



THE INFLUENCE OF CONFORMITY AND SUBJECTIVE NORMS ON ONLINE GAMBLING INTENTION AMONG FACTORY WORKERS IN GRESIK REGENCY: A THEORY OF PLANNED BEHAVIOR PERSPECTIVE

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ABSTRACT

This study aims to examine the influence of conformity and subjective norms on online gambling intention among factory workers in Gresik Regency, Indonesia. Grounded in the Theory of Planned Behavior framework, this quantitative study employed a survey design involving 107 factory workers selected through purposive sampling using the Lemeshow formula. Data were collected using three validated scales: the online gambling intention scale, the conformity scale, and the subjective norms scale. Multiple linear regression analysis revealed that conformity and subjective norms simultaneously exerted a significant influence on online gambling intention ($F = 8.510$; $p < 0.001$). Partially, conformity demonstrated a significant effect ($\beta = 0.163$; $p = 0.025$), and subjective norms showed a significant effect ($\beta = 0.185$; $p = 0.002$) on online gambling intention. The two variables contributed an effective variance of 12.4% to online gambling intention. These findings confirm that social pressure and group compliance serve as significant predictors of online gambling intention among low-income industrial worker populations.

INTRODUCTION

The rapid proliferation of digital technology has fundamentally transformed behavioral patterns across socioeconomic strata, particularly within the industrial labor sector. While digital platforms have enhanced occupational productivity and communication efficiency, they have simultaneously introduced pathological behavioral risks, most notably the escalation of online gambling activities among working-class populations. The Indonesian Ministry of Communication and Digital Affairs documented 5,128,871 gambling-related content cases between 2017 and November 2024, with 3,457,007 cases addressed within January to November 2024 alone, representing the highest annual intervention rate on record (Kementerian Komdigi, 2024). These statistics underscore the magnitude of online gambling as a contemporary social phenomenon requiring urgent scholarly attention.



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Empirical data from the Center for Financial Transaction Reports and Analysis (PPATK) further substantiate this concern. In 2023, approximately 168 million transactions valued at IDR 327 trillion were recorded, escalating to 209 million transactions worth IDR 360 trillion in 2024. Although the first quarter of 2025 demonstrated a nominal decline to 39.8 million transactions valued at IDR 47 trillion, these figures remain substantively high, indicating persistent engagement with online gambling platforms across diverse demographic segments. Critically, PPATK reported that approximately 71% of identified online gamblers in the first quarter of 2025 earned below IDR 5 million per month, positioning low-income workers as the most vulnerable demographic cohort.

This vulnerability is particularly pronounced among factory workers in industrial regions such as Gresik Regency, East Java, which serves as a major manufacturing hub hosting conglomerates including Petrokimia Gresik, Semen Indonesia, and various enterprises within the JIPE Manyar industrial zone. According to the Central Bureau of Statistics (BPS) for Gresik Regency (2023), the manufacturing sector absorbs approximately 38.02% of the local workforce, with the majority of workers classified within the low-to-moderate income bracket. The intensive social interaction inherent to factory work environments creates conditions conducive to group conformity and normative behavioral transmission, potentially facilitating the diffusion of gambling behaviors within peer networks.

State of the Art. Contemporary research on gambling behavior has predominantly employed Ajzen's (1991) Theory of Planned Behavior (TPB) as the principal theoretical framework. The TPB posits that behavioral intention—the most proximal predictor of actual behavior—is determined by three antecedent constructs: attitudes toward the behavior, subjective norms, and perceived behavioral control. Within the gambling literature, Martin et al. (2010) demonstrated that friend and family subjective norms significantly predicted gambling frequency among college students. More recently, Korsakienė et al. (2024) examined 1,777 Lithuanian gamblers and found that media exposure strengthened attitudes, subjective norms, and perceived control, which subsequently increased gambling intention. Notably, their study revealed a negative relationship between subjective norms and gambling intention, suggesting contextual variability in the predictive utility of subjective norms across cultural settings.

