



Analysis of Personal Data Security Awareness Level Among Social Media Users Using the Technology Acceptance Model

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Received: February 9, 2026; Accepted: April 10, 2026; Published: April 20, 2026.

Abstract: The rapid development of information technology has fundamentally altered communication patterns, most visibly through the widespread adoption of social media as a primary channel for sharing and receiving information. What began as a tool for interpersonal connection has since expanded into a space for commercial activity, personal expression, and mass information exchange — bringing with it a set of risks that deserve more attention than they typically receive. Social media platforms, while offering considerable convenience, carry real threats to personal data security, threats that are too often underestimated by both users and service providers. Personal data routinely spreads across these platforms, sometimes deliberately, more often through carelessness or inattention on either side of the service relationship. The gap between internet penetration rates and actual security awareness among users remains a persistent concern, particularly in developing digital markets where platform adoption has outpaced digital literacy. The present study measured the level of awareness among social media users regarding personal data privacy and security, applying the Technology Acceptance Model (TAM) as the analytical lens. A blended research method was used, combining qualitative and quantitative data collection through a structured questionnaire distributed to 100 randomly selected respondents. The findings indicate a relatively high level of awareness overall: 68.6% of respondents demonstrated awareness of information security practices, while 65.1% showed awareness of personal privacy. These figures are encouraging — though the 15% gap between the two warrants further scrutiny.

Keywords: Analysis; Awareness; Social Media; Security; Data; Personal; Privacy.

1. Introduction

The rapid expansion of information technology, supported by increasingly broad internet penetration, has produced a fundamental shift in how people communicate and access information. Social media has moved well beyond its original function as a tool for interpersonal communication — it now serves as a space for personal expression, commercial activity, and the rapid circulation of digital content. That shift carries consequences. As usage deepens, so do the risks attached to it, particularly regarding the security and privacy of personal data. Data breaches remain frequent, driven by negligence on both the user and provider side, and the evidence consistently points to a public that has not yet fully grasped what is at stake (Nabila *et al.*, 2023). According to We Are Social & Meltwater (2023), internet users in Indonesia reached 212.9 million — a 3.85% increase from the previous year. Yet the volume of personal data misuse has not declined

proportionally. The Cambridge Analytica–Facebook breach of 2018, which affected approximately one million Indonesian users, remains one of the more instructive cases of what happens when data governance fails at scale (Al-Emran *et al.*, 2023). A 2022 survey by the Centre for Strategic and International Studies (CSIS) found that the majority of young Indonesians rely on social media as their primary information source, which simultaneously increases their exposure to data vulnerability (Ali *et al.*, 2025). The right to privacy, including the protection of personal data, is recognized under the Universal Declaration of Human Rights (1948). Still, the Asosiasi Penyelenggara Jasa Internet Indonesia (2023) reported that 74.59% of Indonesian internet users remain unaware of the potential for their data to be accessed by unauthorized parties — a gap that is difficult to ignore given the scale of internet adoption in the country.

Research applying the Technology Acceptance Model (TAM) has grown substantially in recent years, yet empirical studies that specifically examine the relationship between Perceived Usefulness (PU) and Perceived Ease of Use (PEOU) in the context of personal data protection behavior — particularly at the local level, such as the Tanah Sereal area of Bogor City — remain scarce. The present study addresses that gap directly. It measures the level of personal data security awareness among social media users and tests the influence of PU and PEOU on users' behavioral intention toward data protection. The awareness indicators examined include the use of Two-Factor Authentication (2FA), privacy setting configurations on social media accounts, and users' awareness of the type and volume of personal data stored or exposed on digital platforms. Social media, as a Web 2.0-based platform, has become deeply embedded in daily user activity — but that embeddedness also creates serious challenges for personal data protection, particularly in how user data is collected and managed (Alika Zuhaira & Alijoyo, 2024). Local research has shown that in digital system contexts, privacy and data security function as external variables that reinforce technology adoption intentions, and that these factors warrant integration into TAM-based models (Az-zahra *et al.*, 2025). Several studies in the TAM literature have further confirmed that privacy concerns and security perceptions influence both perceived usefulness and perceived ease of use, which in turn affect behavioral intention in technology adoption. In the social media context specifically, users face a real tension: platforms offer genuine benefits — information exchange, network expansion — while simultaneously exposing users to risks of uncontrolled data use, leakage, or opaque data management practices. That tension can, and does, weaken technology acceptance (Janna & Herianto, 2021). Personal data security is part of the individual right to privacy, a right that requires active protection in an increasingly complex digital environment (Kamela *et al.*, 2023). TAM, applied here, serves as the analytical lens for understanding how perceptions of usefulness and ease of use shape user attitudes and behavioral intentions toward protecting personal data on social media.

