Antecedent Of Purchase Intention For Pirated Software On Personal Computer Among University Students In Samarinda City

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*Abstract*_**This study aims to Analyze the antecedents of interest behaviour in buying pirated software on PCs among University students in Samarinda City. This study uses a quantitative approach using path analysis that is processed with IBM SPSS Statistics 23 software and Structural Equation Modelling (SEM) with IBM AMOS 23. software This study uses a sample of 180 people taken from a number of pirated software users who are active university students. in Samarinda City. The measurement scale uses a Likert scale with a score of 1-5. The questionnaire used was distributed as many as 30 at Samarinda University 17 August 1945, 118 at Mulawarman University, 11 at Muhammadiyah University Tepian University, 20 at Widiya Gama Mahakam University, and 1 at Nahdlatul Ulama University in East Kalimantan.**
Based on the structural model it can be proven that Subjective Norms, Perceived Risk, and Self Efficacy have a significant effect on Attitude toward Purchasing; Integrity and Value Consciousness have no significant effect on Attitude toward Purchasing; Perceived Risk, Integrity and Attitude toward Purchasing have a significant effect on Purchase Intention; Subjective Norms, Value Consciousness and Self Efficacy have no significant effect on Purchase Intention.

Key Word : Subjective Norm, Perceived Risk, Integrity, Value Consciousness, Self Efficacy, Attitude toward Purchasing, Purchase Intention, pirate software, University at Samarinda City.

I.   INTRODUCTION

Rapid technological development has provided high benefits for the community in helping their daily work both individually and in business. Likewise, especially in the use of computer technology both hardware and software has become a daily activity for students in helping their college assignments. However, there are problems in the use of the software, because from the results of temporary observations it was found that the software used in the midst of many people who do not have a license (pirated software) or doubt its authenticity. This is certainly a violation, namely a violation of Law No. 28/2014 concerning copyright where this Act is published as a form of protection for software makers for piracy which is very detrimental to them. As well as known violations of this law, the perpetrators can be fined 500 million to 1 trillion IRD. Besides that, the use of pirated software can make the hardware used is infected with destructive malware. However, violations of this Law continue to increase, meaning that the public continues to use pirated software, even the number continues to increase. According to Business Software Alliances (BSA) in 2002 nearly 90% of software used in Indonesia was illegal software, up from 88% in 2001 [9].

This is of course interesting to examine, what causes interest in buying pirated software in the community especially among university students in Samarinda City. Software piracy problems have been studied by many researchers with different approaches. The first approach is aimed to looking the differences in demographic characteristics of hijackers [11], [17], [16], & [20], while the second approach looks for factors that determine or explain why people hijack [13], [15], [20]. According to [20] decision-making processes related to software piracy are influenced by five factors: (1)

stimulus to act, (2) socio-cultural factors (3) legal factors, (4) personal factors (personal factors), and (5) situation factors). Whereas [13] stated that the intention to hijack software relates significantly to attitudes toward piracy, and subjective norms against piracy.

II.   LITERATURE REVIEW

The variables studied consisted of 5 (five) exogenous variables namely subjective norms, perceived risk, integrity, value consciousness and self efficacy, and 2 (two) endogenous variables namely attitude and purchase intention. The causality relationship of exogenous and endogenous variables refers to the opinions of previous researchers. According to [5] subjective norms, have a significant effect on attitude, while the purchase intention is also significant [3] & [19]. But this is not the case according to [2] which states that the relationship of these variables is not significant. Thus a hypothesis can be raised, namely:

H1. Subjective norms have a significant effect on attitude and purchase intention
[5] also states that integrity has a significant effect on attitude together with other researchers, namely [24], [1], & [7]. But that is not the case according to [8] which states that integrity has no significant effect on attitude. While the purchase intention according to [18] the effect is not significant. Thus a temporary conclusion can be drawn namely:

H2. Integrity has a significant effect on attitude and purchase intention
[1] research states that perceived risk has a significant effect on attitude, as well as the same thing stated by [5], [14], [7], [8],& [22]. Similarly, intention to purchase is significant according to [24] & [10]. But that is not the case according to [23] which states that its influence is not significant. Therefore, a temporary conclusion can be drawn, namely:

H3. Perceived risk has a significant effect on attitude and purchase intention
Value consciousness has a significant effect on attitude. This is the result of research by [24] & [12]. Furthermore [12] also stated that this variable has a significant effect on purchase intention. Thus it can be concluded that:

