

WHY PLAGIARIZE: THE THEORY OF PLANNED BEHAVIOR PERSPECTIVE

Lydia Zechariah Wiyono, Adiarnice Thionobic, Yohanes Budiarto

Faculty of Psychology, Tarumanagara University
zech16feb@gmail.com, adiarnicet@yahoo.com, yohanesb@psi.untar.ac.id

Abstract

Plagiarism does not suddenly occur, but rather it is planned. Therefore, authors in this research used Azjen's Theory of Planned Behavior (TPB) as research model. Theory of Planned Behavior emphasizes that behavior is not only influenced by attitude, but also by social pressures, and sense of social control. The goal of this research is to know whether TPB correlates with the intention to plagiarize. This research involves 97 participants which are gathered through accidental sampling. The research shows that the attitude correlates negatively with intention towards plagiarism $r = -.221, p < 0.05$. Subjective norm did not correlate with intention to plagiarize $r = .141, p > 0.05$ as well as perceived behavioral control which did not correlate with intention to plagiarize, $r = .169, p > 0.05$.

Keywords: plagiarism, Theory of Planned Behavior, intention

1. Introduction

Plagiarism is an act of claiming writings, ideas, and inventions done by other people as their own without acknowledging the source (Jones, 2011). Generally, plagiarism occurs in many field, such as culture, law, politics, even in education. In education field, plagiarism is often done by intentional or unintentional and actually they know that unethical. There are many traits of plagiarism, such as cheating, use paper or assignment from previous year, copy title with changes font and size, and copy writing or words without source (Jones, 2011).

Many reasons underlie students to do the plagiarism, such as they don't know rules of plagiarism, many task and short deadline, different tradition in academic institution, it is practical, and low negative attitude toward plagiarism (Greenwich, 2011). Students often assume that plagiarism is a common thing to do, because the more tasks are given the more information is needed to complete the tasks. Not to mention about the short deadline (Zalnur, 2012).

Basically plagiarism has been planned not accidently. Plagiarism can occur also because supporting environment, e.g. when students are cheating other students' exam and the exam supervisor doesn't care about that.

Therefore, plagiarism has strong relationship with intention, which uses theory of planned behavior (TPB). Authors use TPB, because TPB consists of attitude, subjective norm, and Perceived behavioral factor (PBC) are

three factors which is determine behaviors can happened (Handayani & Baridwan, 2014)

TPB is about individual's intention to present specific behavior (Lin & Chen, 2011). TPB is also known as Theory of Reasoned Action (TRA), speaks about: (a) attitude, is the positive or negative assessment toward behavior that determine whether an act will be done or not (Baron & Branscombe, 2014); (b) subjective norm, which is the social pressure that determine whether an individual engage or not in behavior (Ajzen, 2006); (c) Perceived Behavioral Control (PBC), is perceived difficulty or ease to presenting behavior (Stone, Jawahar, Kisamore, 2010); and (d) intention, is people's readiness to perform behavior which is considered (Ajzen, 2006).

Based on finding from Simkin and McLeod (2009), attitude and subjective norm correlated significantly with intention of plagiarism within TRA model. Other finding from Stone, Jawahar, and Kisamore (2010), attitude, subjective norm, and PBC have positive correlation with intention of plagiarism in theory of planned behavior. Beside that, according to finding from Stone, Kisamore, Kluemper, and Jawahar (2012) that student's with low negative attitude toward plagiarism supported students to have intention to do plagiarism.

Based on finding from Stone, Kisamore, and Jawahar (2007) and Salleh, Ghazali, Awang, and Sapiai (2012) attitude, subjective norm, and Perceived Behavioral Control correlated with intention of plagiarism. Authors formulate the problem:

- a. Does the attitude toward plagiarism correlate with intention of plagiarism?
- b. Does the subjective norm toward plagiarism correlate with intention of plagiarism?
- c. Does the perceived behavioral control toward plagiarism correlate with intention of plagiarism?