2. Related Work

2.1 Technology Acceptance Model (TAM)

The Technology Acceptance Model (TAM), originally proposed by Davis (1989), remains one of the most widely applied theoretical frameworks for explaining and predicting user acceptance of information systems. At its core, TAM posits that two cognitive beliefs — Perceived Usefulness (PU) and Perceived Ease of Use (PEOU) — are the primary determinants of a user's attitude toward a technology, which subsequently shapes behavioral intention and actual system use. Perceived Usefulness refers to the degree to which a user believes that using a particular system will improve their performance, while Perceived Ease of Use reflects the degree to which the user expects the system to be free of effort. What makes TAM particularly relevant across decades of research is its parsimony: it captures the essential cognitive pathway from perception to behavior without overcomplicating the model. Subsequent extensions of TAM have incorporated external variables — trust, security, privacy concern — to better reflect the realities of specific adoption contexts, including social media platforms (Al-Qaysi *et al.*, 2020).

2.2 TAM in the Context of Social Media

The application of TAM to social media adoption has been examined across a range of studies, consistently confirming that PU and PEOU are significant predictors of user engagement and continued platform use. Alduaij (2019) found that TAM constructs adequately explain social media adoption trends, with perceived usefulness emerging as the stronger predictor of behavioral intention compared to ease of use — a pattern that appears to hold across different cultural and demographic contexts. In the Indonesian setting, studies by Az-zahra *et al.* (2025) and Sugiyono & Sulaiman (2024) similarly confirmed that TAM constructs reliably predict user acceptance of digital systems, including e-learning platforms and educational technology applications. What these studies collectively suggest is that the model's predictive validity does not diminish when applied locally — though the relative weight of each construct may shift depending on the user population and the type of platform under examination. This study extends that line of inquiry by applying TAM specifically to the context of personal data security awareness among social media users in Tanah Sereal, Bogor City.

2.3 Privacy Concerns and Data Security as External Variables

A growing body of literature has argued that privacy concern and perceived security cannot be treated as peripheral factors in technology acceptance — they belong inside the model, not outside it. Alsyouf *et al.* (2023) demonstrated that security and privacy perceptions directly influence both PU and PEOU in health information system adoption, with security emerging as a significant predictor of behavioral intention. Zhang (2024) similarly found that perceived privacy and perceived security affect behavioral intention through the mediating role of perceived trust, reinforcing the argument that these variables operate as structural components of user acceptance rather than mere contextual noise. In the social media context, this matters considerably. Users who perceive a platform as insecure — or who have experienced data exposure — tend to report lower perceived usefulness and reduced intention to continue using the platform (Janna & Herianto, 2021). Yel & Nasution (2022) specifically examined personal data security on social media in the Indonesian context and found that awareness of data risks remains uneven across user groups, with younger users showing higher awareness of security features but lower awareness of privacy implications. That asymmetry is precisely what the present study seeks to examine further.

2.4 Personal Data Security Awareness

Awareness of personal data security encompasses more than knowing that risks exist — it includes the practical capacity to act on that knowledge through specific behaviors such as enabling Two-Factor Authentication (2FA), configuring privacy settings, and managing third-party application permissions. Rafi *et al.* (2025) found that millennial users demonstrate a reasonable understanding of privacy protection in principle, but that this understanding does not always translate into consistent protective behavior. The gap between awareness and action is not trivial. Nabila *et al.* (2023) noted that many users share personal information on social media without fully understanding the scope of data that platforms collect and retain. Kamela *et al.* (2023) further argued that trust in digital systems — shaped in part by perceived security — plays a mediating role between user awareness and actual adoption behavior, suggesting that awareness alone is insufficient without a corresponding sense of system reliability. Taken together, these findings position personal data security awareness as a construct that interacts with, rather than operates independently of, the core TAM variables.