H4. Value consciousness has a significant effect on attitude and purchase intention
The other variable which is the factor causality attitude is self efficacy. According to [26] the effect is significant, but not according to [27] the effect of self efficacy is not significant on attitude. However, the purchase intention of self efficacy has a significant effect, which is shown by the results of [4]. It can be concluded that:

H5. Self efficacy has a significant effect on attitude and purchase intention.
The last causal relationship in this study refers to the opinion of [2], [18], [14], [4], & [10] all of whom stated attitude had a significant influence on purchase intention. However, this was not the case found by [25] who stated that their influence was not significant. Interim conclusions can be drawn that:

H6. Attitude has a significant effect on purchase intention

III. RESEARCH METHOD

In order to solve the research problem, the mind set model is built, which begins with the determination of the theoretical and empirical framework. The theoretical framework is taken from reference books such as the theory of consumer behaviour and marketing management. While the empirical framework is taken from previous research relating to the variables studied, namely [26], [25], [24], [3], [10] & [27] and from other studies. Furthermore, from the two studies the hypothesis is derived (a temporary answer to the research problem), then a statistical test is performed and the result is research.

Population and sample, the study population were all university students in Samarinda city, namely 1) Mulawarman University, 2) University 17 August, 3) Widyagama Mahakam University, 4) Nahdatul Ulama University, and 5) Muhammadiah University Kalimantan Timur, with the total of 40,697 student colleges. Whereas the sample that is stabilized is in accordance with the analysis method analysis that is SEM is 180 students who are taken proportionally. Data retrieval method, is to use a questionnaire with a Likert scale of 1, 5, which is given in cross section or accidental sampling, which is given to students found during the enumeration, even though the proportionality is maintained especially by gender. The questionnaire was first tested with a pilot test of 40 respondents to ensure the truth.

Analysis tools, used are structural equation modelling (SEM). The tests carried out included 1) validity and reliability test, 2) model fit test, and 3) hypothesis testing. These tests are assisted by statistical software namely SPSS and AMOS.

IV. RESULT AND DISCUSSION

From the results of testing the validity and reliability of research instruments using Pearson correlation method and Cronbach alpha, the test results can be explained as follows:

Table 1.1
Validity dan Reliability Instrumen Research Test

Variabels	Items	Code	Coeffisient Core lation	Remark. *)	Reliability *)
X_1 Subjective Norms	Approve a decision	$X_1.1$	0,619	Valid	0.765 (Reliabel)
	Should Buy	$X_1.2$	0,839	Valid	
	Friends Encouragement	$X_1.3$	0,781	Valid	
	Will mind	$X_1.4$	0,732	Valid	
X_2 Perceived Risk	Would be risky	$X_2.1$	0,706	Valid	0.612 (Reliabel)
	High risk	$X_2.2$	0,728	Valid	
	Loss risk	$X_2.3$	0,670	Valid	
	Endangers	$X_2.4$	0,613	Valid	
X_3 Integrity	Value of honesty	$X_3.1$	0,707	Valid	0,628 (Reliabel)
	Value of politeness	$X_3.2$	0,723	Valid	
	Value of responsibility	$X_3.3$	0,654	Valid	
	Value of self control	$X_3.4$	0,671	Valid	
X_4 Value Consciousness	Low price	$X_4.1$	0,700	Valid	0.617 (Reliabel)
	Best value for money	$X_4.2$	0,705	Valid	
	Worth	$X_4.3$	0,641	Valid	
	Searching	$X_4.4$	0,68	Valid	
	for the best seller		0		
X_5 Self Efficacy	Think have ability to use	$X_5.1$	0,618	Valid	0.643 (Reliabel)
	Independent	$X_5.2$	0,706	Valid	
	Feel more understood than other	$X_5.3$	0,796	Valid	
	Think can handle the issue	$X_5.4$	0,669	Valid	
Y_1 Attitude Toward Purcashing	Better Choice	$Y_1.1$	0,571	Valid	0.604 (Reliabel)
	Considering Price	$Y_1.2$	0,557	Valid	
	Give Benefit	$Y_1.3$	0,572	Valid	
	Nothing wrong with purchasing	$Y_1.4$	0,567	Valid	
	Similiar Function	$Y_1.5$	0,586	Valid	
	Have the same reliability	$Y_1.6$	0,621	Valid	
Y_2 Purchase Intention	Would recomended	$Y_2.1$	0,802	Valid	0.866 (Reliabel)
	Will consider to buy	$Y_2.2$	0,863	Valid	
	Will buy	$Y_2.3$	0,861	Valid	
	Easy to find	$Y_2.4$	0,852	Valid	

