

Phubbing Behavior and Quality of Friendship in Faculty of Public Health, Nusa Cendana University

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Abstract. Phubbing is a behavior or act of ignoring someone in the scope of the social environment by focusing on smartphones instead of paying attention to the interlocutor when interacting so that it affects interpersonal relationships. This study aims to determine the effect of phubbing behavior and the quality of friendship among students of the Faculty of Public Health, Universitas Nusa Cendana Kupang. This research method uses quantitative research with a simple linear regression analysis design. The number of samples was 100 students of the Faculty of Public Health, Universitas Nusa Cendana Kupang. The sampling technique used was simple random sampling. The results of this study indicate that the significance value (sig) is 0,033 <of 0.05 and the value of t count> t table is -2.162 > 1.984. This means that Ho is rejected and Ha is accepted that there is a negative effect of phubbing behavior on the quality of friendship among students of the Faculty of Public Health, Universitas Nusa Cendana Kupang.

Keywords: *Phubbing, Friendship Quality, Students*

Abstrak. *Phubbing* merupakan perilaku atau tindakan mengabaikan seseorang dalam cakupan lingkungan sosial dengan terfokus pada *smartphone* dan bukannya memperhatikan lawan bicara saat berinteraksi sehingga mempengaruhi hubungan interpersonal. Penelitian ini bertujuan untuk mengetahui pengaruh perilaku *phubbing* dan kualitas persahabatan pada mahasiswa Fakultas Kesehatan Masyarakat Universitas Nusa Cendana Kupang. metode penelitian ini menggunakan penelitian kuantitatif dengan rancangan analisis regresi linear sederhana. Jumlah sampel sebanyak 100 mahasiswa, dengan teknik pengambilan sampel yang digunakan *simple random sampling*. Hasil penelitian ini menunjukkan bahwa diperoleh nilai signifikansi (sig) sebesar 0,033 < dari 0,05 dan nilai t hitung > t tabel yaitu sebesar -2.162 > 1,984.

Kata Kunci : *Perilaku phubbing, Kualitas Persahabatan, Mahasiswa.*

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Introduction

The advancement of science in the field of communication and information technology has had an impact on every aspect of human life. The impacts that arise not only have positive effects such as ease of obtaining information, ease of communication, ease of buying and selling transactions, and also convenience in transportation but also have negative impacts such as individuals becoming lazy to socialize directly, keeping things away, close, being individualistic, and increasing cyber bullying. This has the impact of changes in a person's behavior, which in turn has an impact on changing patterns of social relationships with other people in everyday life. The presence of new media such as smartphones seems to be a basic requirement for modern society, supported by various features or applications that make it easy for individuals to easily access all available information. One of the effects of change that is felt like a negative form of excessive smartphone use is the emergence of the phubbing phenomenon.

Phubbing is a behavior or act of ignoring someone in the scope of the social environment by focusing on smartphones instead of paying attention to speech when interacting (Karadag, 2015). Phubbing is an abbreviation of the words " phone" and " snubbing" which means the act of neglect when other people talk to focus on smartphones. Phubbing behavior arises based on excessive dependence on smartphones, which makes them less concerned about what other people are talking about (Chotpytasunondh & Dougals 2016). Phubbing behavior for some people is a common thing, but if it is done continuously it will cause various impacts such as conflicts that affect relationship satisfaction, and relationship satisfaction harms life satisfaction, which can lead to depression (Roberts and David, 2016). Students who are addicted to using smartphones are also said to be phubbing actors. This happens because students are accustomed to using smartphones in their daily lives with high time-intensity so that they cannot control the use of smartphones, which will have an impact on relationships with other people (Syafira & Alamudi 2019). Students who perform the behavior phubbing tend to have a negative self-concept because it focused excessively on smartphones compared to interact with

the speaker (Rianda, 2019). *Phubbing* behavior in students can also cause procrastination, low achievement, impaired concentration, loss of interpersonal communication, and loss of social disclosure (Afdal et al, 2019). The cause of the emergence of phubbing behavior in students is caused by the desire to always update information and events, entertainment, and respond to their activities or achievements through social media (Amelia, et al. 2019).

Research on phubbing behavior was also carried out by Karadag et al (2015) by researching 409 students with an average age range of 21 years. In this study, it was found that cell phones, SMS, internet, social media, and game addiction had a significant positive effect on phubbing behavior. Chotyphyayasunondh and Dougals (2016) has researched phubbing behavior with 251 subjects ranging in age from 18-66 years in the United Kingdom. From the results of this study, the reason someone is addicted to phubbing is a cell phone. There is also research conducted by Ilham and Rinaldi (2019), regarding the effect of phubbing behavior on the quality of friendship among Psychology students at Padang State University. From these studies, the results show that there is a significant correlation between phubbing and the quality of friendship.

