

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.