Note : *) Comparing with Coefficien According to Sugiyono (2012)

While the test results for the suitability of the model and research hypothesis can be explained as follows:

Table 1.2
Fit Test Model

Goodness of Fit Index	Cut of Value	Model Result	Description*)
Chi-square	441,282	432,627	Fit
Significancy Probability	$\geq 0,05$	0,088	Fit
RMR	$\leq 0,10$	0,081	Fit
RMSEA	$\leq 0,08$	0,023	Fit
CMIN/ DF	$\leq 2,00$	1,096	Fit
TLI	$\geq 0,95$	0,960	Fit
CFI	$\geq 0,95$	0,964	Fit

Note: *) Comparing with Coeffisien According to Hair *et al.* (2006)

Table 1.3
Research Hypothesis Test

Variable	Path Coefficient Standardized	C.R (Critical Ratio)	Probability *)	Description
X1 → Y1	-0,396	-2,812	0,005	sig
X2 → Y1	-0,358	-2,621	0,009	sig
X3 → Y1	0,055	0,508	0,611	Not sig

X4 → Y1	-0,198	-1,635	0,102	Not sig
X5 → Y1	0,303	2,415	0,016	sig
Y1 → Y2	0,455	2,551	0,011	sig
X1 → Y2	-0,093	-0,940	0,347	Not sig
X2 → Y2	-0,333	-2,875	0,004	sig
X3 → Y2	0,196	2,103	0,035	sig
X4 → Y2	0,106	1,096	0,273	Not sig
X5 → Y2	-0,074	-0,790	0,430	Not sig

Note: Comparing with alpha value 0,05

Can be seen from the probability coefficients in table 1.3 obtained a significant relationship when the probability coefficient is smaller than 5%. So that it can be explained that:

A. X2 (perceived risk) and X3 (integrity) directly have a significant effect on Y2 (purchase intention) with a coefficient of 0.004 <0.05 and 0.035 <0.05. This means that the higher X2 will decrease Y2 (because the beta coefficient is unstandardized -0.33). This is related to consumer perceptions of the risk of using pirated software among university students in Samarinda City. It can be explained that the greater the risk that will be received will reduce their interest in using pirated software. But in X3 it will increase Y2 (because the beta coefficient is unstandardized 2,103). They assume that pirated software is the same function as the original software so that their perception that pirated software can also be trusted, thus increasing their interest in using the software. This finding confirms the theory of [18].

B. X1 (subjective norm), X2 (perceived risk), and X5 (self efficacy) have a significant effect on Y1 (attitude toward purchasing) with a coefficient of 0.005 <0.05 and 0.009 <0.05 and 0.016 <0.05 and a significant effect on Y2 (purchase intention) with a coefficient of 0.011 <0.05. Directly the variables X1 and X5 have no significant effect on Y2, but with the use of moderating variables Y1, these two variables have significant influence.

C. X2 (perceived risk) both directly and indirectly have a significant effect on Y2 (purchase intention), but the direct effect is greater.

D. X4 (value consciousness) both directly affect not significantly to Y2 (purchase intention) (0.273> 0.05) as well as indirectly (0.102> 0.05 and 0.273> 0.05). This variable even though the coefficient is increased will not be able to decrease or increase the Y2 (purchase intention) variable, or it has no significant effect.

V.   CONCLUSION

The conclusion of the study are:
A. Although the attitude towards buying pirated software among Samarinda university students has a significant effect on buying, on the other hand they realize that there is also a risk therein, especially in the article of violation of Law No. 19/2002 concerning Copyright, and can be subject to penalties in the form of fines of 500 million to 1 trillion IDR. Therefore, it is expected that the university, especially those in Samarinda City, will provide students with an early understanding that the act of using pirated software is a violation of the Law.

B. To other researchers who are interested in research in the field of marketing theory, can continue this research by adding other variables related to the behaviour of pirated software use, as well as taking the broader object of research.

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