3. Methodology

A quantitative approach with a survey method was used to analyze social media users' acceptance of data security and privacy features (Kamela *et al.*, 2023). The study adopts the Technology Acceptance Model (TAM) with the addition of external variables — specifically privacy and data security — as the primary analytical framework (Martha *et al.*, 2022). The object of the study is social media use; the subjects are active social media users residing or conducting activities in the Tanah Sereal area of Bogor City who have engaged with account privacy features on their respective platforms. Within the TAM structure applied here, four constructs were operationalized. Perceived Usefulness (PU) measures users' perceptions of the benefits derived from social media use. Perceived Ease of Use (PEOU) assesses how readily users understand and operate platform features. Attitude Toward Using (ATU) captures the attitude formed from those two perceptions. Behavioral Intention (BI) measures users' intention to continue using social media while consistently applying personal data protection practices. The intuitive dimension of the system is reflected in PEOU — how easily users navigate social media without confusion — while the degree of user control and confidence in system stability is shaped by perceptions of security and privacy. These perceptions collectively feed into ATU, reflecting the user's level of comfort and satisfaction when engaging with the platform, and ultimately into BI, which represents the user's willingness to sustain both platform use and protective data behaviors.

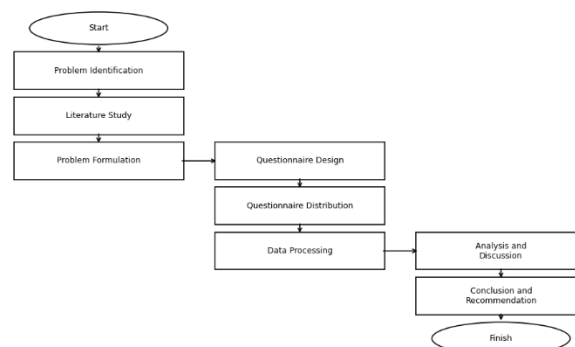


Figure 1. Research Stages

The research was conducted in five sequential stages, as illustrated in Figure 1. The first stage involved problem identification, aimed at isolating the core issues under examination — specifically, the level of user awareness regarding account security and safe social media use — so that a precise research formulation could be established as a reference for subsequent stages. Following problem identification, a literature review was conducted to establish the theoretical foundation of the study, covering social media use, account security, user awareness, and the Technology Acceptance Model. The third stage involved instrument development and data collection. The questionnaire was structured systematically to ensure accuracy and relevance to the research problem, then distributed via social media text messages, WhatsApp, and direct distribution. Sample selection was based on direct involvement in digital social media platform use, with respondents drawn from active social media users in Kp. Tanah Sereal, Bogor City, who had used account privacy features. The Google Form questionnaire link was shared in the initial distribution phase, and all feedback collected from respondents was treated as primary research data (Mohammad Ainun Naja Fauzi *et al.*, 2025). The fourth stage involved data processing and analysis, where the collected data were processed and interpreted using techniques appropriate to the quantitative method applied, allowing the researcher to evaluate the influence of perceived usefulness and ease of use on user attitudes and behavioral intentions across four TAM dimensions — Perceived Usefulness, Perceived Ease of Use, Attitude Toward Using, and Behavioral Intention (Mohammad Alfarizi Ramdhani, 2024). The fifth and final stage involved drawing conclusions from the processed data, aligned with the preceding analysis and discussion.

4. Result and Discussion

4.1 Results

This study involved a total of 100 respondents. Based on demographic data, 35 respondents (35%) were female and 65 respondents (65%) were male. In terms of age distribution, 10 respondents (10%) were 17 years old, 68 respondents (68%) were 25 years old, and 22 respondents (22%) were 35 years old. Data obtained from the questionnaire were subsequently processed for each construct to identify response tendencies and the degree of data variation. The processed results served as the basis for interpreting users' acceptance of social media within the TAM framework, enabling the researcher to evaluate the influence of perceived usefulness and perceived ease of use on users' attitudes and behavioral intentions in a systematic and measurable manner.

