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THE IMPACT OF ISO 27001 IMPLEMENTATION, LEASING ADOPTION, AND CUSTOMER TRUST ON DATA CENTER LEASING DECISIONS

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ABSTRACT

This study aims to evaluate the impact of ISO 27001 implementation, risk management, and customer trust on data center leasing decisions. In an increasingly digital era, information security has become a critical factor in maintaining customer trust and satisfaction. This study uses a quantitative approach with a survey method through questionnaires distributed to data center customers. The results of the study show that the implementation of ISO 27001 significantly affects data center leasing decisions. Good risk management also has a positive impact on leasing decisions, while customer trust plays an important role in retaining and attracting new customers. These findings affirm that data center companies need to continuously strengthen their information security management systems to enhance customer trust and loyalty. This study provides practical contributions to data center companies in implementing and improving information security standards as well as providing academic insights into the literature on information security.

KEYWORDS *ISO 27001, Risk Management, Customer Trust, Leasing Decisions, Data Center, Information Security*

INTRODUCTION

In the ever-evolving digital era, information is a crucial asset for companies. In this context, information security is not only fundamental in maintaining the confidentiality, integrity, and availability of data, but also key in building customer trust and maintaining a competitive advantage. As the need for data storage security and reliability increases, companies are increasingly realizing the importance of choosing a data center provider that can meet high security standards.

The growth trend of the data center industry in Indonesia shows significant potential. According to the latest report, the Indonesia data center market is

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expected to grow at a compound annual growth rate (CAGR) of 16.92% over the period 2024-2029. It is estimated that by 2023, the data center market in Indonesia has reached a considerable size. This growth is driven by various Indonesia government initiatives for digital transformation that include sectors such as government digitalization, digital health, digital education, industrial digitalization, and others. The government also provides tax incentives to encourage the digital economy and encourage data locality in the country. Related to sustainability, Indonesia aims to accelerate renewable energy production and contribute around 48% of renewable energy to total electricity in the 2021-2030 period. In 2023, the data center market in Indonesia is expected to be of significant value. The use of KMW (Kilowatt Megawatts) in data center calculations is critical because it measures power capacity, ensures efficient energy management, and infrastructure planning to support increasing data needs (Mordor Intelligence,2023).

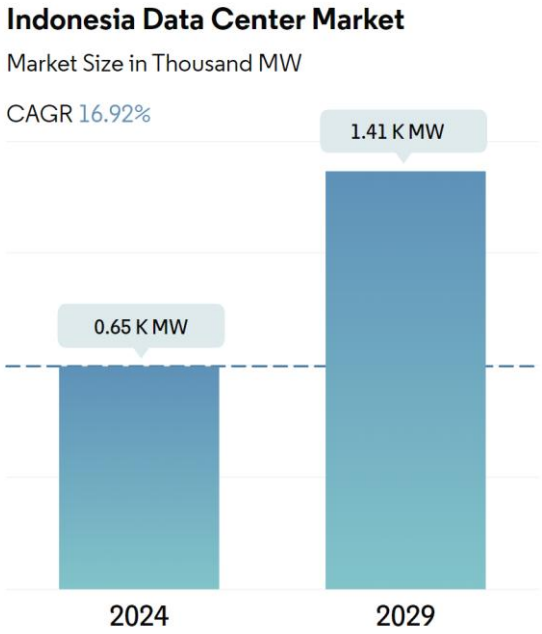


Figure 1. Data Center Market
Source : Mardor Intelligence 2024

The phenomenon of customer purchase decisions renting data centers is increasingly attracting attention along with the increasing need for security and reliability of data storage. Today's customers are not only looking for large storage capacity and fast access, but also assurance that their data is safe from cyber threats.

The main problems faced by companies in looking for data center rental include several important aspects. First, data security is a top priority because companies need to ensure that their data is protected from various cyber threats. Data leak incidents can cost companies financially and damage their reputation. Second, compliance with international standards such as ISO 27001 is a challenge,

as many companies have difficulty finding data center providers that comply with these security standards. This compliance is important to ensure the best security practices, as explained by Rebeca Harper. Navigating ISO 27001.Retrieved 2 June 2024 from https://datacentrereview.com/2024/03/navigating-iso-27001/.

