

ABSTRACT

As technology advances and internet penetration increases, cybersecurity threats in Indonesia have become an increasingly critical issue. Various reports indicate a surge in cybercrime incidents, ranging from data theft to ransomware attacks, often resulting from the public's low awareness of proper cybersecurity practices. Despite the widespread access to the internet in Indonesia, public awareness of the importance of cybersecurity remains relatively low. Many individuals use weak passwords, fail to update software, or are negligent about phishing threats, making them easy targets for cybercriminals.

This study aims to analyze the impact of cybersecurity knowledge as well as other factors such as password security, self-perception of skills, software security, and email security on cybersecurity awareness. Furthermore, this research explores the role of individual attitudes toward cybersecurity as a mediating variable that can strengthen or mitigate the influence of knowledge on cybersecurity awareness.

Using a quantitative approach, this study employs a survey method and collects data through questionnaires distributed to a representative sample of active internet users in Indonesia. The variables analyzed in this research include cybersecurity knowledge, password security, self-perception of skills, software security, and email security, with cybersecurity attitude as the mediating variable. The data are analyzed using Structural Equation Modeling (SEM) based on Partial Least Squares (PLS). The analysis includes tests for convergent and discriminant validity, construct reliability, and path analysis to examine both direct and indirect relationships between variables.