital Piracy juga ditemukan memoderasi hubungan antara Facilitating Conditions dan Habitual Digital Piracy Behavior.

.....Movie piracy has become a global phenomenon that affects the overall movie industry. Globally, damaged caused by piracy is not small, financially. Indonesia is also affected by this phenomenon, where piracy is common in the country.

This research is aimed to understand factors that deter films piracy in Muslim consumers, considering Indonesia is the biggest Muslim majority country in the world, that consist of Perceived Risk, Perceived Benefits, Attitude Towards Digital Piracy, Facilitating Conditions, Habitual Digital Piracy Behavior, and Intention to Stop Using Pirated Films. This research uses 166 samples, then analyzed using Partial Least Squares Structural Equation Modelling PLS SEM method with SmartPLS software.

The results of this research shows that Perceived Risk, Attitude Towards Digital Piracy, and Facilitating Conditions can be deterrence against films piracy. On top of that, Attitude Towards Digital Piracy is also found to moderate relationship between Facilitating Conditions and Habitual Digital Piracy Behavior.