

The Effect of Smartphone Addiction on Phubbing Behavior Among Students of the Faculty of Ushuluddin and Dakwah at IAIN Bone

Andi Tri Batari Indah¹, Syahril², Nahdatunnisa Asry³, Rosniar⁴

^{1,2,3,4}Institut Agama Islam Negeri (IAIN) Bone

batariindahanditri@gmail.com

Abstract

This research discusses the influence of smartphone addiction on phubbing behavior of students of the Faculty of Ushuluddin and Da'wah IAIN Bone. The subject matter is whether smartphone addiction has a contribution in influencing the emergence of phubbing behavior in students of the Faculty of Ushuluddin and Da'wah IAIN Bone. The method used in this research is a quantitative method of correlational type. Respondents in this study amounted to 202 active students of the Faculty of Ushuluddin and Da'wah IAIN Bone class of 2019-2022 with data collection techniques using random sampling. Data analysis in this study used simple linear regression test. The results showed that there is a positive influence of smartphone addiction on phubbing behavior in students ($B = 0.507$) with a significant level of $p = 0.000$, which means there is a positive influence of smartphone addiction on phubbing behavior in students. So, it can be explained that excessive use of smartphones that cause addiction can trigger the emergence of phubbing behavior in students. Based on the results of the study, smartphone addiction has a contribution of 17.9% to phubbing behavior.

Keywords: *Addiction; phubbing; smartphone.*

INTRODUCTION

In this sophisticated era, changes occur in all components of human life, both in the development of science, technological innovation, and communication. The leap in science and technology, especially in the field of communication and information, has now been realized in various items, one of which is the smartphone. The development of smartphones is now equipped with various sophisticated features that can help in terms of communicating and obtaining information. All information can be obtained quickly via smartphones, starting from just knowing the recipe for a cake or even to news about things that happen in other parts of the world (Aditia, 2021).

According to Ericsson's report in 2021, there are 8.1 billion mobile phone users in the world. It was noted that 97% of Americans in the same year had a mobile phone and used it quite often (Knausenberger, 2022). According to information from the Ministry of Communications and Information Technology, 167 million people in Indonesia use smartphones, or 89% of the

total Indonesian population. Meanwhile, in mid-2022, based on a report from the research organization Information Reportal, the number of connected mobile phones in Indonesia reached 370.1 million. When compared with the same time period in the previous year, this number increased by 13 million, or 3.6%. 75.95 percent of people in the age range of 20 to 29 use smartphones the most (Adisty, 2022).

The presence of this smartphone brings big changes to people's lives, including among students, this change will have a positive and negative impact that can help students in carrying out their main tasks and also of course can threaten the development of the students themselves (Jamun & Zephisius, 2022). Excessive behavior in the use of smartphones is not effective and efficient to be one of the factors to give birth to the nature of addiction to smartphones. The impact that can be felt when this smartphone turns into a problem is the emergence of the phenomenon of phubbing behavior (Syifa, 2020).

A term for insulting someone in a social setting by looking at their phone rather than talking directly to them in a crowd. The term was first coined by Macquarie Dictionary as a way to illustrate the problem of smartphone abuse in a social setting. In a relationship of social interaction, a "phubber" can be characterized as an individual who begins phubbing his friend, and a "phubbee" can be characterized as an individual who accepts phubbing behavior. The causes of phubbing behavior have been the subject of several recent studies. The most important determining factor seems to be smartphone addiction (Chotpitayasunondh & Karen, 2018).

In a previous study, it was found that the results of exploratory factor analysis of two aspects of phubbing behavior, namely communication disorders and obsession with mobile phones were obtained. Cell phone addiction, dependence on the internet, social media addiction, and dependence on games are all factors that influence phubbing behavior. The practice of phubbing is now a big social issue and is becoming a global issue (Ratnasari & Fikri, 2020).

Several studies investigated the consequences of phubbing behavior that is smartphone addiction. Smartphone addiction is an attachment behavior or dependence on a smartphone that can lead to social problems such as withdrawing from social life, and difficulty in performing daily activities or as a person's impulse control disorder. Previous research has shown that the most influential variable on phubbing is smartphone addiction. In line with the study, another study showed that the intensity of smartphone use influenced phubbing behavior by 45.1% (Isrofin & Eem, 2020).