In addition, the flexibility and scalability of the service are crucial factors. Companies need data center services that can adapt to changing needs, both in terms of storage capacity and other additional services. The reputation of the service provider is also an important consideration, as companies want to partner with providers that have a track record of both security and reliability. Finally, an effective risk assessment is needed to identify potential security gaps and implement appropriate mitigation measures (DataBank, 2024).

Information security is one of the main factors that affect a company's decision to choose a data center provider. Risk assessment is one of the solutions to prevent data theft and identify gaps in the organization that can lead to security breaches. There must be a proper set of procedures and policies in place to prevent these security breaches from entering the organization.

In addition to potential customers, existing customers who have rented data centers also face challenges in deciding whether to continue renting or not. Existing customers often re-evaluate service providers based on their experience during previous rental periods. They will assess whether the service provider has met the promised security and reliability guarantees. This evaluation includes testing consistency in keeping data secure, responding to security incidents, and the provider's ability to adapt services to evolving needs.

The implementation of strict and systematic information security policies not only helps in reducing risks, but also increases customer trust. This can contribute to increasing existing customer loyalty and attracting the interest of potential customers, which ultimately increases the company's competitiveness in an increasingly competitive market.

One of the frameworks that includes Risk Assessment is the ISO 27001 Standard which deals with the security of the organization as a whole. This standard starts from defining the scope of the organization to the certification of the Standard, although it is not mandatory that the organization must be certified if the organization follows the mandatory policies and controls to obtain the objectives.

The ISO 27001 standard is used to implement an Information Security Management System (SMKI) in an organization. Since most of the highest breaches come from employees working in the organization, there must be proper training within the organization to protect the system from being compromised internally, awareness programs must be conducted for employees and staff so that information security and business continuity do not depend exclusively on the presence of certain individuals that can cause the system to stop/break depending on the specific

accessibility of the employees.

The Information Security Management System (SMKI) provides a complete solution for superior information, by providing the necessary procedures, tools, and measures to improve and maintain a protected information organization. The employees and staff of the organization must be given proper awareness and training on ISO Standards and why they are important to their organizations. Once compliant with ISO 27001, organizations can provide assurance to clients and partners that data is safe within the organization.

Figure 2. Benefits of ISO27001
Source: TUV Rheinland.2022

Recognizing the critical role ISO27001(2022) in this era, data center companies must deal with the huge challenge of managing large and sensitive volumes of customer data. must ensure strong information security, not only to improve security but also to influence customer perception and trust in the security of stored data. The implementation of ISO 27001 is important in this context (British assessment, 2023).

Customer trust is a critical factor in the data center industry. This trust is closely related to customer confidence in the company's ability to maintain data security and privacy. This contributes to customer retention, where customers who are satisfied with data security are likely to remain loyal, as explained by Clark,Scot (2023)

Regarding companies that do not implement ISO 27001, research shows that ISO 27001 certification is related to improving the profitability, labor productivity, and sales performance of the company. The impact seems to be influenced by the level of internationalization of the company concerned. This research contributes to

the scientific debate regarding information security and certification by investigating the financial impact of ISO/IEC 27001 on a large scale. It is found that the implementation of an information security management system has a direct positive impact on the company's operational and financial performance, including in terms of IT and infrastructure performance. However, some studies have also shown that ISO/IEC 27001 certification does not always have a measurable direct positive impact on the stock market or financial performance of companies, so ISO/IEC 27001 serves more as a defensive tool to "prevent losses through management" as explained in an analysis by Hsu, Carol and Wang, Tawei (2016).

In addition to potential customers, existing customers who have rented data centers also face challenges in deciding whether to continue renting or not. Existing customers often re-evaluate service providers based on their experience during previous rental periods. They will assess whether the service provider has met the promised security and reliability guarantees. This evaluation includes testing consistency in keeping data secure, responding to security incidents, and the provider's ability to adapt services to evolving needs. The implementation of ISO 27001 plays an important role in this decision, as customers who see their service providers complying with international standards tend to have greater confidence in renewing or renewing their lease contracts.

