

ABSTRACT

The phenomenon of compliance with information security protocols is a crucial issue in the digital era, particularly on e-commerce platforms such as Shopee, amid the increasing incidents of data breaches and user negligence. This study aims to examine the influence of decision-making style, security orientation, and self-efficacy on General Security Compliance Behavior and Password Compliance Behavior among Shopee sellers in Indonesia.

Using a quantitative methodology through a survey approach, data were collected from 404 active Shopee sellers and analyzed using Partial Least Squares-based Structural Equation Modeling (PLS-SEM). The findings reveal that a logical decision-making style and threat perception significantly affect information security compliance, while self-efficacy and response effectiveness only exert indirect effects.

Self-efficacy was also found to be an important mediator in the relationship between security orientation and password compliance behavior. These findings highlight the crucial role of psychological and behavioral factors in enhancing security compliance and suggest that cybersecurity training programs should be tailored to sellers' decision-making characteristics to build a more effective digital security culture.

Keywords: *dominant orientation, dominant decision style, general security orientation, general security awareness, security self-efficacy, general security compliance behavior, password compliance behavior.*