4.1.1 Measurement Scale

The results of questionnaire data processing based on respondent assessments are presented in Table 1.

Table 1. Likert Scale

Abbreviation	Response	Score
STS	Strongly Disagree	1
TS	Disagree	2
N	Neutral	3
S	Agree	4
SS	Strongly Agree	5

In this study, the level of awareness and perception of social media users was measured using a Likert Scale across four TAM constructs, namely Perceived Usefulness (PU), Perceived Ease of Use (PEOU), Attitude Toward Using (ATU), and Behavioral Intention (BI). Each statement was scored from 1 to 5, where a higher score indicates a more positive level of awareness and perception toward social media use (Davis, 1989). To understand the level of user perception and awareness, the following mean formula was applied.

$$RK = \frac{JSK}{JK}$$

Where:

RK = Mean Awareness Score

JSK = Total Questionnaire Score

JK = Total Questionnaires

To assess the level of awareness, the rating model developed by Kaplan and Norton was adopted with the following scale categories.

Table 2. Awareness Level Categories Based on Kaplan and Norton (1996)

Score Range	Category
1.00 – 1.79	Very Low
1.80 – 2.59	Low
2.60 – 3.39	Moderate
3.40 – 4.19	High
4.20 – 5.00	Very High

4.1.2 Validity Test

A validity test was conducted to determine how well each questionnaire item measures the intended variable. The validity test employed the Pearson Correlation method by comparing the significance value between each item score and the total variable score. An item is considered valid if its significance value is less than 0.05 (sig. < 0.05), while an item with a significance value greater than 0.05 (sig. > 0.05) is considered invalid and excluded from further analysis (Janna & Herianto, 2021). The r-table value was determined based on the Pearson Product Moment distribution with 100 respondents, yielding an r-table value of 0.195.

Table 3. Validity Test of Perceived Usefulness

No	R-Table	R-Count	Remark
1	0.195	0.450	Valid
2	0.195	0.510	Valid
3	0.195	0.440	Valid
4	0.195	0.500	Valid
5	0.195	0.440	Valid
6	0.195	0.470	Valid
7	0.195	0.460	Valid
8	0.195	0.490	Valid
9	0.195	0.500	Valid
10	0.195	0.570	Valid

Based on Table 3, all items in the Perceived Usefulness variable are declared valid, as every r-count value exceeds the r-table value, with the highest value of 0.570 recorded on item 10.

Table 4. Validity Test of Perceived Ease of Use

No	R-Table	R-Count	Remark
1	0.195	0.490	Valid
2	0.195	0.470	Valid
3	0.195	0.430	Valid
4	0.195	0.420	Valid
5	0.195	0.450	Valid
6	0.195	0.540	Valid
7	0.195	0.510	Valid
8	0.195	0.510	Valid

All items in the Perceived Ease of Use variable are declared valid, with the highest r-count value of 0.540 on item 6, exceeding the r-table value of 0.195.

Table 4. Validity Test of Attitude Toward Using

No	R-Table	R-Count	Remark
1	0.195	0.340	Valid
2	0.195	0.460	Valid
3	0.195	0.330	Valid
4	0.195	0.440	Valid
5	0.195	0.410	Valid
6	0.195	0.440	Valid

All items in the Attitude Toward Using variable are declared valid, with the highest r-count value of 0.460 on item 2, exceeding the r-table value of 0.195.

Table 6. Validity Test of Behavioral Intention

No	R-Table	R-Count	Remark
1	0.195	0.300	Valid
2	0.195	0.430	Valid
3	0.195	0.310	Valid
4	0.195	0.430	Valid
5	0.195	0.333	Valid
6	0.195	0.270	Valid
7	0.195	0.370	Valid
8	0.195	0.310	Valid

All items in the Behavioral Intention variable are declared valid, with the highest r-count value of 0.430 on items 2 and 4, both exceeding the r-table value of 0.195.

4.1.3 Reliability Test

The reliability test aims to measure the extent to which the research instrument is consistent in measuring the variables under study. This test employed the Cronbach's Alpha method. An instrument is considered reliable if the Cronbach's Alpha value reaches 0.70 or higher, while a value below 0.70 indicates that the instrument is not sufficiently reliable and requires revision (Janna & Herianto, 2021).