However, data center providers also face a number of challenges, including scalability and flexibility, security and compliance, energy efficiency and sustainability, maintenance and operations, resource availability and cost, technological change, and market competition. Addressing these challenges requires a comprehensive strategy and investment in technological innovation.

One real-life case example that highlights the challenges in the data center industry is the data leak incident at MailChimp in January 2023. In this incident, an unauthorized actor managed to access the tools used by the MailChimp team for customer interactions. The incident was the result of a social engineering attack on MailChimp employees and contractors, which allowed the attackers to obtain employee credentials. This incident highlights the security risks faced by digital service providers and the importance of securing customer data, demonstrating the importance of robust security measures in managing data centers. As explained by Layer, North (2023).

In the face of these complex and dynamic challenges, it is important for data center providers to continue to innovate and implement comprehensive strategies. Success in addressing these issues will not only improve operational reliability and efficiency, but will also strengthen customer trust and loyalty. Therefore, the role of risk management, compliance with industry standards, and the implementation of advanced technologies and sustainability policies are key in navigating the future of the increasingly competitive and fast-changing data center industry.

RESEARCH METHOD

This research is included in quantitative research. Quantitative research is research that is based on objective epistemology and seeks universal laws in social behavior by statistically measuring what is assumed to be reality. Quantitative research emphasizes the measurement and analysis of cause-and-effect relationships between variables. Meanwhile, qualitative research is research that is based on constructive epistemology and explores the reality that is assumed to be dynamic through a framework that is valuable, flexible, descriptive, holistic, and sensitive to context which provides an in-depth description of the phenomenon from each person's perspective (Yilmaz, 2013).

RESULT AND DISCUSSION

Respondent Description

The respondents taken in this study are all customers and potential data center tenants who hold decision-making roles, such as managers or supervisors, and have experience with ISO 27001. The total number of respondents obtained from the distribution of the questionnaire is 110 people. Of these respondents, 55.45% are female, and 44.55% are male.

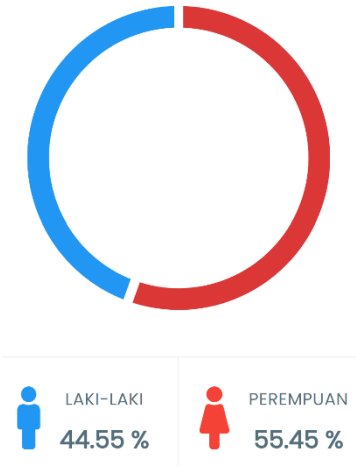
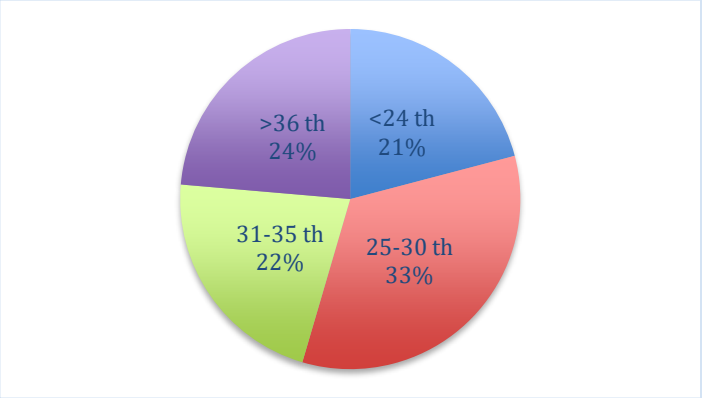


Figure 3. Pie Chart Image of Respondents' Gender Distribution
Source : Data processing results (2024)

The respondents taken in this study are all customers and prospective data center tenants who have a decision-making role, both managers and supervisors. The total respondents obtained from the distribution of this questionnaire were 110 people. Of the total respondents, 55.45% are women, and 44.55% are men. The age

distribution ranges from 18 years old to more than 55 years old. There are 23 customers under the age of 24, 37 people aged 25 to 30, 24 people aged 31 to 35, 26 people over the age of 36. Based on the age distribution, customers aged 25-30 are the dominant number of customers in filling out the questionnaire data of this



study.

