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Copyright Infringement Against Distribution of Duplies Book Through E-Commerce in Indonesia

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Abstract

Copyright infringement has grown commonplace in the digitalization sector. E-book retailers in several nations infringe on copyrighted work licensing for their advantage. Because duplicate books are distributed on e-commerce platforms, the e-commerce of books in Indonesia is equally problematic for authors. This study aims to investigate copyright violations involving the distribution of duplicate books via e-commerce in Indonesia. This study demonstrates that legitimate copyright and access to copyrighted works are required for the legal e-commerce of books in Indonesia. The conclusions of this study are based on the main data. This is a fresh topic of study, and the model produced by this study is suitable for discussing copyright violations involving the distribution of duplicate books via e-commerce in Indonesia. Theoretically, this research is significant since it introduced new factors and a new model for book legal e-commerce. This study has practical consequences as it identifies three critical elements to prevent breaches in the Indonesian e-commerce book market. This research has several limitations based on the study design. Still, it has suggested additional paths for future research that will enhance the literature with noteworthy discoveries and add to the body of literature.

Keywords. Copyright infringement; duplies book; e-books; valid copyright; access to copyrighted work

1. Introduction

The traditional book business has evolved into a cutting-edge e-commerce platform where all these books are accessible to readers (Nurmaya, Handono, & Puspaningrum, 2020). The readers can purchase these books or subscribe to receive them (Dina, 2018).

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The market is expanding, and digitalization has transformed the old working book company into an e-book where the protection of society is also guaranteed (Shukla, 2018). The aims of a paperless society apply to e-businesses of books, which are prevalent in both developed and developing nations (Flynn, Giblin, & Petitjean, 2019). Numerous e-book stores are available on huge platforms like Amazon Kindle, which first created an opportunity for the e-book industry (Carlstone et al., 2018). In Europe, the United States, and Indonesia, e-book industry misconduct has also been reported (Dunbar et al., 2022). Bad enterprises violate copyright regulations and sell e-book information without the author's consent by altering the content (Giver-Johnston, 2019). Since every violation of copyright can be prosecuted in court, poor business practices are not conducive to long-term corporate development (Adam & Barratt-Pugh, 2020). The infringement of copyrighted books has emerged with digitalization, and businesses are utilizing the author's work for financial gain (Scharoun & Liu, 2020). Indonesian e-commerce companies are infringing on the copyright licenses of authors by republishing their works in several outlets for financial gain (Xin, 2018).

When there is no infringement of any author's copyright, a lawful book industry operation is conceivable (Ryan, 2022). Legal firms safeguard copyrighted works, and no entity may reproduce or duplicate them (Teilmann-Lock & Thylstrup, 2018; Wardhani, Pratami, & Pratama, 2021). Any use of copyrighted work requires the full and written consent of the authors, as infringement is unacceptable (Clarke, 2019). According to Wu and Su (2020), using any author's work requires access to copyrighted material. Protecting the work of authors operating in various marketplaces is facilitated by valid copyright legislation (Wu & Hsieh, 2021). Legal access to copyrighted work is the only need for obtaining permission to use the work (Wu & Hsieh, 2021). In the Indonesian market, e-commerce book sales are rising, but the author's work must be legally protected (Chou et al., 2021; Sibuea et al., 2020). Numerous e-commerce companies are cited for infringing on the copyrighted works of various paid websites and authors from developed nations (Astuty et al., 2022; Dunbar et al., 2022). This is an illegal practice, and most of the time, these stores use the work of authors not covered by copyright law (Huitian, 2021).

Numerous research has been completed to investigate and provide knowledge regarding e-businesses in Indonesia and other nations (Chou et al., 2021; Huitian, 2021). Nonetheless, a gap in the literature remains since a substantial field of research is not addressed. Garilli (2022) investigated the e-book market from the perspective of consumers. Dwisvimiari and Ghanny (2021) contributed to the literature by clarifying the market impact of e-books. Sandesh (2022) elaborated on the utility of e-commerce and e-books in contemporary digital markets. According to Atalar (2021), the e-book industry has the potential to innovate to better target clients. Mwanzu (2021) noted that e-books are fashionable and meet the needs of modern consumers. Chai, Ren, and Zhang (2021) stated that when readers have access to complete work, legitimate and authentic e-books can be valuable. Khobragade and Anson (2022) emphasized that e-books are prevalent on the market, but that criminal acts are also prevalent when people misuse e-business for the job. Rahman, Iskandar, and Wardana (2022) found that the breach of copyright for an e-book is illegal and that proactive steps are required to combat this market practice. No study has addressed copyright violations associated with the distribution of duplicate books via e-commerce in Indonesia.

