

ABSTRAK

Norin Jazlina. 210541100022. Pengaruh *Boredom Proneness* Terhadap Perilaku *Phubbing* Pada Generasi Z. Program Studi Psikologi, Fakultas Ilmu Sosial dan Ilmu Budaya, Universitas Trunodjoyo Madura.

Fenomena *phubbing*, yaitu tindakan mengabaikan lawan bicara demi fokus pada *smartphone*, semakin sering ditemukan pada generasi Z yang tumbuh di era digital. Kondisi ini menunjukkan bahwa generasi Z menghadapi tantangan dalam mengelola kebosanan dan menjaga kualitas interaksi sosial. Oleh karena itu, penelitian ini dilakukan untuk melihat sejauh mana kecenderungan merasa bosan (*boredom proneness*) dapat memengaruhi munculnya perilaku *phubbing* pada generasi Z. Penelitian ini bertujuan untuk mengetahui pengaruh *boredom proneness* terhadap perilaku *phubbing* pada generasi Z. Subjek dalam penelitian ini adalah generasi Z di wilayah Jawa Timur, dengan kriteria tertentu yang telah ditentukan. Penelitian ini menggunakan pendekatan kuantitatif dengan desain korelasi kausal. Teknik pengambilan sampel yang digunakan adalah *purposive sampling* dengan jumlah subjek sebanyak 267 orang. Pengumpulan data dilakukan menggunakan dua instrumen, yaitu skala *Boredom Proneness* berdasarkan aspek Vodanovich dan Kass (2005) dengan nilai *Cronbach's Alpha* sebesar 0,656, serta skala Perilaku *Phubbing* berdasarkan aspek Chotpitayasunondh dan Douglas (2018) dengan nilai *Cronbach's Alpha* sebesar 0,833. Analisis data dilakukan dengan metode uji regresi linier sederhana. Hasil penelitian menunjukkan bahwa H_a diterima artinya terdapat pengaruh positif dan signifikan antara *boredom proneness* terhadap perilaku *phubbing* pada generasi Z di Jawa Timur, dengan nilai F sebesar 79,094 dengan signifikansi 0,000 ($p < 0,05$) dan koefisien determinasi (R^2) sebesar 0,230. Hal ini berarti bahwa *boredom proneness* memberikan kontribusi sebesar 23% terhadap perilaku *phubbing*, sedangkan 77% lainnya dipengaruhi oleh faktor lain di luar penelitian ini. Dengan demikian, semakin tinggi tingkat *boredom proneness* individu, maka semakin tinggi pula kecenderungan perilaku *phubbing* yang ditampilkan.

Kata kunci: *Boredom Proneness*, *Phubbing*, Generasi Z.

ABSTRACT

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The phenomenon of phubbing, which is the act of ignoring the person they are talking to in order to focus on their smartphone, is increasingly found in Generation Z who grew up in the digital era. This condition indicates that Generation Z faces challenges in managing boredom and maintaining the quality of social interactions. Therefore, this study was conducted to see the extent to which the tendency to feel bored (boredom proneness) can influence the emergence of phubbing behavior in Generation Z. This study aims to determine the effect of boredom proneness on phubbing behavior in Generation Z. The subjects in this study were Generation Z in the East Java region, with certain predetermined criteria. This study used a quantitative approach with a causal correlation design. The sampling technique used was purposive sampling with a total of 267 subjects. Data collection was carried out using two instruments, namely the Boredom Proneness scale based on the aspects of Vodanovich and Kass (2005) with a Cronbach's Alpha value of 0.656, and the Phubbing Behavior scale based on the aspects of Chotpitayasunondh and Douglas (2018) with a Cronbach's Alpha value of 0.833. Data analysis was conducted using a simple linear regression test method. The results showed that H_a was accepted, meaning there was a positive and significant influence between boredom proneness and phubbing behavior in generation Z in East Java, with an F value of 79.094 with a significance of 0.000 ($p < 0.05$) and a coefficient of determination (R^2) of 0.230. This means that boredom proneness contributed 23% to phubbing behavior, while the other 77% was influenced by other factors outside this study. Thus, the higher the level of individual boredom proneness, the higher the tendency of phubbing behavior displayed.

Keywords: *Boredom Proneness, Phubbing, Generation Z.*