

THE INFLUENCE OF PERCEIVED ECONOMIC BENEFITS, SUBJECTIVE NORMS, AND MORAL OBLIGATION TOWARDS INTENTION TO PIRATE SVOD PRODUCTS IN INDONESIA

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ABSTRACT

The rapid expansion of Subscription Video-on-Demand (SVoD) platforms alters entertainment consumption patterns throughout Indonesia. Digital piracy remains deeply widespread despite the extensive availability of official streaming channels. This quantitative explanatory study inspects how perceived economic benefits, subjective norms, and moral obligations dictate individual intentions regarding SVoD product piracy. An online questionnaire gathered data from 246 qualified respondents before evaluation via Partial Least Squares Structural Equation Modeling (PLS-SEM). Empirical results demonstrate that perceived economic advantages exert no significant influence on piracy intentions ($p = 0.480$; $\beta = -0.003$). Subjective norms directly stimulate unauthorized downloading inclinations with a positive significant impact ($p = 0.012$; $\beta = 0.142$). Moral obligation generates an unexpected positive significant path coefficient opposing the original hypothesis ($p = 0.000$; $\beta = 0.638$). Piracy tendencies depend heavily upon peer dynamics and localized ethical rationalizations rather than direct cost considerations.

Keywords: Digital Piracy, Subscription Video-on-Demand (SVoD), Theory of Planned Behavior.

ABSTRAK

Pertumbuhan cepat platform *Subscription Video-on-Demand* (SVoD) mengubah lanskap konsumsi hiburan di Indonesia. Pembajakan digital tetap meluas meskipun layanan pengaliran legal semakin mudah diakses masyarakat. Penelitian kuantitatif eksplanatori ini menganalisis pengaruh keuntungan ekonomi persepsian, norma subjektif, dan kewajiban moral terhadap intensi membajakan produk SVoD. Pengumpulan data menggunakan kuesioner daring terhadap 246 responden terfilter. Teknik analisis data menerapkan *Partial Least Squares Structural Equation Modeling* (PLS-SEM). Hasil pengujian membuktikan keuntungan ekonomi persepsian tidak berpengaruh signifikan terhadap niat membajak ($p = 0,480$; $\beta = -0,003$). Norma subjektif terbukti berpengaruh positif dan signifikan ($p = 0,012$; $\beta = 0,142$). Kewajiban moral menunjukkan pengaruh positif signifikan yang kontradiktif dengan hipotesis awal ($p = 0,000$; $\beta = 0,638$). Intensi membajak di Indonesia didominasi oleh faktor sosial kelompok dan pertimbangan moral internal daripada keuntungan finansial.

Kata Kunci: Pembajakan Digital, *Subscription Video-on-Demand* (SVoD), Teori Perilaku Terencana.

Introduction

Digital piracy remains a critical problem within the Indonesian Subscription Video-on-Demand (SVOD) ecosystem, creating a striking paradox where high consumer awareness does not automatically stop illegal consumption. A national survey by the Asosiasi Video Streaming Indonesia (AVISI) reveals that 81% of respondents understand the negative risks of digital piracy, yet only 30% express any willingness to switch to legal platforms. This widespread piracy behavior causes severe economic losses of around Rp25–30 trillion annually for the domestic creative industry, driven by illegal distribution channels on websites and alternative social media platforms like Telegram and TikTok (CXO Media, 2025; Safira & Lubis, 2022). To address this complex issue, researchers utilize the Theory of Planned Behavior (TPB), which explains how individual intentions develop from personal evaluations, social pressures, and internal ethical considerations (Ajzen, 1991).