Thus, this research aims to examine copyright violations involving the distribution of duplicate books via e-commerce in Indonesia (Lee & Jung, 2022; Rahman et al., 2022; Stejskal, Hajek, & Prokop, 2021). This is a fresh topic of inquiry because the previous literature's concluding findings disregarded this subject. In addition, the model proposed by this study is suitable for discussing copyright violations associated with the distribution of duplicate books via e-commerce in Indonesia. Theoretically, this research is significant because it introduced new variables and a new model for book legal e-commerce that was not discussed in previous research. In addition, this study has practical implications as it identifies three crucial factors for preventing breaches in the e-commerce book business in Indonesia. In addition, this study has methodological ramifications because the population of the study and the data research design was significantly different from those of earlier empirical studies. In addition, this research has some limitations based on the study design. Still, it has provided additional directions for future research that will enrich the literature with significant findings and contribute to the body of literature.

2. Review of Literature and Hypotheses Development

2.1 Valid Copy Right

Copyright refers to the right granted to the authors of any publication or written work to protect their ownership status by imposing limitations on others' ability to publish or reproduce the same work. Copyright safeguards the moral values of property ownership. Copyright is a legal requirement, and its violation can result in a court case. No one is permitted to use this information without the permission of the author and the appropriate authority without the protection of copyright. The court determines the penalty for copyright infringement based on legal considerations.

2.2 Access to Copyrighted Work

Access to copyrighted works is available to anybody with the original author's permission (Chou et al., 2021). Since the author is the owner of the work, it is his responsibility to get copyright protection (Garilli, 2022). Infringers that repeatedly publish the same work without authorization steal unprotected works (Dwisvimiari & Ghanny, 2021). Access to copyrighted works is possible with constructive communication and written assurances to the author or responsible organization that the work will not be misappropriated (Chai et al., 2021). Access to copyrighted works is crucial for incorporating any work into another work (Khobragade & Anson, 2022).

2.3 Duplication

The illegal duplication of work is a violation of copyright laws. The term used for reproduction and the theft of the same ideas is duplication, which is inappropriate for improved work. The author is responsible for acquiring the copyright for his work to protect it from duplication that degrades its quality. Indeed, because the quality of the work is the author's property, it should not be duplicated and used improperly for reproduction. The author of multiple works must comprehend the rules and regulations and acquire the copyright for the original work to prevent duplication.

2.4 Books Legal E-Commerce

E-commerce is an online business that uses digital platforms to provide people with basic and related services. These e-commerce businesses are sustainable and widely accepted on the market because they provide original products and quality services. Similarly, the books on the e-commerce site are available to consumers, but only with the authors' permission. Without the author's permission, if any idea is stolen and information is not provided appropriately, the books sold in e-commerce stores may violate copyright laws.

2.5 Hypotheses Development

The link between valid copyright and the lawful sale of books has been the subject of previous research. Lee and Jung (2022) noted that copyright is essential for authors to safeguard their original work. Legal copyright prohibits persons from stealing any author's work and publishing it under their name. According to Xiao et al. (2021) argued that the copyright claim is useful for preserving works because several firms use copyrighted works for their commercial gain. Mezei and Keserú (2022) reported that copyright prevents the theft of an individual's idea and original work. According to Anggraeni and Prayuti (2022), American authors receive copyright for their work because most online sellers publish it under a different name.

Similarly, Huang, Parnphumeesup, and Lakkanawanit (2022) asserted that individuals with valid copyright work feel protected because they believe that the government and another concerned legal forum will protect their work. Ketzan and Kamocki (2021) noted that Irish authors had created a society to protect their work from being misappropriated by different retailers. According to Liu and Zhao (2021), the relationship between authors and readers is based on the copyright-protected work's consent. No one else is permitted to violate the authors' copyright conduct. According to Liu and Zhao (2021), a significant number of applicants allege that their work's copyright infringement is illegal. In response, the legal firms take action, and the persons who stole the copy-protected work are punished severely. According to Gutub (2022), European laws regarding patents and copyright are extremely stringent, and no one is permitted to reproduce the original work of any author for information sharing. Prasad and Panda (2021) concluded that there would be no reproduction of copyrighted works if there were no copyright violations and the laws were strict. According to Nwabachili and Udeoji (2021), valid copyright for any work should be obtained as soon as the publication or availability of the original work, as this enables the authors to protect their original and novel work on the market. According to Geng et al. (2021), the infringement of American copyrighted works in Mexico is common because fewer legal actions are taken against those responsible. Tiwari, Shankar, and Jain (2021) concluded that effective work production is possible through the collaboration of scholars and the government if the work of authors is licensed under copyright protection.