Table 7. Reliability Test of Perceived Usefulness

Cronbach's Alpha	N of Items
0.89	10

Source: Research Data, 2025

The Cronbach's Alpha value of 0.89 exceeds the minimum threshold of 0.60, indicating that all items in the Perceived Usefulness variable are reliable and consistent for use in further analysis.

Table 8. Reliability Test of Perceived Ease of Use

Cronbach's Alpha	N of Items
0.89	8

Source: Research Data, 2025

The Cronbach's Alpha value of 0.89 exceeds the minimum threshold of 0.60, indicating that all items in the Perceived Ease of Use variable are reliable and consistent for use in further analysis.

Table 9. Reliability Test of Attitude Toward Using

Cronbach's Alpha	N of Items
0.89	6

Source: Research Data, 2025

The Cronbach's Alpha value of 0.89 exceeds the minimum threshold of 0.60, indicating that all items in the Attitude Toward Using variable are reliable and consistent for use in further analysis.

Table 10. Reliability Test of Behavioral Intention

Cronbach's Alpha	N of Items
0.89	8

Source: Research Data, 2025

The Cronbach's Alpha value of 0.89 exceeds the minimum threshold of 0.60, indicating that all items in the Behavioral Intention variable are reliable and consistent for use in further analysis.

4.1.4 Questionnaire Variable Distribution

The research variables consist of Perceived Usefulness (10 items), Perceived Ease of Use (8 items), Attitude Toward Using (6 items), and Behavioral Intention (8 items), measuring user awareness of the usefulness of security features, ease of understanding security features, user attitudes toward security features, and data control and protection practices.

Table 11. Respondent Response Distribution by Variable

Variable	Statement	STS	TS	N	S	SS
A. Perceived Usefulness (PU)	Security features on social media help protect my personal data	5	0	13	51	31
	Privacy settings make activities on social media safer	1	3	16	55	25
	Security features increase my confidence when using social media	1	2	12	53	32
	Security notifications help me identify suspicious activity	1	2	12	53	32
	Two-step verification enhances the protection of my account	1	0	8	47	44
	Profile access restriction features help protect my privacy	1	0	8	47	44
	Profile access restriction is beneficial for maintaining my privacy	1	2	15	55	27
	The login activity report feature is useful for monitoring account security	1	1	19	49	30
	Security features make me more comfortable when using social media	2	0	12	46	40
	Security features are essential for protecting my personal data from misuse	1	0	14	54	31
B. Perceived Ease of Use (PEOU)	Security features on social media are easy for me to understand	1	0	9	49	41
	Privacy settings are easy to find in the application menu	1	3	14	59	23
	I can easily activate the two-step verification feature	1	2	11	57	29
	Creating a strong password is simple enough for me	1	1	19	52	27
	The security menu display is not confusing	1	3	23	49	24
	Managing connected application permissions is easy for me	1	0	14	62	23
	I can configure security features without assistance from others	2	0	10	57	31
	Security features are designed to be easy to use	1	2	14	58	25
C. Attitude Toward Using (ATU)	I have a positive view toward using security features	1	0	13	54	32
	I feel comfortable when security features on my social media are active	1	0	12	45	42
	Using security features is a good habit	1	1	12	56	30
	I feel that using security features is not burdensome	1	1	19	48	31
	Applying security features improves my social media experience	1	1	15	54	29
D. Behavioral Intention (BI)	I plan to improve my account security settings	1	0	19	57	23
	I will continue using the available security features on social media	2	0	14	52	32
	I intend to change my account password periodically	1	11	26	39	23
	I plan to check my privacy settings on a regular basis	1	4	25	46	24
	I intend to limit the personal information I share on social media	1	2	18	52	27
	I am willing to learn new security features provided by the platform	1	1	24	27	27
	I will revoke third-party application permissions that I no longer use	1	1	20	46	32
	I intend to be more careful in granting permissions for personal data use	1	1	5	45	48