Based on these data, researchers will make smartphone addiction the main variable to be studied in order to find out whether smartphone addiction found in previous studies as the main variable causing phubbing behavior can be proven again in different research objects, so researchers try to increase the population more than previous studies and specifically on students of the Faculty of Ushuluddin and Da'wah IAIN Bone to obtain research results that are new from

previous studies by using the theory of technological determinism which assumes that technology that was originally created by humans as a tool, has now turned around to form society.

RESEARCH METHODS

Quantitative research is used by researchers in this study to obtain concrete results / empirical, objective, measurable, rational, and systematic because the research data in the form of numbers and using statistics in the analysis (Sugiyono, 2021). This approach allows understanding with a correlational approach that focuses on describing the relationship between the changes studied and is a type of research that looks at the relationship between one or several changes with one or several others (Yusuf, 2014).

The author uses a population of 477 active students of the Faculty of Ushuluddin and Dakwah IAIN Bone force 2019-2022. Population is a collection of generalizations consisting of objects that have certain quantities and characteristics in accordance with the purpose of the study and the population can also be interpreted as a whole object or phenomenon to be observed (Kriyanto, 2020). While the sample is part of the population to obtain information related to the population to be studied, the sample included must be representative and can truly represent all individuals in the population (Hikmawati, 2017). Then the determination of the sample in this study using chi square table with a margin of error of 5% or 0.05 that is 202 samples. Meanwhile, a random sample was used to select respondents as a sample. Everyone in the study population had an equal chance of being selected, and taken at random. Thus, in this design there is no discrimination of population units from one another, so the sample resulting from the design remains a representative sample (Bungin, 2005).

Research instruments used by researchers in data collection there are 2 questionnaires/questionnaires and observation. Questionnaire is a list of statements and questions to be filled by respondents regarding the effect of smartphone addiction on student phubbing behavior as a tool for researchers in collecting data. In Sutrisno Hadi's View, observation is a process that consists of various biological and psychological processes. Observation and memory are two of the most important processes.

Data collection techniques used as a method of data collection in this study. a method of data collection that involves asking respondents a series of questions or giving them a written statement to answer using a likert scale approach. Furthermore, the data is processed through stages including editing, coding, tabulation, and scoring activities.

The final stage carried out in this study is data analysis using validity and reliability tests. Validity test is a testing step carried out on the content of an instrument, with the aim of measuring the accuracy of the instrument used in a study (Supandi, dkk, 2020). Reliability concentrates on

the issue of measurement accuracy and its results. Instruments that are high in reality will produce the same results if measured again at a later time with the same scale (Patimbangi, 2022). The Data in this study is quantitative data. For this reason, the data will be analyzed with a statistical approach. There are two things that are done in how to analyze quantitative data in this study, namely: basic assumption test which includes normality test and linearity test and then drawn hypotheses from the analysis of data that has been tested through the SPSS application.

RESULTS AND DISCUSSION

Results

**Table 1. Respondent Identity
Distribution of Respondents by Force**

N=202

Force	Frequency	Percentage
2019	36	17,8
2020	44	21,7
2021	79	39,1
2022	43	21,2
Total	202	100.0

(Source: Primary Data Processing Results, 2023)

Table 1 shows that the largest percentage is the 2021 batch of respondents with a total of 79 respondents (39.1 %). Followed by the 2020 batch of respondents with 44 respondents (21.7%), the 2022 batch of respondents numbered 43 (21.2%) and the 2019 batch of respondents numbered 36 (17.8%).

Table 2. Respondents ' Responses Regarding Smartphone Addiction Variable (X)

No	Smartphone Addiction	f	%
1.	Height	44	21%
2.	Medium	154	76%
3.	Low	4	1,9%
Total		202	100

(Source: Primary Data Processing Results, 2023)

Based on the results of the table it can be seen that most of the respondents in the smartphone addiction variable (X) fall into the high category of 44 respondents with a percentage

of 21% and then included in the medium category there are 154 respondents with a percentage of 76% and in the low category there are 4 respondents with a percentage of 1.9%.