Figure 4. Pie Chart Image of Respondents' Age Distribution
Source : Data processing results (2024)

The distribution based on employment status is divided into two categories: full-time and freelance. There are 87 full-time respondents and 23 freelance respondents.

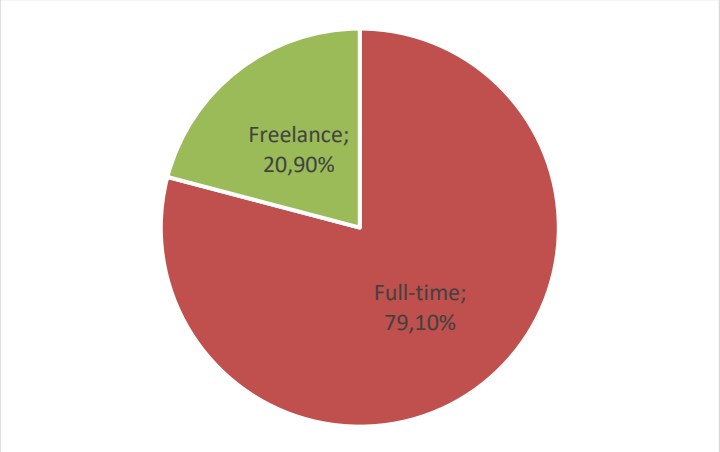


Figure 5. Pie Chart Image of Respondents' Employement Status Distribution
Source : Data processing results (2024)

The distribution based on the respondents' location is divided into four regions: West Java, Central Java, East Java, and DKI Jakarta. There are 36

respondents from West Java, 24 from Central Java, 24 from East Java, and 26 from DKI Jakarta.

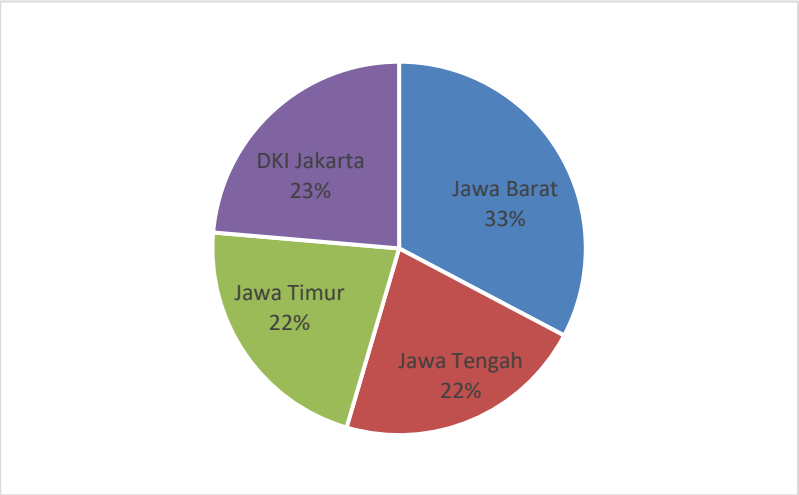


Figure 6. Pie Chart Image of Respondents' Location Distribution
Source : Data processing results (2024)

Results of Analysis

In this study, there are 4 independent variables, namely ISO27001 Implementation (X1), Risk Management (X2), and Information Security Practices (X3), Customer Trust (X4). ISO27001 Implementation (X1) consists of 2 questions, Risk Management (X2) consists of 3 questions, Information Security Practices (X3) consists of 3 questions and Trust (X4) consists of 5. In addition, there is 1 bound variable, namely the Data Center Rental Decision (Y) which consists of 5 questions. Each item is arranged based on indicators or dimensions obtained from each theory.

Test Instrument

Validity Test

An instrument is valid if the calculated probability value is less than the set probability. Significance or sig < alpha 0.05. The significance for each variable below is calculated as 0.0000 < alpha 0.05, it can be said that the instrument below is valid.