H1: Valid Copyright impacts books' legal e-commerce in Indonesia.

The relationship between access to copyrighted works and the legal book market has been examined in previous research. The work of individual authors is protected by copyright laws that must not be violated at any cost, according to Huang et al.

(2022). Additionally, Gutub (2022) concluded that businesses that obtain permission and purchase works from the original author before selling are legal in the marketplace. According to Prasad and Panda (2021), any business can expand and sell any author's work with the author's explicit permission. Similarly, Mezei (2021) demonstrated that authors should be informed about the sale of their work on various platforms, which could encourage innovative work. Jayasundara (2021) concluded that the market demanded businesses that adhere to the norms and values of other work. However, Pepeljugoska and Jankoska (2022) concluded that consumers are only interested in purchasing books from bookstores that operate ethically and do not violate the authors' original work. Olmedo Cuevas (2015) emphasized that authors should deal with third parties to sell their work legally to prevent copyright infringement. Sa'dy, Hamid, and Shareef (2019) concluded that the significant work of any author with the ability to sell it online could provide businesses with better growth opportunities. Slater (2010) emphasized that infringing on copyrighted works can constitute an illegal act; consequently, businesses must obtain proper access to copyrighted works to avoid any legal challenges to their work. According to Barker (2005), business management is an art that can be developed legally if booksellers have appropriate and legal access to any work on the market that could be useful for their working and long-term survival. According to Fu and Liu (2010), businesses infringing on any author's copyrighted materials will eventually face legal action. Peng (2020) stated that the book's businesses are aesthetic, but they must be executed creatively, and there must be no violation of the author's copyright. Zhang et al. (2017) emphasized that entrepreneurs in the book industry must not infringe on copyrighted content; rather, they must obtain legal access to the copyrighted work of the authors by meeting the necessary legal requirements.

H2: Access to copyrighted work impacts book legal e-commerce in Indonesia.

The illegal duplication of any author's original work is a felony. Existing research in the academic literature explores duplication of effort and its repercussions at length. According to Nwabachili and Udeoji (2021), the reproduction of an original work is a felony with legal consequences. Sa'dy et al. (2019) also concluded that those who produce duplicate work are criminals. The author's work should not be duplicated in the corporate world because their original contribution and information should be regarded as essential for effective working (Jayasundara, 2021). According to Zhang et al. (2017), the duplication of work is unacceptable, and criminals who violate copyright face severe legal consequences. Towle, Dearnley, and McKnight (2007) emphasized that copyright is a certificate and protection for any author whose work is original and novel and that this protection gives writers a greater sense of ownership. However, Vorotnykova (2019) concluded that any violation of the copyrighted work is unacceptable, and those involved in the duplication of work must be behind bars. According to Rutto and Yudah (2018), European rules are harsh against those who engage in labor duplication, as such conduct is unacceptable to society. Pepeljugoska and Jankoska (2022) reported that European law firms employ a separate system to prevent duplication of authors' original works. With a copyright license, it is reasonable to give the writers protection

for their original work by enabling them to handle the content creatively and lawfully (Olmedo Cuevas, 2015). According to Laleno (2019), copyrighted content is the author's original work, and no one else is required to reproduce it.

Meanwhile, in China's business sector, legal firms and various societies of writers place a strong emphasis on the nature of the work, as businesses that reproduce existing works are not permitted by law. According to Dwisvimiar and Ghanny (2021), the duplication of any author's work is unacceptable because it violates ethical and legal standards. Sandesh (2022) concluded that people who produce duplicate work should be punished severely because this is a crime. Rutto and Yudah (2018) argued that duplication of work without the original author's express permission is a crime and should not be tolerated by online businesses. Sa'dy et al. (2019) emphasized that the duplication of work for commercial purposes is unethical.

H3: Duplication has an impact on book legal e-commerce in Indonesia.

