

Behavioral Intention Konsumen Terhadap Hak Cipta Kaset di Indonesia

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Abstract

For some years there are always happen the bribery of cassette which make loss for the music industry in Indonesia. This is the important reason why we need the research to explore the problem that need. The objective of this paper is to discuss about consumer behavioral intentions for the cassette property right in Indonesia and the factors which influence it. The factors which used it attitude, subjective norm, and also behavioral control. For the data exploration we used the structural equation model and also used the software Amos 4.0. Reliability test and validity test was done for the questioner which used all the variable above.

By wempiric we can find that attitude variable, subjective norm, and behavioral control has been influenced positively for consumer behavioral intention in the cassette property right in Indonesia with $r = 5\%$. The implication is the Indonesian government should implement precisely in the implementation of Indonesian Property Right Act because several of Indonesian people, especially some buyers still concern with the protection of property right in the product.