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**Parental Influence and Teens' Attitudes toward Online Privacy  
Protection  
"A Study at Islamic Based School in Jakarta"**

**Muhammad. Reza. Prasetya (1000859303)**

**Abstract**

**Objectives** – the objective of this research is to analyze Parental Influence and Teens' Attitude toward Online Privacy Protection.

**Method** – The questionnaires were distributed by spreading out questionnaires to 120 students in two Islamic based schools in Jakarta. Which are SMAI Al – Azhar 4 Kemang Pratama and SMPI Al – Azhar 9 Kemang pratama. The respondents must be around 14 to 18 age range as they will be considered as teenagers. Data gathered then analyzed using Cross tabulation, Reliability & Validity analysis, Linear Regression, and multiple regression. The author also conducts interview with students and teachers.

**Results** – There were 10 hypotheses, 6 were accepted and 4 were rejected. The findings bring out several important implications to e – marketers, parents, teenagers, school/educational institutions, and government.

**Conclusion** – In this research, there are several variables that the author tries to elaborate such as, FCP, parental mediation method, teenager's privacy concern level, and teens attitude toward online privacy protection. In FCP there are two kind of FCP which are socio and concept oriented FCP. Meanwhile in parental mediation there are three kinds of parental mediation of privacy, which are; Rule – making, Co – surfing, and parent child discussion. In this research the author also put all the 10 original hypotheses from the original journal into this research.

**Keyword** – Internet, Consumer Behavior, Consumer Affair, Online Activities, privacy concern, teenagers, family communication pattern, socio – oriented, concept oriented, Behaviors.