



**FACTORS INFLUENCING GEN Z IN JABODETABEK FOR
CONTINUANCE INTENTION AND ATTITUDES TOWARDS
PIRACY IN THE USING OF STREAMING WEBSITES**

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CHAPTER 1

INTRODUCTION

This chapter explains the background of this study, problem identification, research questions, research purpose, and the outline of this study.

Industry Analysis

The creative industry in general is all processes of creation, creativity, ideas, and ideas from a person or group which can then produce works or products afterward. Meanwhile, the Ministry of Trade of the Republic of Indonesia (2009) explained that the creative industry is a field that originates from the utilization of creativity, skills, and talents possessed by individuals in creating employment opportunities. A study by Simatupang (2007), a creative business depends on skills, abilities, and creativity to increase welfare. Meanwhile, Howkins (2001) defines the creative industry as an industry that has a competitive edge in generating numerous types of goods or services. There are a minimum of 14 segments in Indonesia that are designated as creative industries. These industries are considered economic drivers in

TABLE OF CONTENT

SKRIPSI ADVISOR RECOMMENDATION LETTER.....	ii
PANEL OF EXAMINER'S APPROVAL SHEET	iii
PLAGIARISM REPORT	iv
STATEMENT OF ORIGINALITY	v
ADVISOR'S APPROVAL FOR PUBLICATION.....	viii
CONSENT FOR INTELLECTUAL PROPERTY RIGHT	ix
ACKNOWLEDGEMENT.....	xi
ABSTRACT.....	xii
TABLE OF CONTENT.....	xiii
LIST OF TABLE	xvi
LIST OF FIGURES	xvii
LIST OF APPENDIX	xviii
CHAPTER 1	1
INTRODUCTION.....	1
1.1 Industry Analysis.....	1
1.2 Problem Statement	4
1.3 Research Questions and AIM.....	5
CHAPTER 2	7
LITERATURE REVIEW	7
2.1 Continuous Intention.....	7
2.2 Attitude Towards Piracy	8
2.3 Easy To Use	9
2.4 Morality	10
2.5 Satisfaction.....	11
2.6 Content Quality	12
2.7 System Quality.....	13
2.8 Security	14
2.9 THE RELATIONSHIP AMONG VARIABLES.....	15

2.9.1 The Relationship between Content Quality and Satisfaction	15
2.9.2 The Relationship between System Quality and Satisfaction	15
2.9.3 The Relationship between Security and Satisfaction	16
2.9.4 The Relationship between Easiness to Use and Attitude Towards Piracy	16
2.9.5 The Relationship between Morality and Attitude Towards Piracy	17
2.9.6 The Relationship between Satisfaction and Attitude Towards Piracy	17
2.9.7 The Relationship between Satisfaction and Continuance Intention	18
2.9.8 The Relationship between Attitude Towards Piracy and Continuance Intention.....	18
2.10 THEORETICAL FRAMEWORK.....	19
2.11 RESEARCH GAP.....	20
CHAPTER 3.....	21
RESEARCH METHOD	21
3.1 Research Approach	21
3.2 Sampling Design.....	21
3.3 Instrument Development	22
3.4 Data Collection Method.....	23
3.5 Data Analysis Design.....	23
3.5.1 Respondent's Profile	23
3.5.2 Descriptive Analysis.....	23
3.5.3 Inferential Analysis	24
CHAPTER 4.....	28
ANALYSIS AND DISCUSSION	28
4.1 Respondent Profile.....	28
4.1.1 Gender.....	28
4.1.2 Domicile in JABODETABEK.....	28
4.1.3 Year of birth	28
4.1.4 How long to use a Streaming website.....	29
4.1.5 Monthly allowances	29
4.2 Descriptive Analysis	29
4.2.1 Content Quality.....	30
4.2.2 System Quality	30

4.2.3 Security	30
4.2.4 Satisfaction.....	31
4.2.5 Easiness to use	31
4.2.6 Morality	32
4.2.7 Attitude Towards Piracy	32
4.2.8 Continuous Intention.....	32
4.3 Inferential Analysis.....	33
4.3.1 Normality Test.....	33
4.3.3 Goodness of Fit (GoF).....	33
4.3.4 Validity and Reliability	34
4.3.5 Hypothesis Testing	35
4.3.6 R ² (R-Square).....	36
4.4 Discussion	36
CHAPTER 5	40
CONCLUSION AND RECOMMENDATION	40
5.1 Conclusion	40
5.2 Implication	40
5.2.1 Theoretical Implication	40
5.2.2 Managerial Implication	41
5.3 Limitations and Future Studies.....	43
REFERENCES.....	44
TABLES.....	54
FIGURES.....	70
APPENDIX.....	76

LIST OF TABLE

Table 2.1 Research GAP	54
Table 3.1 Instrument development.....	54
Table 4.1 Respondents' Profile	60
Table 4.2 Content Quality Descriptive Analysis.....	61
Table 4.3 System Quality Descriptive Analysis	61
Table 4.4 Security Descriptive Analysis.....	62
Table 4.5 Satisfacation Descriptive Analysis.....	62
Table 4.6 Easiness To Use Descriptive Analysis.....	63
Table 4.7 Morality Descriptive Analysis	63
Table 4.8 Attitude Towards Piracy Descriptive Analysis	64
Table 4.9 Continuous Intention Descriptive Analysis	64
Table 4.10 Normality Test	65
Table 4.11 Common Method Bias	67
Table 4.12 SRMR	67
Table 4.13 Discriminant Validity according to Heterotrait-Monotrait Ratio (HTMT).....	67
Table 4.14 Composite Reliability	68
Table 4.15 Results of the Direct Effect Test.....	68
Table 4.16 Value of R Square.....	69

LIST OF FIGURES

Figure 1.1 development of creative industries in Indonesia.....	70
Figure 1.2 The revival of the Indonesian film industry in the pandemic era	70
Figure 1.3 Results of the Most Used VOD Applications in Indonesia 2021	71
Figure 1.4 The Most Used VOD Applications in Indonesia 2022.....	71
Figure 1.5 Results of the Most Used VOD Applications in Indonesia	72
Figure 1.6 Results of Video on Demand users in Indonesia are increasing 2022.....	72
Figure 1.7 Results of The Majority of Indonesian People Open Video Streaming Services Every Day	73
Figure 1.8 Results of Indonesia Piracy Report 2020.....	73
Figure 1.9 Results of online internet consumers in Indonesia in 2020	74
Figure 1.10 High Traffic, Free Online Movie-Watching Sites Emerged During the 2020 Covid-19 Pandemic.....	74
Figure 2.1 Theoretical Framework.....	75

LIST OF APPENDIX

Appendix 1. Questionnaire	76
Appendix 2. Data Form Respondents	81