Based on the results of an interview conducted with one of the students of the Faculty of Public Health, it was found that when they gathered with their peers, the time they spent was only focused on their respective smartphones and ignored the other person. The author also conducted interviews about phubbing behavior when gathering with friends to 10 students of the Faculty of Public Health. The authors found that of all 10 respondents five of them ever did phubbing. The time description used also varies from person to person, the first subject has a duration of 10 hours per day to play games, the second subject has a duration of four hours per day to play games, the fourth subject has a duration of six hours per day to check notifications on social media, and the fifth subject has a duration of eight hours per day for just checking notifications on social media or playing online games.

From the results of the interview, the authors conclude that the consequences of excessive smartphone use have an impact on the emergence of phubbing behavior for students

such as negative consequences for social relationship satisfaction, interpersonal relationships with peers so that it can lead to poor friendship quality. From the results of the interview, the writer found an interesting phenomenon that the factors that cause someone to do phubbing are excessive smartphone use, for example playing games and accessing social media.

Researchers are interested in taking the problem of phubbing behavior and friendship quality. This is because based on a phenomenon that often occurs in social environments, students often ignore interactions with other people by focusing more on smartphones. The act of ignoring others when talking with a more smartphone focus is the basis of phubbing behavior. The factors that cause phubbing behavior among students of the Faculty of Public Health, Nusa Cendana University Kupang are accessing social media, playing games, and sometimes avoiding boredom.

Based on the description above, researchers keen to re-examine how behavior influence phubbing on the quality of friendship in the students of the Faculty of Public Health Nusa Cendana University Kupang. Based on the study of the hypothesis theory in this study, the effect of phubbing behavior on the quality of friendship among students of the Faculty of Public Health, Nusa Cendana University, Kupang.

Method

This research uses quantitative research, where the analysis uses numerical data processing with statistical methods to test hypotheses (Azwar, 2012). The type of research used is causal correlation research using the Simple Linear Regression formula (Sugiyono, 2016). The sampling technique in this study used the Slovin formula with a standard error that the researchers used was 10% (Sugiyono, 2016). The number of subjects in this study was 100 students because this number was able to explain the entire population by referring to a predetermined formula. The inclusion criteria was an active students of the Faculty of Public Health and aged between 18-24 years. The reason for choosing a sample of 18-24 years old is that students will experience a transition period from adolescence to adulthood. At this time

individuals are in search of identity, changes in attitudes, and behavior and can build closer relationships with peers.

Collecting data in this study using two scales. The phubbing behavior scale used is the Generic scale of phubbing (GSP). This scale was compiled by Chotpitayasunondh and Dougals, (2018) which has been translated into Indonesian. This scale consists of 15 statement items consisting of 4 aspects, namely Nomophobia, Interpersonal conflict, Self Isolation, Problem Acknowledgment. The friendship quality scale used is the Friendship Qualities scale (FQS) by Bukowski and Hoza (1994) which has been translated into Indonesian. This scale consists of 23 statements consisting of 5 aspects, namely Companionship (togetherness), help (help), conflict (problems), security (security), closeness (closeness).

Result

Data from statistical calculations that explain the participant description when viewed by gender and age can be seen in the table below.

Table 1.

Description of participant characteristics by age

No	Age	N	%
1	8	3	3%
2	19	15	15%
3	20	17	17%
4	21	25	25%
5	22	23	23%
6	23	11	11%
7	24	6	6%
Total		100	100%

Based on table 1. it can be seen that of the 100 respondents the highest age was 21 years, namely, 25 respondents (25%), and the lowest was 18 years old, amounting to 3 respondents (2%).

Table 2.

Descriptions of participant characteristics by gender

No	Gender	N	%
1	Male	26	26%
2	Female	74	74%
Total		100	100%

Based on the table above, it is known that there are 26 male (26%) participants and 74 female participants (74%).

The analysis used in this study used simple linear regression analysis and it was found that there was a negative relationship between the quality of friendship and phubbing behavior among students. It can be seen that the correlation between the two variables is significant because the significance value is $0,033 < 0.05$. If indicated by a constant value through a simple linear regression analysis then get results $53.241 - 0,199$ with significance (sig) $0,033 < 0.05$ t value of $-2,162 > 1,984$. the meaning of the behavior phubbing (X) value is 0, then the value of friendship quality at 53.241, coefficient regression friendship quality (Y) amounted to $-0,199$, meaning that if the behavior phubbing increased by 1%, then the quality of friendship decreased by 53.241 coefficient is negative meaning that there is a negative relationship between phubbing behavior.

Discussion

The results of hypothesis testing using a simple linear regression test show that there is a negative influence between the variable phubbing behavior and the quality of the friendship studied. Thus, it can be concluded that the higher the phubbing behavior level, the lower the friendship quality will be, and vice versa. Based on the results of the study, it can be concluded that the level of *phubbing* behavior among students in Public Health Faculty, Universitas Nusa Cendana Kupang students is in the medium category with a total of 37 people (37%), which means that of the 100 samples randomly selected among Public Health Faculty, Universitas Nusa Cendana Kupang students, 37 people (37%) tend to have a fairly good level of *phubbing*

behavior. Even though in this study the level of *phubbing* behavior is in a fairly good category, as students need to be self-aware so that this *phubbing* behavior *needs to* be reduced by not always focusing their eyes on the *smartphone* screen when interacting with the interlocutor.

