

ABSTRAK

Pengaruh Adiksi *Smartphone* dan *Boredom Proneness* Terhadap Perilaku *Phubbing* Pada Generasi Z Di Kabupaten Karawang

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Perilaku *phubbing* yaitu sikap mengabaikan interaksi tatap muka demi fokus pada layar *smartphone*. Intensitas penggunaan *smartphone* yang tinggi, keterikatan berlebihan, serta kecenderungan merasa bosan dalam aktivitas sehari-hari sering kali menjadi pemicu munculnya *phubbing*. Penelitian ini bertujuan untuk mengetahui pengaruh adiksi *smartphone* dan *boredom proneness* terhadap perilaku *phubbing* pada Generasi Z di Kabupaten Karawang. Penelitian menggunakan pendekatan kuantitatif dengan desain kausal asosiatif, melibatkan 204 responden berusia 18–25 tahun yang dipilih melalui *non-probability sampling* dengan teknik *convenience sampling*. Instrumen penelitian meliputi *Smartphone Addiction Scale-Short Version (SAS-SV)*, *Boredom Proneness Scale-Short Form (BPS-SF)*, dan *Generic Scale of Phubbing (GSP)*. Hasil pengujian hipotesis menunjukkan bahwa adiksi *smartphone* dan *boredom proneness* secara parsial maupun simultan berpengaruh signifikan terhadap perilaku *phubbing* 0,000 atau ($p < 0,05$) dengan kontribusi sebesar 52,1%. Temuan ini mengimplikasikan untuk mengurangi penggunaan *smartphone* dan mengembangkan strategi dalam mengatasi kebosanan guna meminimalisasi dampak negatif perilaku *phubbing* terhadap kualitas interaksi sosial.

Kata kunci : Adiksi *Smartphone*, *Boredom Proneness*, Perilaku *Phubbing*, Generasi Z.

ABSTRACT***The Effect of Smartphone Addiction and Boredom Proneness on Phubbing Behavior in Generation Z in Karawang Regency***

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Phubbing behavior refers to the act of ignoring face-to-face interactions in favor of focusing on a smartphone screen. High smartphone usage intensity, excessive attachment, and a tendency to feel bored in daily activities often serve as triggers for phubbing. This study aims to investigate the influence of smartphone addiction and boredom proneness on phubbing behavior among Generation Z in Karawang Regency. The study employs a quantitative approach with a causal-associative design, involving 204 respondents aged 18–25 years selected through non-probability sampling using convenience sampling techniques. The research instruments include the Smartphone Addiction Scale-Short Version (SAS-SV), Boredom Proneness Scale-Short Form (BPS-SF), and Generic Scale of Phubbing (GSP). The results of the hypothesis testing showed that smartphone addiction and boredom proneness, both partially and simultaneously, significantly influenced phubbing behavior ($p < 0.05$) with a contribution of 52.1%. These findings imply the need to reduce smartphone use and develop strategies to address boredom in order to minimize the negative impact of phubbing behavior on the quality of social interactions.

Keywords : Smartphone Addiction, Boredom Proneness, Phubbing Behavior, Generation Z.