Table 1. Validity Test

Correlations

		X1	X2	X3	X4	Y	Total
X1	Pearson Correlation	1	.854**	.871**	.806**	.690**	.929**
	Sig. (2-tailed)		0,000	0,000	0,000	0,000	0,000
	N	110	110	110	110	110	110
X2	Pearson Correlation	.854**	1	.877**	.803**	.660**	.927**
	Sig. (2-tailed)	0,000		0,000	0,000	0,000	0,000
	N	110	110	110	110	110	110
X3	Pearson Correlation	.871**	.877**	1	.809**	.674**	.933**
	Sig. (2-tailed)	0,000	0,000		0,000	0,000	0,000
	N	110	110	110	110	110	110
X4	Pearson Correlation	.806**	.803**	.809**	1	.781**	.921**
	Sig. (2-tailed)	0,000	0,000	0,000		0,000	0,000
	N	110	110	110	110	110	110
Y	Pearson Correlation	.690**	.660**	.674**	.781**	1	.833**
	Sig. (2-tailed)	0,000	0,000	0,000	0,000		0,000
	N	110	110	110	110	110	110
Total	Pearson Correlation	.929**	.927**	.933**	.921**	.833**	1
	Sig. (2-tailed)	0,000	0,000	0,000	0,000	0,000	
	N	110	110	110	110	110	110

**. Correlation is significant at the 0.01 level (2-tailed).

Reliability Test

Reliability is the accuracy of an instrument. Reliability describes the extent to which a research instrument can consistently deliver the same results if used on other occasions in the same situation (Heale & Twycross, 2015). To conduct a reliability test, it is necessary to conduct an assessment using the Cronbach' Alpha method. The value of Cronbach's alpha is 0 to 1.

Table 2. Reability Test

Reliability Statistics

Cronbach's Alpha	N of Items
0,947	5

If viewed from the division of scale groups, in the calculation of the reliability of this instrument it is very reliable because the cronbach value is 0.81 to 0.10.

Multiple Liner Regression

Normality Test

According to Imam Ghozali (2011: 161), the regression model is said to be normally distributed if the plotting data (points) that describe the data actually follows a diagonal line.

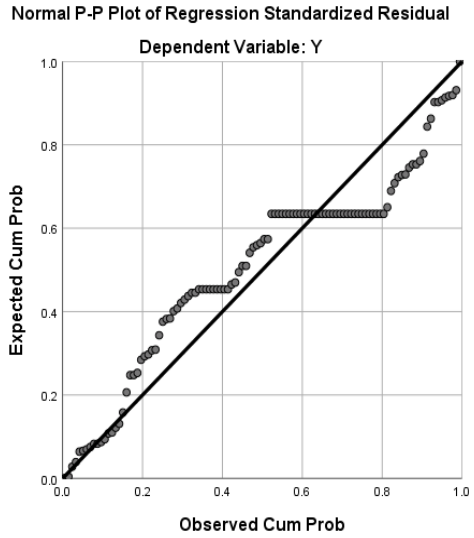


Figure 7. Normality Test

A normal distribution curve has a bell-like shape, where each end will be small while the most frequent data will be in the middle.