Based on the results of the study, the results of the phubbing behavior category were measured using four aspects of phubbing behavior, namely the nomophobia aspect was in the very high category, namely 48%. The aspect of interpersonal conflict is in the high category, namely 34%. The self-isolation aspect is in a low category, namely 27 %. The recognition aspect of the problem is in the high category, namely 39 %. From the research results based on these aspects, the conclusion is that the nomophobia aspect is in the very high category, which means that students of Public Health Faculty, Universitas Nusa Cendana tend to feel anxious if they are far from a smartphone or even when they do not carry a smartphone when traveling. Then in the aspect of problem recognition, it is in the high category, which means that students of Public Health Faculty, Universitas Nusa Cendana admit that there are problems caused by excessive smartphone use.

The author found another study with the average age of the phubbing participants was 18-21 years. The highest age for phubbing behavior in this study was 21 years with 25 participants and the lowest was 18 years with 3 respondents. Other findings that the authors found in this study were 74% female (74) female students (74%) and male (26%) students. According to the author, the female gender tends to engage in phubbing behavior based on meeting social needs, for example not wanting to miss the latest news on social media, posting photos and status on social media, not being able to be far from smartphones, frequently checking notifications on smartphones, or just shopping. are online. This is supported by research conducted by Karadag (2015) which states that women perform higher phubbing behavior than men. Because women have a lot of desire to be liked in cyberspace and their willingness to share their lives on social media.

Based on the results of the research on the variable of friendship quality, the writer found that the variable of friendship quality was in the high category, namely 55 people (55 %).

So that in this study shows that the quality of friendship between students in Public Health Faculty, Universitas Nusa Cendana is classified as good. Measured using five aspects, namely the aspect of togetherness in the very high category with a percentage of 34%, the aspect of assistance in the high category of 44%, the aspect of conflict in the medium category of 40%. The security aspect falls into the low category, namely 37%. The proximity aspect is in the medium category at 48 %.

The results of previous research regarding the relationship of social politeness with phubbing behavior among students of the Riau Islamic University (2019) get the result that there is a negative relationship between social courtesy and phubbing behavior among students. Another study conducted by Ilham and Rinaldi (2019) on the effect of phubbing behavior on the quality of friendship between Psychology students at Padang State University. It found that there was a significant influence between phubbing behavior and the quality of friendship between Psychology students at Padang State University.

From the discussion that was discussed based on the research conducted by the author, students in Public Health Faculty, Universitas Nusa Cendana carried out phubbing behavior caused by supporting factors, namely smartphone addiction, internet addiction, social media addiction, and game addiction. Of these several factors is the basis of phubbing behavior. This is supported by research by Karadag et al (2015), which examined 409 students with an average age range of 21 years. In this study, it was found that addiction to cellphones, SMS, Internet, social media, and games had a significant positive effect on phubbing behavior. Phubbing behavior for students is often considered normal. of the behavior of students who often refracts a right of self is a repetitive behavior that is phubbing. Lack of awareness makes maha students forget going to the importance of maintaining the quality of relationships with peers. If peers are busy with their smartphones when hanging out with friends, the quality of the relationship will be poor. This is supported by research conducted by Abelee (2019), this study focuses on phubbing in friendship, the results of this study indicate that when a friend is busy with his smartphone while in a discussion forum, gathering somewhere. or chat together. This will

inhibit the establishment of intimacy that prevents the interlocutor from expressing their feelings to one another.

Conclusion

According to the research done, it can be concluded that there is the influence of a negative and significant correlation between the behavior phubbing and friendship quality in the students of the Faculty of Public Health Universitas Nusa Cendana Kupang indicated from the results of a simple linear regression analysis of $Y = 53,241 - 0,199X$ with $(sig) = 0,033 < 0.05$. and the value of $t_{count} >$ the value of the t table which is equal to $- 2,162 > 1,984$. This means that the higher the level of phubbing behavior, the lower the quality of friendship and vice versa, the lower the level of phubbing behavior, the higher the quality of friendship. Students of the Faculty of Public Health Universitas Nusa Cendana have phubbing behavioral level *sedan* category *g* for 37,0%. Students of the Faculty of Public Health Universitas Nusa Cendana Kupang have the quality of friendship in the high category by 55, 0 %. This shows that the quality of friendship between students is at a good level.

Suggestion

It is expected that as a student with the advancement of technology that is increasingly powerful as a *smartphone*, so do not just think of the effects of the positive course but need to think about the impact negative for the life of us. The negative impact is such as *phubbing* behavior, which can often lead to conflict if it is done in a exaggerated manner. As students need their taste to cultivate the attitude of respect when interacting with the other so that the quality of the relationship remains awake.

For future researchers, in the research further, suggested to take a sample of the more many, things have aimed for the accuracy of the data that is either in research. It is also suggested to deepen further in seeking references regarding the variable *phubbing* behavior. Last, future researcher suggested to use the technique of collection of data and analysis of data

differently and also can change their variable Y with variable another, namely a variable that has not been studied to enrich the study of the *phubbing*.

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