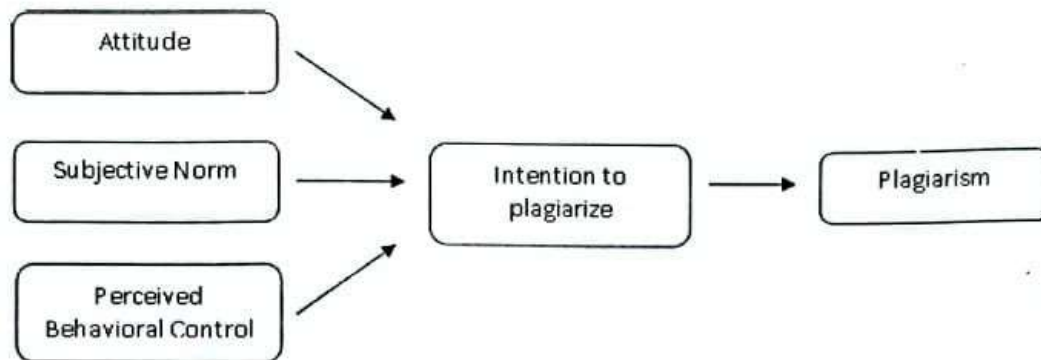


Figure 1. Schema Theory of Planned Behavior

Based on the phenomenon and findings, that's underlie authors hypothesizes to find out the correlation between plagiarism with TPB. In this research, authors found that low negative attitude as one of the important antecedents which can increase the intention which leads to plagiarism in academic field. Therefore, authors conclude if negative attitude toward plagiarism is high, individual's intention toward plagiarism will be low and vice versa. The function of this research is to know about reason individuals do the plagiarism and plagiarism from perspective theory of planned behavior.

2. Method

2.1 Participant

In this research participants are taken in accident method. The participants consisted of 13 male and 84 female students, young adult (age from 18-20). Generally, the participants knew about plagiarism in Faculty of Psychology at Tarumanagara University.

2.2 Procedure

First of all, authors find out measurement item for adjustment toward variable which is measured. Second, authors translate the language of item from English to Indonesian. The questionnaire consists of 7 items for attitude measurement, 7 items for subjective norm measurement, 3 items for PBC measurement, and

8 items for intention. Third, the questionnaire is presented using Microsoft Power Point in class and the participants were asked to complete the questionnaire according to certain criteria. Finally, the result from participants was analyzed using correlation analysis in Predictive Analytics Software (PASW) 18.

2.3 Measurement

Authors use PASW 18 for calculating and analyzing data. Besides that, authors use quantitative approach with bivariate correlation method and Likert scale which is consists of four possible answers: strongly disagree, disagree, agree, strongly agree.

Then, authors do the reliability test with Cronbach's Alpha technique use program of PASW 18. Item discrimination index which is $< .2$ will be deleted for obtain result $\geq .2$ (Yenita, 2008). Based on this research, from attitude measurement consists of 7 items with the Cronbach's Alpha of .796, subjective norm consists of 7 items with the Cronbach's Alpha of .661, PBC consists of 3 items with the Cronbach's Alpha of .594. But, about intention which is 8 items in the beginning with Cronbach's Alpha, sustain changes and it becomes 7 items after done reliability test, because authors found item discrimination index which is $< .2$. So, intention measurement consists 7 items with Cronbach's Alpha of .690.

3. Result

Based on that research, there is correlation between attitude with intention toward plagiarism, that result supporting Simkin's et al. (2009) and Stone's et al. (2010) research which is done before. Beside that, the subjective norm did not correlate with intention toward plagiarism, and PBC did not correlate with intention toward plagiarism.

Authors found that attitude shows low correlation ($r = -.221$, $p < 0.05$) and were significant toward intention of plagiarism, that result supports finding from Stone (2012). Subjective norm shows $r = .141$, $p > 0.05$ so, it did not have significant correlation with intention toward plagiarism. PBC shows $r = .169$, $p > 0.05$ so, it did not have significant correlation with intention toward plagiarism.

Table 1
Result of Correlation and Significance between Theory of Planned Behavior (TPB) toward Plagiarism

Variable	Intention	
	r	p
Attitude	-.212*	.030
Subjective norm	.141	.168
Perceived behavioral control	.169	.098

Note. *. Correlation is significant at the 0.05 level (2-tailed). $r =$ correlation; $p =$ significance.

4. Discussion

Authors found finding on Stone et al. (2007), Stone et al. (2010) and Salleh et al. (2012) that's attitude, subjective norm, and PBC have correlation toward intention of plagiarism. Finding on Simkin and McLeod (2009) perform that just attitude and subjective norm which have correlation with intention of plagiarism.

In this research there is negative correlation attitude toward intention of plagiarism. That's perform if individuals have very high negative attitude toward intention of plagiarism, so individuals will have low intention toward to do plagiarism and vice versa. For example, when students assume that plagiarism is unethical, so they are do not that act.

Based on this research authors found that subjective norm did not correlate toward intention of plagiarism, that incident can occur because their belief toward plagiarism it's not necessarily determine low or high individuals do the plagiarism. Beside that, authors found that PBC did not correlate toward intention of plagiarism, that is can occur because individuals

able to do the plagiarism, but it doesn't mean individuals have intention to do the plagiarism.

So, authors found that just attitude which is correlate toward intention of plagiarism, and PBC even subjective norm did not correlate toward intention of plagiarism.

5. Conclusion

Based on this research which has been done authors confirm hypothesizes and conclude that there is correlate between plagiarism toward Theory of Planned Behavior. But, just one of three determinant factors which is influenced the intention to plagiarize. That's factor is attitude, which is there is negative correlate toward intention to do plagiarism on students. Whereas, between subjective norm and PBC did not correlate with intention toward plagiarism, therefore, authors conclude that plagiarism is act with intention which is negative correlate or affected by attitude toward plagiarism.

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