Research on occupational risk factors for gambling has gained traction in the Scandinavian context. Binde and Romild (2019) conducted a population-based study in Sweden demonstrating that blue-collar and transportation workers exhibited significantly elevated gambling participation rates and at-risk problem gambling compared to white-collar professionals. Their findings indicated that workplace culture, work-leisure time structure, and socioeconomic positioning collectively contributed to heightened gambling vulnerability among manual laborers. Similarly, Russell et al. (2018) established that social influences normalize gambling-related harm among higher-risk gamblers, reinforcing the theoretical proposition that normative social pressures constitute a critical mechanism in gambling behavior propagation.



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In the Indonesian context, recent investigations have explored peer influence on gambling intention among specific populations. Agrippina et al. (2023) reported that peer influence significantly predicted gambling intention among university students in Bandung who engaged in online slot gambling ($\beta = 0.526$; $p < 0.05$). Baisa and Indrawati (2016) similarly found a significant positive correlation between peer conformity and gambling intention within a fan club community in Semarang, with conformity accounting for approximately 30.4% of the variance in gambling intention. Furthermore, Gezgin et al. (2025) qualitatively demonstrated that university students primarily engage in online gambling for social interaction, excitement, and financial motivation, highlighting the multifaceted nature of gambling drivers.

Gap Analysis. Despite the growing body of literature on gambling behavior, several critical gaps remain unaddressed. First, the overwhelming majority of existing studies have focused on adolescent and university student populations (Agrippina et al., 2023; Baisa & Indrawati, 2016; Saefullah, 2023), with virtually no empirical investigation targeting industrial workers—a demographic that constitutes a substantial proportion of online gamblers according to PPATK data. Second, while conformity and subjective norms have been examined independently in relation to gambling behavior, no study has simultaneously investigated their combined predictive effect on online gambling intention within a blue-collar worker population. Third, existing research has been predominantly conducted in Western and East Asian contexts (Korsakiene et al., 2024; Binde & Romild, 2019), with limited empirical evidence from Southeast Asian developing economies characterized by distinct socioeconomic and cultural conditions. Fourth, the specific psychosocial dynamics of intensive workplace social interactions—which characterize factory environments with shift-based work systems—have not been empirically examined as contextual factors that may amplify conformity pressures and normative influences on gambling intention.

Novelty. This study addresses these gaps by providing the first empirical examination of the simultaneous influence of conformity and subjective norms on online gambling intention among factory workers in an Indonesian industrial regency. The novelty of this research lies in three dimensions: (1) the unique population focus on blue-collar industrial workers, who represent the most vulnerable demographic for online gambling yet remain empirically underexplored; (2) the simultaneous analysis of conformity and subjective norms as dual social influence predictors within the Theory of Planned Behavior framework, offering a more comprehensive understanding of social determinants than studies examining either variable in isolation; and (3) the contextual contribution from Gresik Regency, a strategically significant industrial zone, which provides culturally specific insights into how intensive workplace social dynamics may facilitate gambling behavior diffusion among low-income populations.

Research Objectives. Based on the identified gaps, this study addresses three research questions: (1) Do conformity and subjective norms simultaneously influence online gambling intention among factory workers in Gresik Regency? (2) Does conformity partially influence

online gambling intention? (3) Do subjective norms partially influence online gambling intention?

RESEARCH METHODS

Research Design and Participants. This study employed a quantitative approach with a cross-sectional survey design. The target population comprised factory workers in Gresik Regency, East Java, Indonesia, who met the following inclusion criteria: (a) aged between 15 and 59 years, consistent with the Central Bureau of Statistics definition of the working-age population; (b) currently employed as factory workers; and (c) had prior or current experience with online gambling activities. Given that the exact population size was unknown, the sample size was determined using the Lemeshow formula with a 95% confidence level ($Z = 1.96$), maximum estimation proportion ($p = 0.5$), and a margin of error of 10%, yielding a minimum sample of 96 respondents. The final sample comprised 107 factory workers who completed the survey instruments.