While previous studies heavily apply the TPB framework to general digital goods like music or software, a significant research gap exists regarding subscription-based streaming environments in Indonesia. Past empirical literature shows contradictory results; for instance, some researchers found that subjective norms do not significantly affect piracy intentions

(Setiawan & Tjiptono, 2013), while others discovered that social pressure significantly drives users to access illegal platforms (Lazuardi & Hartono, 2023). This creates a clear research gap because SVOD services operate differently by requiring continuous subscription fees, which alters how consumers calculate financial trade-offs and evaluate social approval (Cesareo & Pastore, 2026; D. Jeong, 2025). Therefore, previous generalized findings cannot accurately explain the unique economic, social, and moral dynamics that drive consumers within Indonesia's current SVOD landscape.

The primary research objective is to explain the influence of perceived economic benefits, subjective norms, and moral obligations on consumers' intention to pirate SVOD products in Indonesia. Theoretically, this study expands consumer behavior literature by applying the TPB framework directly to the evolving SVOD market. Practically and socially, the findings help legal streaming providers optimize their pricing strategies and anti-piracy campaigns.

Theoretical Review

Over-the-Top (OTT) & Subscription Video on Demand (SVOD)

According to Yadav (2024), Over-the-Top (OTT) is a digital content distribution system that delivers audio and

video services directly to users through internet infrastructure. This modern system bypasses traditional broadcasting mechanisms such as cable or satellite television completely. Meanwhile, Wayne (2018) defines Subscription Video on Demand (SVOD) as a specific monetization model where users pay recurring subscription fees to gain unlimited access to a content library within a certain period. This business structure transfers viewing control from scheduled networks directly to the consumers.

Digital Piracy

Belle and Peitz (2014) state that digital piracy represents the unauthorized access, reproduction, and distribution of copyrighted digital content without permission from the legal rights holders. In the contemporary SVOD ecosystem, online piracy operates through highly accessible digital channels that significantly lower consumption barriers. Consumers frequently practice this unauthorized access by utilizing illegal streaming websites, centralized Telegram channels, or segmented movie clips on TikTok. Consequently, digital piracy continuously evolves alongside changing patterns of digital media distribution.

Perceived Economic Benefits

According to Cesareo and Pastore (2026), perceived economic benefits refer to the financial advantages that individuals

receive when they access premium digital content without paying for legal services. Consumers often evaluate streaming platforms through a cost-benefit perspective, especially when forced to purchase multiple subscriptions to access different shows. This financial evaluation drives individuals to view illegal options as smart cost-saving alternatives that alleviate subscription expenses. Therefore, higher financial gain eventually increases consumer tolerance toward digital copyright infringement.

Subjective Norms

Ajzen (1991) defines subjective norms as an individual's perception of social pressure or social expectations from important people around them regarding whether a specific behavior should be performed. This psychological construct heavily relies on normative beliefs about what family, friends, or online peers expect. When a close social circle or an online community commonly tolerates or practices digital misconduct, individuals quickly view the action as appropriate. Thus, intense social approval and active media sharing effectively normalize piracy behavior within digital environments.

Moral Obligation

According to Lazuardi and Hartono (2023), moral obligation represents an individual's internal sense of personal responsibility regarding whether a specific

action is ethically right or wrong. Individuals who maintain strong ethical principles feel a personal duty to respect intellectual property and support creators through legal means. Conversely, when consumers lack a clear moral connection to the issue, they easily neutralize guilt and justify their illegal streaming habits. This internal mechanism directly shapes how users evaluate and regulate their behavior when facing external social pressures.

Methodology

Research Method

To test the proposed hypotheses, this study utilizes the Partial Least Square (PLS) technique operated through SmartPLS software. The study applies a quantitative approach to objectively measure causal relationships between the examined variables. These hypotheses serve as temporary theoretical answers to the research problem, which undergo empirical testing using data collected from the field.

Data Types

This study employs two types of data: qualitative data and quantitative data. Qualitative data refers to non-numerical information, which includes descriptions of consumer habits and streaming platform mechanisms. Quantitative data consists of numerical information, specifically the

quantified responses obtained from the closed-ended questionnaire items.