This illustrates that most of the respondents experienced the behavior of addiction (addiction) smartphone with the acquisition of high category as many as 44 respondents with a percentage of 21% and the acquisition of the highest category is in the category of being there are 154 respondents with a percentage of 76% so that from the acquisition of this data can be a consideration by related parties, especially the campus to provide education related to what is smartphone addiction behavior and the dangers caused so that this becomes a controlling step so that the consequences of smartphone addiction behavior is can be minimized.

Table 3. 1 Respondents ' Responses Regarding Behavior Variables Phubbing (Y)

No	Phubbing Behavior	f	%
1.	Height	16	7,9%
2.	Medium	156	77%
3.	Low	30	14%
Total		202	100

(Source: Primary Data Processing Results, 2023)

This illustrates that most of the respondents experienced Phubbing behavior with the acquisition of high category as many as 16 respondents with a percentage of 7.9% and the acquisition of the highest category, namely in the medium category, there were 156 respondents with a percentage of 77% so that from the acquisition of this data there are indications of phubbing behavior among students in the event of excessive use of smartphones.

Table 4. Effect Of Variable X On Variable Y

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1	(Constant)	48.400	2.578	18.774	.000
	adiksi smartphone	-.739	.112	-.423	-6.604 .000

a. Dependent Variable: perilaku *phubbing*

(Source: Primary Data Processing Results, 2023)

From the calculation results in the table above, it can be seen that the significance value of 0.000 is smaller than 0.05 after which the calculated t value of 6.604 is greater than the table t value of 1.65251.

It can be said that smartphone addiction significantly affects student phubbing behavior. Thus, it can be concluded that the null hypothesis (Ho) is rejected and H1 in this study is accepted.

Discussion

This study aims to determine the effect of smartphone addiction on phubbing behavior of students of the Faculty of Ushuluddin and Da'wah Iain Bone. Smartphone addiction or smartphone addiction is a behavior of attraction or dependence on smartphones that can cause social problems such as withdrawal and difficulty in carrying out daily activities or as a person's impulse control disorder (Isrofin & Eem Munawaroh, 2020). Research conducted on 202 students of the Faculty of Ushuluddin and Dakwah Iain Bone found that the average addicted smartphone user was at a moderate level with a percentage of 76%. In line with previous research which reveals that smartphone addiction is one aspect of phubbing behavior itself.

This can be interpreted if someone has a high intensity in using cellphones and social media, it will make communication with others low. If someone has low communication with others, that person is likely to engage in phubbing behavior. The interesting thing found in the statement item on the smartphone addiction variable is that the people around them who experience dependence on smartphones are aware of this behavior as evidenced by the acquisition of the largest percentage among items, namely 15.8% who strongly agree with the statement so that this statement item becomes the item with the highest score on variable x (smartphone addiction).

Phubbing behavior is a condition that describes the act of ignoring someone (phubber) towards the interlocutor (phubbee) during the communication process due to the focus being diverted to the device or mobile phone owned (Aditia, 2021). In this study, the average phubbing behavior was at a moderate level with a percentage of 77%. This illustrates that most of the phubbing behavior is caused by smartphone addiction behavior. Several studies conducted previously have explored the causes of phubbing behavior. The most important determining factor seems to be smartphone addiction. The item with the highest frequency acquisition on the phubbing behavior variable is related to habits that start from waking up where when you first wake up what you are looking for is a smartphone with a frequency value of 23.7%. This is in line with the opinion of Chotpitayasunondh and Douglas in previous research finding that phubbing behavior itself can predict the extent to which people do phubbing. As a result, being a phubber can lead to a cycle of phubbing that becomes more and more habitual (Chotpitayasunondh, dkk, 2018).

The results of the discussion support the hypothesis of this study that smartphone addiction has a contribution to influencing the emergence of phubbing behavior of students of the Faculty of Ushuluddin and Da'wah Iain Bone with a significance value of 0.000 smaller than 0.05 after that the calculated t value of 6.604 is greater than the t table value of 1.65251. Thus, it can be concluded that the null hypothesis (Ho) is rejected and H1 in this study is accepted.