Instruments. Three validated scales were administered using a four-point Likert format (1 = Strongly Disagree; 4 = Strongly Agree). The Online Gambling Intention Scale, adapted from Scott et al. (2019), consisted of 6 items measuring four dimensions: behavior, target, situation, and time (Fishbein & Ajzen, 1975). The Conformity Scale, adapted from Mehrabian and Stefl (1995), comprised 11 items measuring three dimensions: desire to imitate the group, joining the group, and becoming a group follower. The Subjective Norms Scale, adapted from Moore and Ohtsuka (1999), contained 12 items measuring two dimensions: family normative beliefs and friend normative beliefs (Ajzen, 2005). All scales were translated into Indonesian through the Language Center and underwent expert judgment validation by the supervising faculty member. A try-out study was conducted, and content validity was established through expert review.

Table 1. Validity and Reliability of Research Instruments

Variable	Items	Valid Items	Cronbach's α	Reliability
Online Gambling Intention (Y)	6	6	0.903	Reliable
Conformity (X1)	11	11	0.761	Reliable
Subjective Norms (X2)	12	12	0.815	Reliable

Source: JASP for Windows

Data Analysis. Data were analyzed using JASP (Jeffrey's Amazing Statistics Program) version 0.95.00. Prior to hypothesis testing, classical assumption tests were conducted, including normality testing (Shapiro-Wilk), linearity testing (scatter plot analysis), multicollinearity testing (VIF and Tolerance), and heteroscedasticity testing (scatterplot residual analysis). Hypothesis testing employed multiple linear regression analysis to examine both simultaneous and partial effects of the independent variables on the dependent variable. The significance level was set at $\alpha = 0.05$ for all statistical tests.

RESULTS AND DISCUSSION

Classical Assumption Test Results. The Shapiro-Wilk normality test confirmed that all variables were normally distributed: online gambling intention ($W = 0.978$; $p = 0.067$), conformity ($W = 0.986$; $p = 0.336$), and subjective norms ($W = 0.982$; $p = 0.149$), as all p -values exceeded the 0.05 threshold. Linearity assessment through scatter plot analysis demonstrated upward-trending data patterns for both the conformity-intention and subjective norms-intention relationships, confirming linear associations. The multicollinearity test yielded VIF values of 1.013 and tolerance values of 0.987 for both predictor variables, well within acceptable parameters ($VIF < 10$; $Tolerance > 0.1$), indicating the absence of multicollinearity. Finally, the heteroscedasticity test, conducted through residual scatter plot examination, revealed random dispersion without systematic patterns, confirming homoscedastic residual variance.

Table 2. Descriptive Statistics of Research Variables

Variable	N	Min	Max	Mean	SD
Conformity (X1)	107	12.00	37.00	24.69	5.001
Subjective Norms (X2)	107	12.00	42.00	26.36	6.102
Online Gambling Intention (Y)	107	6.00	24.00	13.58	3.914

Source: JASP for Windows

Table 3. Category Distribution of Research Variables

Variable	Low (%)	Moderate (%)	High (%)	Dominant
Online Gambling Intention	21 (20%)	68 (64%)	18 (17%)	Moderate
Conformity	15 (14%)	74 (69%)	18 (17%)	Moderate
Subjective Norms	20 (19%)	72 (67%)	15 (14%)	Moderate

Source: Data analysis (Microsoft Excel)

Hypothesis Testing Results. The simultaneous hypothesis test (H_1) was conducted using ANOVA analysis. The results yielded an F-statistic of 8.510 with a significance value of $p < 0.001$, which falls below the 0.05 threshold, thereby confirming that conformity and subjective norms simultaneously exert a significant influence on online gambling intention. The coefficient of determination (Adjusted R^2) was 0.124, indicating that the two predictor variables collectively explained 12.4% of the variance in online gambling intention, with the remaining 87.6% attributable to variables not examined in this study.

Table 4. Multiple Linear Regression Analysis Results

Variable	Unstd. Coeff. (B)	Std. Coeff. (β)	Sig.	Decision
(Intercept)	4.668	—	< 0.001	—
Conformity (X1)	0.163	0.208	0.025	H2 Accepted
Subjective Norms (X2)	0.185	0.289	0.002	H3 Accepted

$F = 8.510$; $p < 0.001$; $R = 0.375$; $R^2 = 0.141$; Adjusted $R^2 = 0.124$

Regression Equation: $Y = 4.668 + 0.163X_1 + 0.185X_2$



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Source: JASP for Windows

The partial hypothesis tests revealed significant effects for both predictor variables. Conformity (X1) demonstrated a significant positive effect on online gambling intention with a regression coefficient of $B = 0.163$ ($\beta = 0.208$; $p = 0.025$), confirming H2. Subjective norms (X2) exhibited a stronger significant positive effect with $B = 0.185$ ($\beta = 0.289$; $p = 0.002$), confirming H3. These findings indicate that for every one-unit increase in conformity, online gambling intention increases by 0.163 units, while every one-unit increase in subjective norms corresponds to a 0.185-unit increase in online gambling intention, holding other variables constant.