4.1.5 Mean Calculation Results

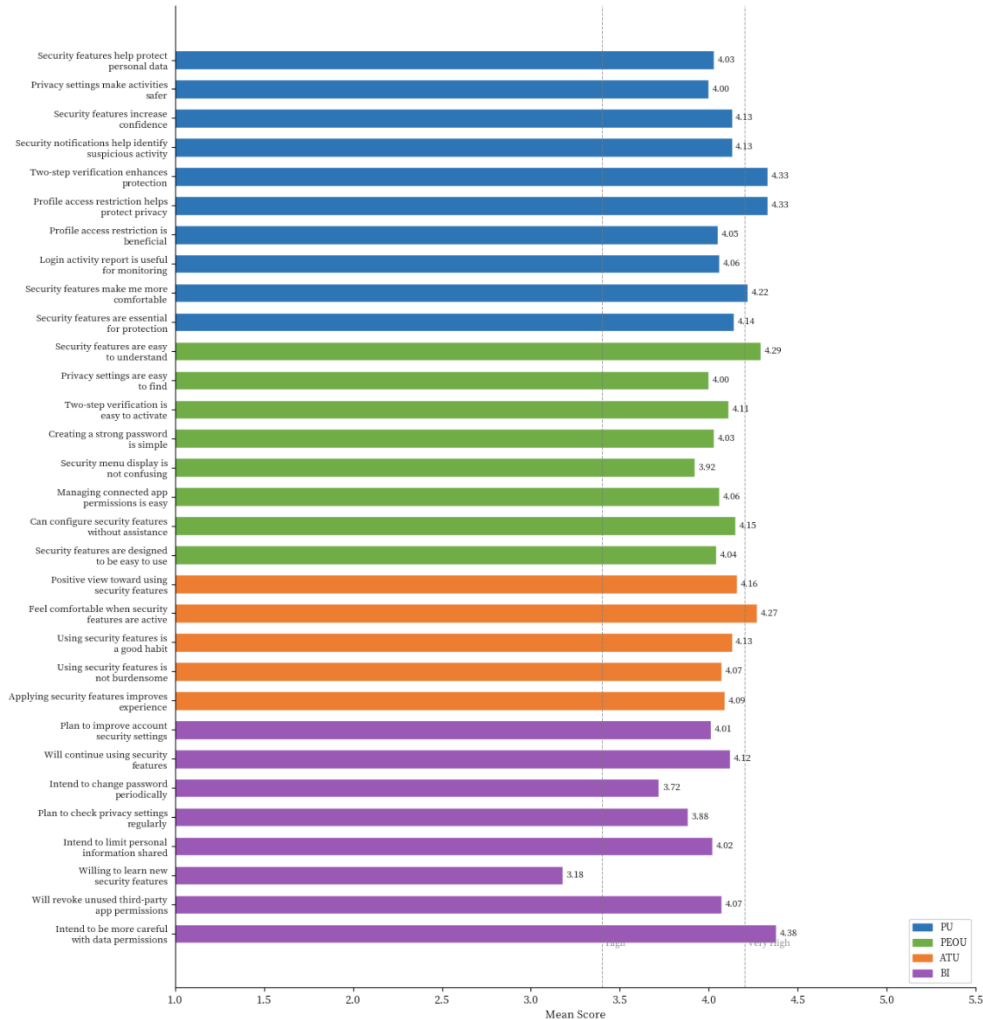


Figure 2. Mean, Perceived

The validity test was conducted by calculating the correlation between each item and the total score, then comparing the r-count value with the r-table value at a significance level of 0.05. The r-count value was obtained through data processing using SPSS software, while the r-table value was determined based on the Pearson Product Moment distribution with 100 respondents, yielding an r-table value of 0.195. An item is considered valid if its r-count value exceeds the r-table value (Janna & Herianto, 2021).