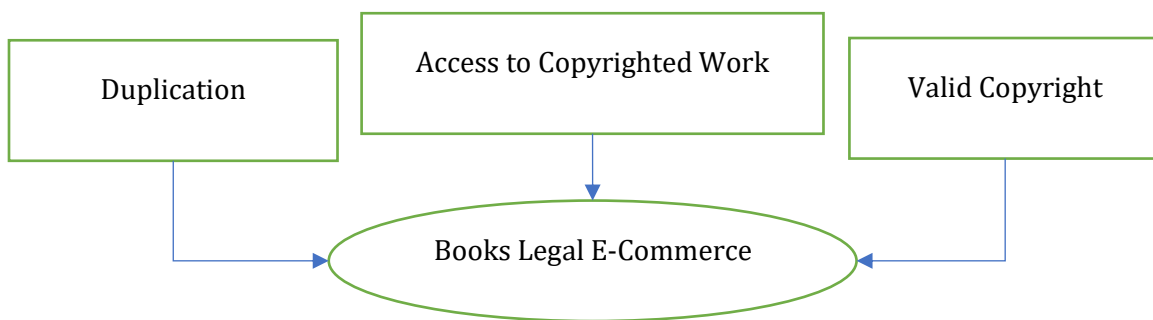


Figure 1. Books Legal E-Commerce Theorized Framework

3. Methodology

This investigation is predicated on primary data acquired from Indonesian e-commerce book retailers. This research is aimed at the owners and managers of e-commerce bookstores in Indonesia, as they are the most influential stakeholders in this industry. In addition, a questionnaire based on a five-point Likert scale was designed to assess the influence of each component. The five aspects of the scale were "highly agree," "agree," "neutral," "disagree," and "strongly disagree." Nemoto and Beglar (2014) revealed that a Likert scale questionnaire is useful for collecting data from respondents. In addition, the questionnaire was emailed to the management of several e-commerce bookshops in Indonesia, as researchers couldn't target respondents physically. Only 403 of the 455 questionnaires created and distributed were returned and considered for the study. The experts assessed and determined that the scale items for measuring duplication were "4" extremely relevant to the context of the investigation. Second, the legitimate copyright measuring items were likewise "4", and the study's research specialists also approved these things. In the meantime, five items were used for legal e-commerce books that are highly relevant to the context of the study and have been approved by experts. In the final study, five access-to-copyrighted-work measuring items were used, and the expert also authorized these items. For the study's conclusions, statistical tools were utilized in this research.

4. Findings

This study employed the "measurement model and structural model for data analysis." Fornell and Larcker (1981) revealed that the measurement model explores the link between latent variables and their corresponding measurements. Hair Jr, Howard, and Nitzl (2020) demonstrate the structural model: "the structural model is the relationship between the latent variables." In addition, as pointed out by Henseler et al. (2014), "Cronbach's alpha > 0.70 is most useful for establishing scale reliability in terms of the equivalence of items within single-construct scales, but it does not provide any indication that scales are unidimensional." However, according to Hair, Ringle, and Sarstedt (2013), "factor loading > 0.60 indicates the variance explained by the variable on that specific factor." According to Henseler, Ringle, and Sinkovics (2009), "high composite reliability (CR) > 7.0 is a strong indicator that all of your items consistently measure the same construct." Ringle, Da Silva, and Bido (2015) established that "average variance extracted (AVE) > 0.50 is a measure of the amount of variance collected by a measurement error variance construct." The research findings shown in Table 1 demonstrate validity and dependability.

Table 1. Measurement Model Results

Variables	Items	Factor Loadings	A	rho_A	CR	AVE
Access to Copyrighted Work	ACW1	0.917	0.950	0.950	0.962	0.834
	ACW2	0.939				
	ACW3	0.921				
	ACW4	0.900				
	ACW5	0.888				
Duplication	DP1	0.910	0.940	0.940	0.957	0.847
	DP2	0.926				
	DP3	0.931				
	DP4	0.913				
Books Legal E-Commerce	LBEC1	0.890	0.912	0.926	0.936	0.746
	LBEC2	0.903				
	LBEC3	0.912				
	LBEC4	0.906				
	LBEC5	0.687				
Valid Copyright	VC1	0.935	0.939	0.940	0.956	0.846
	VC2	0.932				
	VC3	0.895				
	VC4	0.917				

This study collected data using the Heteritrait-Monotrait (HTMT) approach (Table 2). Gold, Malhotra, and Segars (2001) demonstrated "a new technique in practice for measuring discriminant validity in partial least squares structural equation modeling, used as essential building blocks in the mode evaluation." Gold et al. (2001) state that "HTMT" should be less than 0.90. This study's discriminant validity is obtained.

