

ABSTRACT

The needs of information technology will always be increasing and developing every year. Information technology can't be untied from Software as an essential component in which machines can do every command that submitted by a user. Software are sold by some companies in different uses and intentions, depends on customer needs. But because of certain factors, piracy and using illegal software in Indonesia is not a taboo thing to do.

This study aims to analyze the factors that motivate end-user to use illegal software in Bandung. The method used in this research is quantitative method with a descriptive study. Respondents in this study were end-user in Bandung that use illegal software with 100 people took as a sample. The sampling was done with non-probability sampling technique with incidental technique.

The results showed that habit, facilitating condition, moral obligation, subjective norms, perceived risk, justice, perceived benefit, perceived behavioral control, and attitude are the 9 factors that motivated people to use illegal software with habit as the most factor that motivated end-user to use illegal software in Bandung.

Keywords: Factor Analysis, Technology, and Illegal Software.