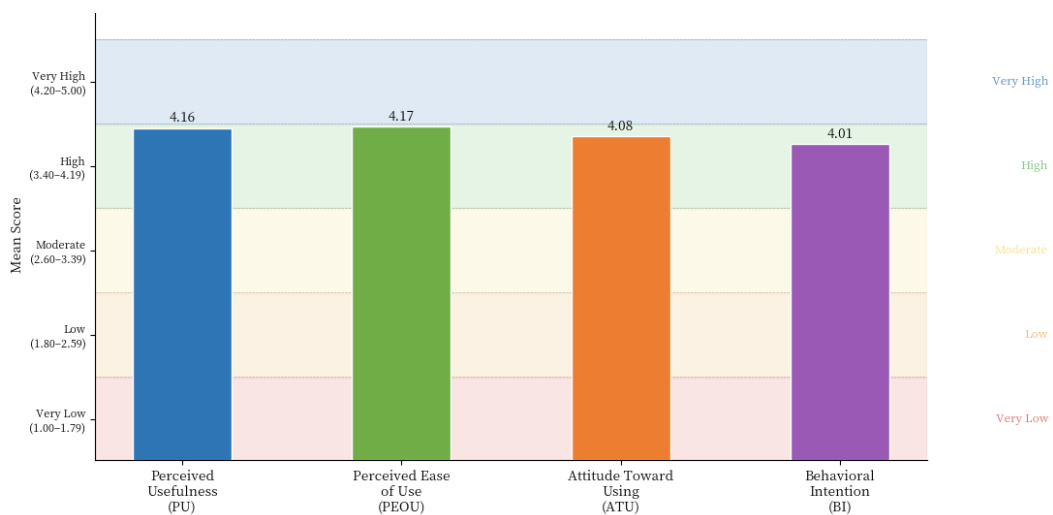


Figure 3. Scale (Mean and Perceived)

Table 12. Mean Analysis Results per TAM Dimension

Dimension	Mean	Average	Category
Perceived Usefulness (PU)	4105	4.16	High
Perceived Ease of Use (PEOU)	3260	4.17	High
Attitude Toward Using (ATU)	2501	4.08	High
Behavioral Intention (BI)	3206	4.01	High

The mean values across all dimensions are positioned positively. Perceived Usefulness (4105), Perceived Ease of Use (3260), and Behavioral Intention (3206) reflect favorable assessments from the majority of respondents, while Attitude Toward Using (2501) sits slightly above neutral, indicating that the aspect of user attitude toward security features still has room for further improvement (Martha *et al.*, 2022).

4.1.6 Scale Statistics

Descriptive Statistics					
	N	Mean	Std Dev	Minimum	Maximum
PU1	100	4,03	,95	STS	SS
PU2	100	4,00	,79	STS	SS
PU3	100	4,13	,77	STS	SS
PU4	100	4,12	,78	STS	SS
PU5	100	4,33	,71	STS	SS
PU6	100	4,33	,71	STS	SS
PU7	100	4,05	,77	STS	SS
PU8	100	4,06	,79	STS	SS
PU9	100	4,22	,81	STS	SS
PU10	100	4,14	,73	STS	SS
PEOU1	100	4,29	,71	STS	SS
PEOU2	100	4,00	,77	STS	SS
PEOU3	100	4,03	,77	STS	SS
PEOU4	100	4,11	,75	STS	SS
PEOU5	100	3,92	,82	STS	SS
PEOU6	100	4,06	,68	STS	SS
PEOU7	100	4,15	,76	STS	SS
PEOU8	100	4,04	,75	STS	SS
ATU1	100	4,29	,74	STS	SS
ATU2	100	4,16	,72	STS	SS
ATU3	100	4,27	,75	STS	SS
ATU4	100	4,13	,73	STS	SS
ATU5	100	4,07	,79	STS	SS
ATU6	100	4,09	,75	STS	SS
BI1	100	4,01	,72	STS	SS
BI2	100	4,12	,79	STS	SS
BI3	100	3,72	,98	STS	SS
BI4	100	3,88	,86	STS	SS
BI5	100	4,02	,79	STS	SS
BI6	100	3,98	,80	STS	SS
BI7	100	4,07	,81	STS	SS
BI8	100	4,38	,72	STS	SS
Valid N (listwise)	101				
Missing N (listwise)	1				

Figure 4. Statistical Test Results Table

Descriptive statistical analysis shows that all questionnaire items have a valid respondent count of 100, with one incomplete data entry (missing), indicating that the data are suitable for further analysis. The mean values for the Perceived Usefulness (PU) indicator range from 4.00 to 4.33, indicating a high level of respondent perception toward the usefulness of the system. The Perceived Ease of Use (PEOU) indicator has mean values ranging from 3.92 to 4.29, suggesting that the system is perceived as easy to understand and use. The Attitude Toward Using (ATU) construct shows mean values ranging from 4.07 to 4.29, reflecting a positive attitude among respondents toward system use. The Behavioral Intention (BI) construct shows mean values ranging from 3.72 to 4.38, indicating respondents' intention to use the system on a sustained basis. Standard deviation values across all indicators range from 0.71 to 0.98, reflecting a relatively low to moderate level of response variation. The minimum and maximum values of all items fall within the range of "Strongly Disagree" to "Strongly Agree," indicating that all indicators were well understood by respondents and showed no data anomalies (Az-zahra *et al.*, 2025).