Data Sources

The research incorporates both primary data and secondary data sources. Primary data represents original information obtained directly from target respondents through an online self-administered questionnaire. Secondary data involves existing information gathered indirectly from external reports, literature, and academic publications.

Measurement Scale

This study uses a 7-point Likert rating scale ranging from 1 (strongly disagree) to 7 (strongly agree) to quantify consumer evaluations. According to Arli (2016), these structured metrics effectively capture and quantify consumer behavioral intentions and socio-psychological traits. A total of 246 respondents across Indonesia who are at least 18 years old with SVOD experience completed the questionnaire.

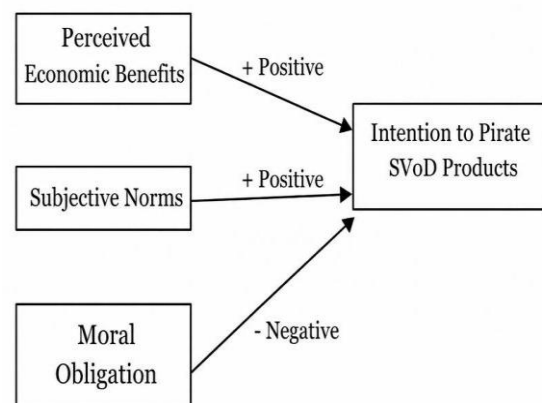


Figure 1. Research Hypothesis

The following hypotheses are proposed and tested in this study:

- 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

Result and Discussion

This chapter presents the results of the measurement model (outer model) and structural model (inner model) evaluations using the PLS-SEM method through SmartPLS to examine the factors influencing the intention to pirate Subscription Video on Demand (SVOD) products in Indonesia. The analysis was conducted in two stages: evaluating the outer model to ensure the reliability and validity of the research instruments, and assessing the inner model to test the significance and direction of the proposed hypotheses. During the initial measurement model assessment, individual item reliability was examined based on outer loading values with a recommended threshold of ≥ 0.708 . The results indicated that indicator MO2 from the Moral Obligation construct had a low loading value of 0.386 and was therefore removed

to improve the overall quality of the model.

Table 1. Comparison of Reliability Values Before and After Eliminating MO2

Item	Loading	α Before	α After	CR Before	CR After	AVE Before	AVE After	Decision
MO2	0.386	0.856	0.868	0.876	0.879	0.552	0.634	Eliminated

Source: Data processing, 2026.

Following the removal of MO2, a phase 2 outer model assessment was executed. The remaining indicators (EB1–EB6, IP1–IP3, MO1–MO6, SN1–SN4) demonstrated acceptable individual reliability, where items EB4 (0.615) and EB6 (0.702) were retained because their inclusion did not compromise the construct's validity.

Table 2. Internal Consistency Reliability Test

Construct	Cronbach's Alpha	Composite Reliability (ρ_a)	Composite Reliability (ρ_c)
EB	0.853	0.897	0.886
IP	0.939	0.939	0.961
MO	0.868	1.028	0.897
SN	0.826	0.859	0.883

Source: Data processing, 2026.

Discriminant validity was verified using the Heterotrait–Monotrait Ratio (HTMT), where all values remained strictly below the 0.85 threshold, proving that each construct is empirically distinct and does not overlap with other variables.

Table 3. Discriminant Validity Test

Construct	EB	IP	MO	SN
EB	—			

IP	0.298	–		
MO	0.122	0.203	–	
SN	0.548	0.714	0.110	–

Source: Data processing, 2026.

High collinearity among the predictor variables was ruled out, as all Variance Inflation Factor (VIF) values remained safely below the critical threshold of 3 (EB → IP: 1.315; SN → IP: 1.021; MO → IP: 1.334). The significance and direction of the relationships were determined using T-statistics (threshold > 1.96) and P-values (threshold < 0.05) obtained through the bootstrapping procedure.