Discussion

Simultaneous Influence of Conformity and Subjective Norms on Online Gambling Intention.

The finding that conformity and subjective norms simultaneously predicted online gambling intention among factory workers ($F = 8.510$; $p < 0.001$) provides robust empirical support for Ajzen's (1991) Theory of Planned Behavior. Within the TPB framework, behavioral intention is conceptualized as a function of attitudinal evaluations, normative social pressures, and perceived behavioral control. The present findings specifically illuminate the normative pathway, demonstrating that social influence mechanisms—operationalized through conformity and subjective norms—constitute significant determinants of gambling intention even when controlling for their shared variance.

This result aligns with and extends the findings of Martin et al. (2010), who established that friend and family subjective norms predicted both past-year gambling and gambling frequency among college students. However, while Martin et al.'s study examined subjective norms in isolation within an academic population, the present study demonstrates the combined predictive utility of conformity and subjective norms within a distinctly different sociodemographic context. The factory work environment, characterized by repetitive tasks, shift-based scheduling, and prolonged proximity among coworkers, creates an intensified social milieu where conformity pressures may be amplified relative to more individualized work settings. This contextual distinction is theoretically significant because it suggests that the TPB's subjective norm component may carry differential predictive weight depending on the social intensity of the behavioral context.

The relatively modest explained variance of 12.4% (Adjusted $R^2 = 0.124$) warrants careful interpretation. While this percentage may appear limited, it is consistent with the broader gambling literature, which consistently identifies gambling behavior as multideterministic. Kuss and Griffiths (2011) delineated ten psychosocial factors contributing to online gambling engagement, including accessibility, affordability, anonymity, convenience, immersion, and dissociation. Similarly, Antonio et al. (2025) demonstrated that perceived risk, return expectations, curiosity, and technological control jointly predicted online gambling intention among Gen Z and Millennials. The present study's focus on social influence variables thus



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captures one meaningful component of a broader etiological landscape, and the statistically significant contributions of both conformity and subjective norms affirm their relevance as intervention targets.

The Effect of Conformity on Online Gambling Intention. The significant positive relationship between conformity and online gambling intention ($\beta = 0.208$; $p = 0.025$) corroborates existing empirical evidence while extending its applicability to industrial worker populations. This finding is concordant with Agrippina et al.'s (2023) study, which reported a significant peer influence effect on gambling intention among university students ($\beta = 0.526$; $p < 0.05$), and with Baisa and Indrawati's (2016) finding of a significant positive correlation between peer conformity and gambling intention ($r = 0.552$; $p < 0.001$). The direction and significance of these associations remain consistent across the present study's factory worker sample, suggesting that conformity's influence on gambling intention may be a generalizable phenomenon transcending specific demographic boundaries.

The item-level analysis of the conformity scale provides additional interpretive depth. The most endorsed favorable item was "Generally, my friends decide what we do together" (63.55% agreement), reflecting a pronounced tendency toward decision-making delegation to the peer group. This behavioral pattern is particularly concerning within factory work environments, where workers typically engage in collective leisure activities during breaks and after shifts. When dominant peer group members actively engage in online gambling, the conformity mechanism may operate through both informational social influence (where individuals accept peer behavior as evidence of appropriate action) and normative social influence (where individuals conform to gain social approval or avoid rejection), consistent with Deutsch and Gerard's (1955) dual-process model of social influence.

