

**PERSONAL DATA PROTECTION AWARENESS TOWARD NEW PUBLIC
BEHAVIOR**

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STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.



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1) ABSTRACT

PERSONAL DATA PROTECTION AWARENESS TOWARD NEW PUBLIC BEHAVIOR

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The implementation of Law Number 27 of 2022 concerning Personal Data Protection (PDP Law) represents a significant milestone in strengthening privacy governance in Indonesia. However, the continued occurrence of personal data breaches indicates that legal regulation alone is insufficient to encourage responsible privacy protection behavior. This study develops an integrated behavioral model to explain Privacy Protection Behavior among Indonesian digital users by combining Protection Motivation Theory, Privacy Calculus Theory, and Institutional Theory. A quantitative approach was employed, and the data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The findings reveal that Digital Literacy is the strongest predictor of Perceived Concern, which subsequently has the greatest influence on Privacy Protection Behavior. The study highlights the importance of strengthening digital literacy, institutional trust, and privacy awareness to support the effective implementation of the PDP Law.

Keywords: Personal Data Protection Law, Privacy Protection Behavior, Perceived Concern, Digital Literacy, Institutional Trust, PLS-SEM, Indonesia.

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3) DEDICATION

I dedicate this works for:

To my lovely wife and children

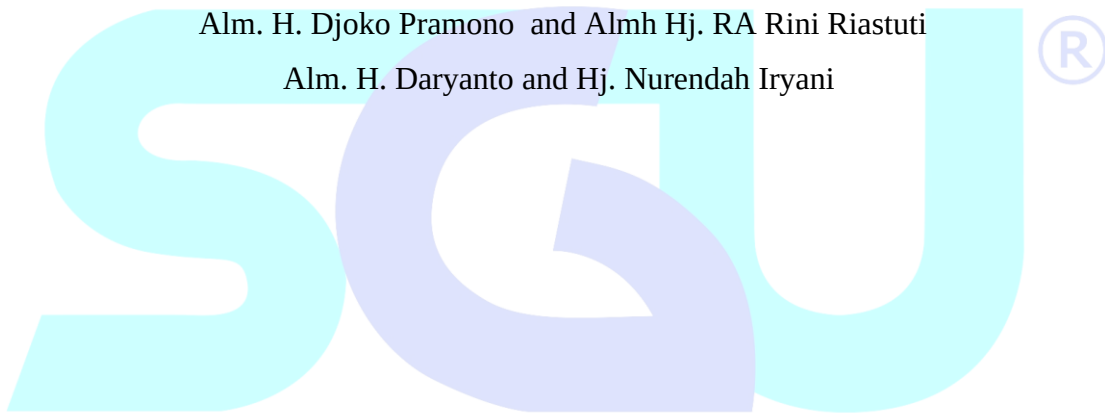
Dyah Nirmala

Aura Pradipta Daniswara & Keira Prameswari Ayuningdyah

To my beloved parents,

Alm. H. Djoko Pramono and Almh Hj. RA Rini Riastuti

Alm. H. Daryanto and Hj. Nurendah Iryani



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