

Analisis Faktor-Faktor yang Memengaruhi Continuance Intention Pengguna dalam Melakukan Digital Piracy = Analysis of Factors Influencing Users Continuance Intention in Engaging into Digital Piracy

Dewinta Dyah Maharani, author

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Abstrak

Pandemi COVID-19 telah membuat perkembangan digital semakin pesat diluar negeri maupun di Indonesia. Perkembangan digital ini tentunya berpengaruh juga terhadap Digital piracy yang menjadi perhatian utama pada penelitian ini. Penelitian ini bertujuan untuk menyelidiki faktor-faktor yang mempengaruhi Continuance Intention pengguna dalam melakukan pembajakan digital. Teori Religiosity, Ethics, Unified Theory of Acceptance and Use of The Technology, dan Expectation Confirmation Model akan diangkat sebagai kerangka teoritis untuk kami menggali lebih dalam mengenai perilaku pengguna dalam pembajakan terhadap konten digital. Metode penelitian yang kami lakukan melibatkan pengumpulan data kuantitatif sebanyak 479 responden melalui kuesioner online dan data kualitatif melalui wawancara dengan 30 partisipan. Data kuantitatif kami analisis menggunakan metode CB-SEM dengan bantuan perangkat lunak AMOS 24, sementara data kualitatif kami analisis melalui pendekatan content analysis. Hasil penelitian kami menunjukkan bahwa effort expectancy, performance expectancy, dan perceived benefits memengaruhi confirmation dari ekspektasi pelaku pembajakan digital. Ditemukan juga bahwa confirmation memengaruhi satisfaction, dan satisfaction memengaruhi continuance intention pengguna untuk terus melakukan digital piracy. Dari hasil penelitian ini, ditemukan bahwa ternyata intrinsic religiosity, extrinsic religiosity, social influence, dan moral obligation tidak terbukti memengaruhi confirmation. Hasil penelitian ini kami harap dapat memberikan wawasan yang lebih luas bagi pihak terkait, termasuk pembuat kebijakan, penyedia platform, dan developer konten digital dalam merancang strategi penanganan dan pencegahan praktek pembajakan konten digital ini.

.....The COVID-19 pandemic has accelerated digital development both internationally and in Indonesia. This digital development also influences digital piracy, which is the main focus of this research. The aim of this study is to investigate the factors affecting users continuance intention in engaging into digital piracy. The religiosity theory, ethics theory, Unified Theory of Acceptance and Use of Technology (UTAUT), and Expectation Confirmation Model (ECM) will be used as the theoretical framework to dig down deeper into user behavior regarding the piracy of digital content. Our research method involves collecting quantitative data from 479 respondents through an online questionnaire and qualitative data through interviews with 30 participants. We analyze our quantitative data using the CB-SEM method with the assistance of AMOS 24 software, while the qualitative data is analyzed through a content analysis approach. Our research results indicate that effort expectancy, performance expectancy, and perceived benefits influence the confirmation of digital piracy actors' expectations. It is also found that confirmation affects satisfaction, and satisfaction influences users continuance intention to persist in digital piracy. Also from the results of this study, it was found that intrinsic religiosity, extrinsic religiosity, social influence, and moral obligation were not proven to affects confirmation. We hope that the findings of this research will provide more insights for relevant stakeholders, including the policy makers, platform providers, and digital content developers in designing strategies to address and prevent the practices of digital content piracy.