

ABSTRACT

This study aims to analyze the relationship between factors such as privacy concern, familiarity with the Single Sign-On (SSO) system, demographic characteristics, Big Five personality traits, and digital literacy on information security awareness in the use of SSO accounts among university students. The SSO system, which allows access to various digital services with a single login, provides convenience but also introduces risks related to information security. Through a survey involving 384 students, this research employs a quantitative approach with multiple regression analysis to test the impact of each factor on information security awareness. The results show that familiarity with SSO, privacy concern, and digital literacy positively influence security awareness, while demographic factors and Big Five personality traits play an important role in shaping information security behavior. This research is expected to contribute to the development of better security policies in higher education environments and increase students' awareness and understanding of the importance of protecting their personal data.

Keywords: Security Awareness, Single Sign-On (SSO), Privacy Concern, Digital Literacy, Big Five Personality, Demographics.