

ABSTRACT

This study aims to analyze the differences in the level of cybersecurity awareness based on demographic factors, which include gender, age, internet usage experience, and family income among students at Telkom University in Bandung. The increasing digital activity among students demands a strong understanding of cybersecurity awareness.

The research method uses a quantitative approach with a survey technique. Data were collected from 397 respondents and analyzed using the One-Way ANOVA test in SPSS version 25. Cybersecurity awareness was measured through three dimensions: password management, safe behavior, and social influence.

The results of the descriptive analysis show that all dimensions of cybersecurity awareness fall into the "very good" category, with the highest score in the password management dimension (94.63%). The ANOVA test results indicate that there are significant differences in the level of cybersecurity awareness based on gender and internet usage experience (sig. < 0.05), while age and family income do not show significant differences (sig. > 0.05). These findings suggest that digital experience and gender differences can influence the level of cybersecurity awareness among students.

Keywords: Cybersecurity Awareness, One-Way ANOVA, Gender, Age, Internet Usage Experience, Family Income.