

## **Determining Factors that Affect Internet Users' Ability in Detecting Phishing**

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### **ABSTRACT**

Phishing messages are increasingly dangerous and difficult to detect because there is a change in the mode of phishing messages where phishing actors design messages specifically aimed at certain individuals or groups of individuals in the hope that the messages will be more effective. Users of electronic messages are the last fence and the most important aspect in detecting phishing attacks. Therefore, many researchers are trying to further investigate the factors that affect an individual's ability to detect phishing.

This study aims to analyze the determinant factors that affect the ability to detect phishing messages by internet users. Although this topic has been raised by several previous studies, the different findings on the previously mentioned variables encourage researchers to investigate the effect of these variables on internet users in Indonesia. In addition, this study also adds variables from the psychological aspect of the individual to complement the demographic and habit factors that have been previously studied.

This study uses primary data, where the hypothesis will be tested using the SEM (Structural Equation Modeling) equation through the partial least square (PLS) method. Data was collected using an online questionnaire which was compiled and adopted based on previous research.

Kata Kunci: *Phishing messages, detection ability, demographics, psychological factors, internet habits*