Table 2. Heteritrait-Monotrait

Variables	Access to Copyrighted Work	Duplicat ion	Books Legal E-Commerce	Valid Copyright
Access to Copyrighted Work				
Duplication	0.763			
Legal Books E-Commerce	0.689	0.668		
Valid Copyright	0.689	0.665	0.581	

The "structural model" test is used to determine the hypothesis relationship. According to Ringle et al. (2015), "the t-value is a way to quantify the difference between the population means, and the p-value is the probability of obtaining a t-value with an absolute value at least as large as the one." Firstly, valid copyright impacts books' legal e-commerce, and H1 is accepted. The findings of the first hypothesis one is; "t = 4.091 and p = 0.000". Secondly, access to copyrighted work impacts books' legal e-commerce, and H2 is accepted. The findings of the first hypothesis second are; "t = 9.192 and p = 0.000". Thirdly, duplication impacts books' legal e-commerce, and H3 is accepted. The findings of the third hypothesis three are; "t = 4.091 and p = 0.000". The hypothesis's relationships are presented in Table 3.

Table 3. Hypotheses Relationships

Direct Hypotheses	Original Sample	Sample Mean	Standard Deviation	T Statistics	P Values
Valid copyright -> Books Legal E-Commerce	0.307	0.309	0.075	4.091	0.000
Access to Copyrighted Work -> Books Legal E-Commerce	0.458	0.459	0.050	9.192	0.000
Duplication -> Books Legal E-Commerce	0.204	0.201	0.066	3.075	0.002

5. Discussion

This study aimed to investigate copyright violations associated with the distribution of duplicate books via e-commerce in Indonesia. Significantly, all the study variables are accepted. The findings indicate that the study's theoretical framework is noteworthy and contributes to knowledge and literature. The results of H1 indicated that legitimate copyright substantially affects the lawful e-commerce of books. Existing research supports these conclusions, despite this link being novel in the literature. Chelin et al. (2009) concluded that there would be no replication of copyright-protected works if the restrictions were stringent and there were no copyright violations. Nurchotimah et al. (2022) argue that a work's legal copyright should be obtained as soon as it is published or made available since doing so allows authors to protect their original and innovative works in the marketplace. According to De Fino and Lo (2011), it is common for American copyrighted works to be violated in Mexico because Mexican authorities take fewer legal actions against offenders. Chiu et al. (2016) concluded that when writers' works are licensed by copyright, the government and academics can collaborate to develop new works.

Access to copyrighted works substantially affects the legal e-commerce of books, as demonstrated by the findings of Hypothesis 2. Existing investigations validate these conclusions despite the novelty of this link in the literature. According to Connaway and Wicht (2007), businesses that infringe upon the intellectual materials of any author will eventually face legal complications. Nicholas and White (2012) claimed that despite the aesthetically pleasing nature of the book industry, it must be operated in a way that respects authors' copyrights. Hwang et al. (2014) emphasized that company owners in the book industry should not infringe on copyrighted content but rather get legal access to the copyrighted works of authors by adhering to legal standards. The H3 results revealed that duplication substantially affects the legal e-commerce of books. Existing studies support these findings, even though this association is novel. Because it is illegal (Vasileiou, Rowley, & Hartley, 2012) for businesses to copy previously published works, the legal community and other writers' organizations in China are focusing on the work's content. It is unethical and unlawful to copy any author's work. Farzin et al. (2020) concluded that because the production of duplicate works is unlawful, harsh measures should be taken against those responsible. Gilbertson, McKee, and Salisbury (2014) stated that copying content without the author's permission is illegal and that online businesses should not tolerate such behavior. Rutto and Yudah (2018) emphasized that duplicating work is unethical for businesses. According to Vorotnykova (2019), plagiarism is illegal and has legal consequences. According to Anggraeni and Prayuti (2022), it is illegal for anyone to produce duplicate works. Since their unique contribution and knowledge should be considered necessary for proper working, the authors' work should not be duplicated within the industry. According to Stejskal et al. (2021), it is unethical to replicate another person's work, and copyright violators face severe legal consequences. Handley, Chapman, and Scott (2010) emphasized that copyright is a certificate of protection for any author based on their unique and original works. This protection gives authors a stronger sense of ownership. Existing studies on e-book sales confirm the significance of all hypotheses' findings. Therefore, this research's findings have contributed to advancing knowledge and enriched the existing literature.