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FREQUENCIES
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		Statistics																															
		PU1	PU2	PU3	PU4	PU5	PU6	PU7	PU8	PU9	PU10	PEOU1	PEOU2	PEOU3	PEOU4	PEOU5	PEOU6	PEOU7	PEOU8	ATU1	ATU2	ATU3	ATU4	ATU5	ATU6	BI1	BI2	BI3	BI4	BI5	BI6	BI7	BI8
N	Valid	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Missing	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Mean		4,03	4,00	4,13	4,12	4,33	4,33	4,05	4,06	4,22	4,14	4,29	4,00	4,03	4,11	3,92	4,06	4,15	4,04	4,29	4,16	4,27	4,13	4,07	4,09	4,01	4,12	3,72	3,88	4,02	3,98	4,07	4,38
Std Dev		,95	,79	,77	,78	,71	,71	,77	,79	,81	,73	,71	,77	,77	,75	,82	,68	,76	,75	,74	,72	,75	,73	,79	,75	,72	,79	,98	,86	,79	,80	,81	,72
Minimum		STS	STS	STS	STS	STS	STS	STS	STS	STS	STS	STS	STS	STS	STS	STS	STS	STS	STS	STS	STS	STS	STS	STS	STS	STS	STS	STS	STS	STS	STS	STS	STS
Maximum		SS	SS	SS	SS	SS	SS	SS	SS	SS	SS	SS	SS	SS	SS	SS	SS	SS	SS	SS	SS	SS	SS	SS	SS	SS	SS	SS	SS	SS	SS	SS	SS

Figure 5. Descriptive Statistics of TAM Variables

4.2 Discussion

Based on the frequency analysis results, all items in the Perceived Usefulness (PU), Perceived Ease of Use (PEOU), Attitude Toward Using (ATU), and Behavioral Intention (BI) variables have a valid data count of 100 respondents, each with one missing entry. The mean values for the PU indicator range from 4.03 to 4.33, while the PEOU indicator has mean values between 3.92 and 4.29. The ATU indicator shows mean values between 4.07 and 4.29, while the BI indicator ranges from 3.72 to 4.38. Standard deviation values for all items range from 0.68 to 0.98, indicating a relatively low to moderate degree of variation in respondent answers. The minimum and maximum values for each indicator fall within the range of "Strongly Disagree" to "Strongly Agree," demonstrating that all statements were clearly understood by respondents and showed no significant data deviations. Overall, these descriptive statistics provide an initial picture of how respondents perceive the research variables and confirm that the data are suitable for analysis in subsequent stages (Kamela *et al.*, 2023).

5. Conclusion and Recommendations

Based on the analysis conducted, social media users in the study area demonstrate a relatively high level of awareness, with privacy awareness recorded at 65% and information security awareness at 65%. Female respondents showed a slightly higher level of awareness compared to male respondents, with 35% for privacy awareness and 65% for information security awareness. From an age perspective, respondents aged under 20 years to 20–35 years demonstrated greater awareness of both privacy protection and personal data security compared to other age groups, with 52% for privacy awareness and 33% for information security awareness. Overall, user awareness of information security was higher than privacy awareness on social media, with a difference of 15%.

Based on the findings of this study, social media platform managers are encouraged to improve service quality by providing features that are easy to use, stable, and responsive, while also strengthening communication with users through regular feedback mechanisms. Platform service quality must be continuously evaluated to ensure users remain comfortable and are not inclined to migrate to competing platforms. Future research is recommended to employ methods beyond TAM, such as the End User Computing Satisfaction (EUCS) model, in order to achieve a more specific and comprehensive measurement of user satisfaction.

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