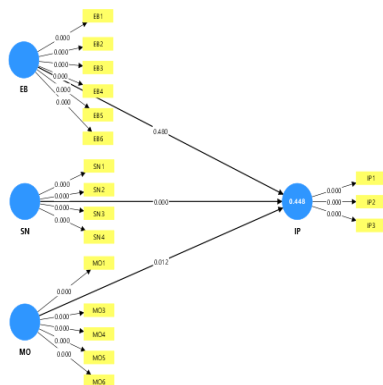


Figure 2. Diagram 4.3 Hypothesis Result

The structural analysis yields critical insights into the shifting dynamics of digital piracy among streaming consumers in Indonesia, specifically regarding the rejection of Hypothesis 1 (H1), which demonstrates that perceived economic benefits do not directly influence the intention to pirate SVOD products ($P = 0.480$). This finding marks a structural transformation in the Indonesian digital

landscape, where the proliferation of highly competitive legal platform fees and affordable, formalized account-sharing services (such as Seakun.id or open marketplace shared slots) have drastically compressed the effective price gap between legal access and digital piracy (Netflix, 2026; Disney+, 2026; Vidio, 2026; Putri & Sarif, 2024). When legal alternatives fall below an individual's perceived financial burden threshold, pure economic savings lose their motivating force, shifting the consumer focus away from cost considerations toward platform utility, convenience, and safety (Cesareo & Pastore, 2026; Populix, 2023).

Conversely, social and normative dimensions exert a compelling impact on behavioral intent, as shown by the acceptance and rejection of the remaining hypotheses. Hypothesis 2 (H2) is accepted, proving that subjective norms positively and significantly drive the intention to pirate SVOD content ($P = 0.012$), which highlights the power of online digital communities and social media networks (such as TikTok, X, and Instagram) in cultivating environments where digital piracy is openly normalized, discussed, and tolerated (Lazuardi & Hartono, 2023; Sunardi & Hartono, 2024). Interestingly, Hypothesis 3 (H3) is rejected because the relationship between moral obligation and piracy intention operates in

a positive direction ($O = 0.638, P = 0.000$), contradicting traditional theoretical expectations (Arlı, 2016; Campos, 2016). This phenomenon reveals that while Indonesian consumers explicitly recognize piracy as ethically incorrect, this moral awareness does not act as a behavioral deterrent; instead, deep-seated cultural normalization and neutralization techniques enable users to rationalize their behaviors, allowing ethical awareness to paradoxically coexist with a high intent to access pirated media (Belchior-rocha et al., 2024).

Conclusion and Recommendation

The empirical results reject the first hypothesis because perceived economic benefits do not significantly drive Indonesian SVoD piracy intentions ($\beta = -0.003, p = 0.480$). The data supports the second hypothesis, proving that subjective norms positively and directly boost piracy intentions ($\beta = 0.142, p = 0.012$). The third hypothesis concerning moral obligation faces rejection due to an inverted relationship direction, despite maintaining an intensely significant positive path coefficient ($\beta = 0.638, p = 0.000$). These insights demonstrate that affordable legal streams detach piracy from financial triggers, transferring the behavioral catalyst toward peer social dynamics and internalized ethical rationalizations.

Future investigators should expand the modified Theory of Planned Behavior by integrating attitude as an explicit mediator or analyzing alternative factors like digital literacy, platform accessibility, and hedonic values. SVoD operators and Indonesian policymakers must abandon outdated price-cutting strategies to focus on shifting social compliance through community-based marketing and digital ethics campaigns that establish legal streaming as the standard. Anti-piracy initiatives need to evolve beyond basic moral appeals, focusing directly on dismantling the mental rationalization frameworks and peer-driven neutralization mechanisms that normalize copyright infringement across local digital networks. These coordinated academic and practical shifts will help reshape consumer behavior by addressing the actual socio-psychological drivers of illegal streaming rather than relying on financial adjustments.

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