6. Conclusion

In a nutshell, this research has attained its goal because its findings support its purpose. The findings support the investigation's hypotheses. This study has introduced new variables and models for enhancing Indonesian e-commerce book practices. This study is significant from a theoretical and practical standpoint, as its findings have theoretical ramifications and can be applied to improve e-commerce businesses. The research demonstrated unequivocally that the e-commerce industry would be legitimate if the government instituted stringent safeguards against copyright infringements to protect authors' original works.

Similarly, the government must make it easier for online book retailers to contact authors and obtain valid certificates of copyrighted material, which are required for the creation and eventual sale of new works. Similarly, e-commerce managers must be aware of their legal obligations to prevent them from abusing their position within the organization. In addition, no individual should be able to circumvent the law if

they engage in copyright infringement. This is because laws about the infringement of copyright should be effective. Authors and publishers could be granted copyright as a preventative measure to prevent their work from being stolen and used without permission. Consequently, the study has identified these feasible strategies that must be improved to strengthen the copyright model and prevent copyright license violations in Indonesian book e-commerce.

7. Implications

7.1 Theoretical Implications

Theoretically, this research has significant implications for the legal e-commerce of the book that has not been previously explored. The research introduced a new variable of valid copyright for legal e-commerce with books, as this was not previously discussed. The addition of a new variable to the model of legal e-commerce, which is essential for business growth, enriched the literature. In addition, this study has introduced a new variable regarding access to copyrighted works for books via legal e-commerce. In addition, this relationship was not mentioned in the existing body of knowledge. Therefore, this addition to the theory has legally broadened the scope of the e-commerce business. Thirdly, the study has introduced the crucial variable of duplication for the legal e-commerce of books. Indeed, this relationship was not investigated in previous studies.

Consequently, this study's contribution is significant and in line with market demands. Importantly, the model created by this research is original and was not discussed in previous research. Consequently, this study's contribution to the theory is significant, as it has enriched the literature and yielded findings with important implications. This study examined the literature on legal e-commerce practices in the bookselling industry and introduced new factors that support e-commerce practice enhancement. These ramifications would be useful in future research for navigating additional literature and knowledge expansion.

7.2 Practical Implications

In a practical sense, the findings of this study explore additional means of enhancing legal e-commerce in the Indonesian market. The study emphasized that e-commerce would be legal if the government had strong safeguards against copyright infringement to protect the original work of authors. In addition, it is the government's responsibility to facilitate communication between e-commerce businesses in the book industry and authors to obtain valid copyrighted material for the development and sale of works. Similarly, managers of e-commerce should be educated to ensure that they are not misusing this business model and that their practices adhere to legal constraints. Also, the laws about the infringement of copyright material should be effective, and no one who engages in illegal copyright infringement activities should be exempt from the law. Copyright can be granted to authors and publishers to ensure that their work is not stolen and is only used with their permission. In this way, the study has identified the necessary steps to improve business practices to strengthen the copyright model and end the violation of copyright licenses in Indonesian e-commerce.

8. Future Directions

Although the purpose of the study was to investigate copyright infringement about the distribution of duplicate books via e-commerce in Indonesia, this is a novel area of research because this topic has been largely ignored in previous research. Similarly, the model developed by this study is suitable for discussing copyright violations associated with the distribution of duplicate books via e-commerce in Indonesia. Theoretically, the study's significance is demonstrated by adding new variables and a previously unexplored model to the existing literature on book legal e-commerce. However, future scholars will need to address the shortcomings of this study in their research. The research examines the effect of valid copyright on the legal e-commerce of books but does not elaborate on the factors that encourage authors to obtain a valid copyright for their work and e-commerce stores to obtain a valid copyright for using any author's work. Thus, future studies should investigate this field of study. Second, this study has introduced the factor of access to copyrighted works for managers of e-commerce for book legal e-commerce. Still, it has not highlighted the factors that make accessing copyrighted works easier to avoid legal penalties. Researchers may utilize these limitations of the research for future inquiry.

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