Furthermore, Castrellon et al. (2024) demonstrated that susceptibility to social conformity pressures persists into adulthood, challenging the common assumption that conformity effects diminish after adolescence. Their finding that adults remain vulnerable to peer pressure in daily self-control situations is directly applicable to the present context, where factory workers—predominantly young to middle-aged adults—exhibit conformity patterns that significantly predict gambling intentions. This lifecycle perspective enriches our understanding by establishing that workplace conformity pressures operate through mechanisms analogous to those documented in adolescent populations.

The Effect of Subjective Norms on Online Gambling Intention. Subjective norms emerged as the stronger predictor of online gambling intention ($\beta = 0.289$; $p = 0.002$) compared to conformity, a finding with significant theoretical implications. This result resonates with Fishbein and Ajzen's (1975) proposition that subjective norms function as particularly potent determinants of negative or risky behaviors, where individuals may rely more heavily on perceived social expectations when evaluating the acceptability of normatively ambiguous actions.



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The item analysis revealed that the three most endorsed subjective norm items pertained exclusively to the friend normative beliefs dimension: “Most of my friends occasionally gamble online” (80.38% agreement), “My friends often visit gambling venues (apps/websites)” (80.37%), and “Most of my friends approve of online gambling” (73.83%). This pattern indicates that peer-based normative influences overwhelmingly dominated family-based normative influences in shaping gambling intention. This finding aligns with Moore and Ohtsuka’s (1999) original framework, which distinguished between family and friend normative beliefs, and extends it by demonstrating a clear hierarchical structure in which friend norms supersede family norms in predicting gambling intention among workers. The dominance of friend normative beliefs may reflect the structural reality that factory workers spend substantially more time with coworkers than with family members during working days, resulting in heightened exposure to peer gambling norms.

Korsakienė et al. (2024), investigating Lithuanian gamblers, found a negative relationship between subjective norms and gambling intention, suggesting that perceived disapproval from significant others may deter gambling. The contrasting positive relationship observed in the present study likely reflects fundamental differences in the reference group composition. In Korsakienė et al.’s sample, subjective norms may have predominantly captured disapproval from non-gambling reference groups, whereas the present sample’s subjective norms predominantly reflected approval and participation from gambling-active peer networks. This contextual discrepancy underscores the importance of disaggregating subjective norms by reference group type when examining gambling behaviors across diverse populations.

The combined findings position the workplace peer group as a critical site for both conformity transmission and subjective norm formation in the gambling domain. The intensive social ecology of factory work, where workers share break areas, dormitories, and recreational spaces, creates a “normative greenhouse” effect wherein gambling behaviors may be rapidly diffused and reinforced through observational learning (Bandura, 1977), social comparison processes (Festinger, 1954), and normative pressure mechanisms (Cialdini & Goldstein, 2004). Binde and Romild’s (2019) finding that blue-collar workers exhibit elevated gambling rates corroborates this ecological interpretation and suggests that occupational context may serve as a structural amplifier of social influence effects on gambling intention.

CONCLUSION

This study provides empirical evidence that conformity and subjective norms serve as significant predictors of online gambling intention among factory workers in Gresik Regency, Indonesia. The simultaneous analysis confirmed that these dual social influence constructs collectively explained 12.4% of the variance in gambling intention, with both variables demonstrating independent significant contributions. Subjective norms emerged as the relatively stronger predictor ($\beta = 0.289$; $p = 0.002$) compared to conformity ($\beta = 0.208$; $p = 0.025$), suggesting that the perceived gambling behaviors and attitudes of peer reference groups



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exert a more substantial influence than general conformity tendencies. The dominance of friend normative beliefs over family normative beliefs further highlights the critical role of workplace peer networks in shaping gambling intentions among industrial workers.

These findings carry important practical implications for gambling prevention interventions in industrial settings. Employers, policymakers, and mental health practitioners should prioritize workplace-based social norms interventions that challenge misperceptions of gambling prevalence and acceptability within worker peer groups. The development of peer-led resistance training programs, the establishment of alternative recreational activities, and the integration of financial literacy education into occupational wellness programs represent evidence-informed strategies aligned with the present findings. Future research should employ longitudinal designs to examine the temporal dynamics of social influence on gambling behavior, incorporate additional predictors such as perceived behavioral control and financial stress, and extend the analysis to multi-site industrial populations to enhance generalizability.

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