

TECHNOLOGY THREAT AVOIDANCE THEORY APPROACH TO USER BEHAVIOR IN DATA PRIVACY AWARENESS IN SIMAK

ABSTRACT

Implementation of Sistem Informasi Akademik (SIMAK) raises concerns regarding data security, particularly the privacy of personal data, grade data, and course registration data. Threats to the privacy of SIMAK users' data are caused by internal parties, posing a risk to personal security. Personal security threats can jeopardize the confidentiality, integrity, and availability of user data. This study aims to identify the factors influencing SIMAK users' awareness behavior in mitigating threats to data privacy based on the Technology Threat Avoidance Theory (TTAT) approach. The research employs a quantitative method, collecting data through questionnaires distributed to 393 respondents, consisting of active students and faculty members who use SIMAK. The data is analyzed using Covariance-Based Structural Equation Modeling (CB-SEM) with the SmartPLS 4 software tool. The results of the study indicate that perceived susceptibility and perceived severity, as well as their interaction, have a positive effect on perceived threat. Perceived threat positively influences avoidance motivation. The interaction between perceived threat and safeguard effectiveness has a negative effect. Self-efficacy positively affects avoidance motivation. In turn, avoidance motivation positively influences awareness behavior in mitigating data privacy threats.

Keyword: SIMAK, Awareness Behavior, Data Privacy, TTAT

**PENDEKATAN *TECHNOLOGY THREAT AVOIDANCE*
THEORY TERHADAP PERILAKU KESADARAN
PRIVASI DATA PENGGUNA SIMAK**

ABSTRAK

Penerapan Sistem Informasi Akademik (SIMAK) membawa kekhawatiran terkait keamanan data, khususnya privasi data pribadi, data nilai, dan data KRS. Ancaman terhadap privasi data pengguna SIMAK disebabkan oleh keterlibatan pihak internal, yang menjadi ancaman keamanan pribadi. Ancaman keamanan pribadi dapat mengancam kerahasiaan, integritas, dan ketersediaan data pengguna. Penelitian dilakukan untuk mengetahui faktor-faktor yang dapat memengaruhi perilaku kesadaran pengguna SIMAK dalam menghindari ancaman terhadap privasi data berdasarkan pendekatan *Technology Threat Avoidance Theory (TTAT)*. Penelitian ini memakai metode kuantitatif dengan pengumpulan data melalui kuesioner yang disebarakan kepada 393 responden, yang terdiri dari mahasiswa dan dosen aktif pengguna SIMAK. Data dianalisis menggunakan *Covariance-Based Structural Equation Modelling (CB-SEM)* dengan alat SmartPLS 4. Hasil penelitian menunjukkan bahwa persepsi kerentanan dan persepsi keparahan serta interaksinya berpengaruh positif terhadap persepsi ancaman. Persepsi ancaman berpengaruh positif terhadap motivasi penghindaran. Interaksi persepsi ancaman dan efektivitas pengamanan berpengaruh secara negatif. Efikasi diri berpengaruh positif terhadap motivasi penghindaran. Pada gilirannya motivasi penghindaran berpengaruh positif terhadap perilaku kesadaran dalam menghindari ancaman privasi data.

Kata Kunci: SIMAK, Perilaku Kesadaran, Privasi Data, *TTAT*