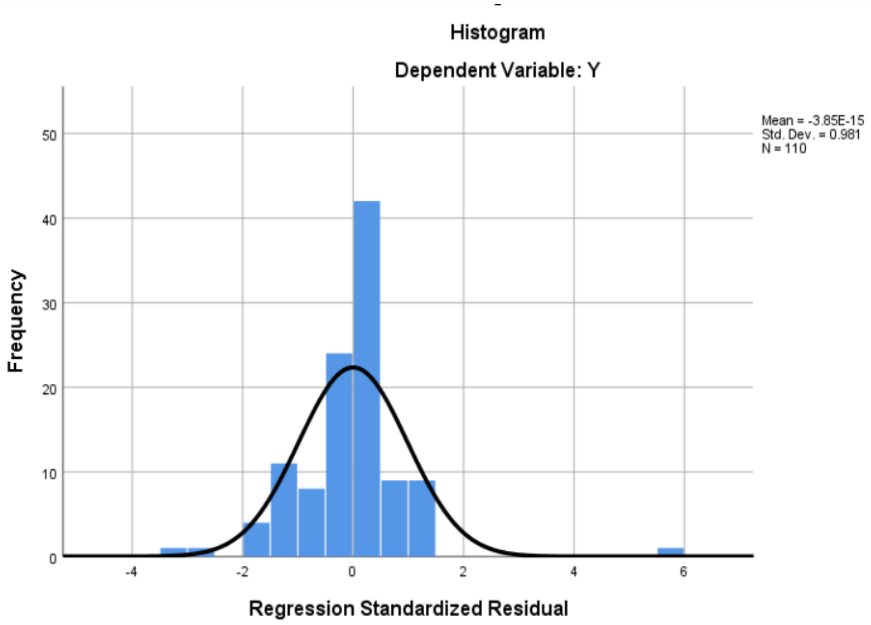


Figure 8. Normality Test

Multicollinearity Test

Multicollinearity is a linear relationship between perfect variables, either partial variables or whole variables in an equation or regression model. The higher the multicollinearity between variables, the more biased the results will be.

According to Imam Ghozali (2011: 107-108), there are no symptoms of multicollinearity, if the Tolerance value > 0.100 and the VIF value < 10.00. Looking at the table below, the value of each instrument is written tolerance > 0.100 and the VIF value < 10.00, so according to Imam Ghozali (2011: 107-108), there is no symptom of multicollinearity.

Table 3. Multicollinearity Test

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.749	.285		2.627	.010		
	X1	.168	.134	.171	1.250	.214	.193	5.187
	X2	-.024	.123	-.027	-.192	.848	.187	5.340
	X3	.028	.140	.030	.203	.839	.168	5.958
	X4	.651	.114	.641	5.722	.000	.288	3.478

a. Dependent Variable: Y

Heteroscedasticity Test

According to Imam Ghozali (2011: 139), there is no heteroscedasticity, if there is no clear pattern (wavy, widening and then narrowing) in the scatterplots drawing, as well as the dots spreading above and below the number 0 on the Y axis.

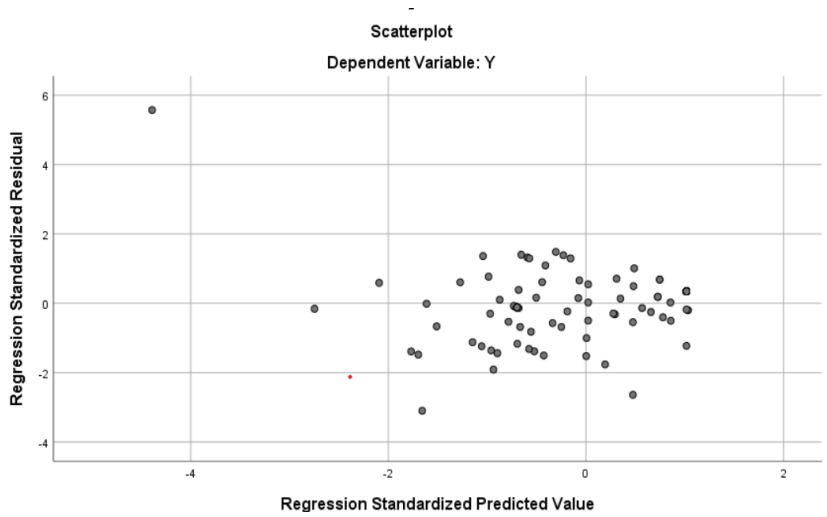


Figure 9. Heteroscedasticity Test

If viewed from the scatterplot above, there are no symptoms of heteroscedasticity.

Hypothesis Test

Partial T Test

The T test, is a partial test that describes the partial influence between the free variable and its bound variable. The partial influence intended is the influence between each independent variable and its bound variable.

According to Imam Ghozali (2011: 101), if the value of Sig. < 0.05, it means that the independent variable (X) partially affects the dependent variable (Y). Below are the results of the conclusion of the partial T test after calculation.

Table 4. Partial T Test

Model		Sig.	Partial T Test
1	(Constant)	0.010	
	X1	0.214	Not affect Y
	X2	0.848	Not affect Y
	X3	0.838	Not affect Y
	X4	0.000	Affect Y
a Dependent Variable: Y			

Simultaneous Test (F)

This simultaneous F test is used to detect the existence of simultaneous influences between the variables used in the study, namely between the bound variable and the free variable.

According to Imam Ghozali (2011: 101), if the value of Sig. < 0.05, it means

that the independent variable (X) simultaneously affects the dependent variable (Y).

