

Against Movie Piracy: Faktor-Faktor yang Memengaruhi Perilaku Konsumen Muslim untuk Berlangganan Movie Streaming Services = Against Movie Piracy: Factors Influencing Muslim Consumer Behavior to Subscribe Movie Streaming Services

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Abstrak

Penelitian ini membahas salah satu perilaku terpopuler selama pandemi, yaitu *streaming movie*. Tujuan penelitian ini adalah untuk mengetahui faktor-faktor yang mendorong muslim untuk berlangganan *movie streaming* berbayar sebagai tindakan yang beretika dan sesuai dengan ajaran Islam. Faktor yang memengaruhi intensi meliputi *involvement*, *religious teaching*, *attitude toward movie streaming services*, *subjective norms*, *moral judgement*, dan *facilitating conditions*. Penelitian dilakukan terhadap 253 responden. Metode PLS-SEM digunakan untuk analisis. Hasilnya menunjukkan pengaruh positif signifikan dari *involvement*, *religious teaching*, *attitude toward movie streaming services*, dan *subjective norms*. Analisis lebih lanjut dilakukan dengan melakukan *multigroup analysis* antara intensi kelompok yang sedang berlangganan dan tidak berlangganan.

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This study discusses about one of the most popular behaviors during a pandemic, namely *streaming movies*. The purpose of this study is to analyse the factors that influence Muslims to subscribe on *movie streaming services* as an ethical action and in line with Islamic values. Factors that influence intention include *involvement*, *religious teaching*, *attitude toward movie streaming services*, *subjective norms*, *moral judgment*, and *facilitating conditions*. The study was conducted on 253 respondents. PLS-SEM method was used for analysis. The results show a significant positive influence from *involvement*, *religious teaching*, *attitude toward movie streaming services*, and *subjective norms*. Further analysis was carried out by creating a *multigroup analysis* between the intentions of the groups who were being subscribed and not subscribing.