Table 5. Simultaneous Test (F)

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	25.148	4	6.287	43.068	.000[b]
	Residual	15.328	105	.146		
	Total	40.476	109			

a. Dependent Variable: Y

b. Predictors: (Constant), X4, X2, X1, X3

Simultaneous conclusion The variable F X4, X2, X1, X3 simultaneously affect Y

Table 6. Simultaneous Test (F)

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.788[a]	.621	.607	.38207	.621	43.068	4	105	.000	2.286

a. Predictors: (Constant), X4, X2, X1, X3

b. Dependent Variable: Y

The influence of the X1-X4 variable on Y either partially or simultaneously was 62.1%.

Multiple Linear Test

1. Hypothesis I

Table 7. Multiple Linear Test

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	25.148	4	6.287	43.068	.000[b]
	Residual	15.328	105	.146		
	Total	40.476	109			

a. Dependent Variable: Y

b. Predictors: (Constant), X4, X2, X1, X3

In Hypothesis I, which has a sig of <0.05 are X4, X2, X1, X3 so it can be concluded that these variables have an effect on Y.

2. Hypothesis II

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	.749	.285		2.627	.010		
	X1	.168	.134	.171	1.250	.214	.193	5.187
	X2	-.024	.123	-.027	-.192	.848	.187	5.340
	X3	.028	.140	.030	.203	.839	.168	5.958
	X4	.651	.114	.641	5.722	.000	.288	3.478

a. Dependent Variable: Y

As seen in the coefficients table, for Hypothesis II, the variable X1, which represents the implementation of ISO 27001, has a significance value of 0.214. Since this significance value is greater than 0.05, it can be concluded that the variable X1 does not affect Y.

3. Hypothesis III
   As seen in the coefficients table, for Hypothesis III, the variable X2, which represents risk management, has a significance value of 0.848. Since this significance value is greater than 0.05, it can be concluded that the variable X2 does not affect Y

4. Hypothesis IV
   As seen in the coefficients table, for Hypothesis IV, the variable X3, which represents information security, has a significance value of 0.839. Since this significance value is greater than 0.05, it can be concluded that the variable X3 does not affect Y.

5. Hypothesis V
   As seen in the coefficients table, for Hypothesis V, the variable X4, which represents trust, has a significance value of 0.000. Since this significance value is less than 0.05, it can be concluded that the variable X4 does affect Y.

Determination Coefficient Analysis

Table 8. Determination Coefficient Analysis

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.788[a]	.621	.607	.38207	.621	43.068	4	105	.000	2.286

a. Predictors: (Constant), X4, X2, X1, X3

b. Dependent Variable: Y

Based on the output above, it is known that the RSquare value is 0.621. This means that the simultaneous influence of X1-X4 on Y is 62,1%.

CONCLUSION

The study concludes that among the four factors analyzed—ISO 27001 implementation, risk management, information security practices, and customer trust—only customer trust significantly influences data center leasing decisions. Statistical tests reveal that ISO 27001 implementation, risk management, and information security practices do not have a direct impact on customers' decisions, as indicated by their high significance values. However, customer trust, with a significance value of 0.000, emerges as the key determinant, highlighting the importance of trust in the security and data management capabilities of data center providers.

Several factors explain why ISO 27001, risk management, and information security practices do not significantly affect leasing decisions. Customers may perceive these elements as standard requirements rather than differentiating factors. Additionally, a lack of understanding or interest in the technical details of security certifications and risk management may lead customers to prioritize more tangible aspects, such as service reliability and trust. Ultimately, trust is built through direct experiences, transparent communication, and responsiveness, making it the dominant factor in leasing decisions.

For data center service providers, the findings emphasize the need to prioritize trust-building strategies. Transparent communication, reliable service, and proactive customer engagement should be the focus to strengthen customer confidence. While security certifications and risk management remain essential for maintaining service quality, their direct impact on customer decisions is limited. The study also contributes to the theoretical understanding of business decision-making, suggesting that customer trust functions as a motivational factor, while security measures serve as hygiene factors that prevent dissatisfaction but do not drive leasing decisions.

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