The limitation in this study is that the sample used is only on students of the Faculty of Ushuluddin and Da'wah IAIN Bone so that to be generalized further research is needed in taking a wider sample. In addition, this study only proves one factor that affects phubbing behavior, namely, smartphone addiction, although smartphone addiction has been proven as a major factor in the occurrence of phubbing behavior but does not rule out the possibility of other causal factors.

CONCLUSIONS AND RECOMMENDATIONS

Conclusion

Based on the results of research conducted at the Faculty of Ushuluddin and Da'wah IAIN Bone, it can be concluded that as follows The results of the acquisition of respondent data regarding the smartphone addiction variable illustrate that most respondents experience smartphone addiction behavior with the acquisition of a high category of 44 respondents with a percentage of 21% and the acquisition of the highest category, namely in the medium category, there are 154 respondents with a percentage of 76% who have the same potential to experience smartphone addiction behavior.

The results of obtaining respondent data regarding the smartphone addiction variable illustrate that most respondents experience smartphone addiction behavior with the acquisition of a high category of 16 respondents with a percentage of 7.9% and the acquisition of the highest category, namely in the moderate category there are 156 respondents with a percentage of 77% so that from the acquisition of this data there are indications of phubbing behavior among students when there is excessive use of smartphones.

The results between the smartphone addiction variable have an influence The final stage carried out in this study is data analysis using validity and reliability tests. Validity test is a testing step carried out on the content of an instrument, with the aim of measuring the accuracy of the instrument used in a study. Reliability concentrates on the issue of measurement accuracy and its results. Instruments that are high in reality will produce the same results if measured again at a later time with the same scale. The Data in this study is quantitative data. For this reason, the data will be analyzed with a statistical approach. There are two things that are done in how to analyze quantitative data in this study, namely: basic assumption test which includes normality test and linearity test and then drawn hypotheses from the analysis of data that has been tested through the

SPSS application.e of 17.9% on the phubbing behavior variable, so it can be concluded that smartphone addiction has a significant influence on the phubbing behavior of students of the Faculty of Ushuluddin and Da'wah IAIN Bone.

Suggestion

Researchers realize that there are still many shortcomings in this research. Future researchers are advised to research the types of phubbing behavior in depth, such as phubbing in education, phubbing at work, phubbing in everyday life and so on in order to provide a comparison between existing phubbing phenomena. This research did not measure respondents' phubbing behavior in depth in all conditions. Researchers only looked at phubbing behavior carried out by respondents within the scope of student interactions with lecturers and each other. In future research, it is recommended to examine phubbing behavior by involving other elements of addiction found in cell phones such as game addiction, social media addiction, internet addiction. Researchers suspect that typical findings of phubbing behavior can be found if carried out with different age ranges.

REFERENCES

- Aditia, R. (2021). Fenomena Phubbing: Suatu Degradasi Relasi Sosial Sebagai Dampak Media Sosial. *KELUWIH: Jurnal Sosial dan Humaniora*, 2(1).
- Aningsih, G., Sultan, M. I., & Sonni, A. F. (2024). Implementation of Broadcast Code of Conduct and Broadcast Program Standards at Celebes TV Makassar. *Palakka: Media and Islamic Communication*, 5(1), 14–25.
- Arsi, A. (2021). Langkah-Langkah Uji Validitas Realibilitas Instrumen Dengan Menggunakan SPSS. *OSF Preprints*.
- Aziz, A., Syafitri, F, A., & Hasmayni, B. (2023). Pengaruh Adiksi Smartphone terhadap Phubbing pada Siswa SMK Negeri 9 Medan. *Islamika Granada*, 3(2).
- Binti, I & Munawaroh, E. (2020). Pengaruh Kecanduan Smartphone dan Kontrol Diri Perilaku Phubbing (Analisis Pengaruh Kecanduan Smartphone dan Self Control terhadap Perilaku Phubbing). *Kajian Bimbingan konseling*. 6(1).
- Bungin, B. (2005). *Metodologi Penelitian Kuantitatif : komunikasi, ekonomi, dan Kebijakan Publik Serta Ilmu-ilmu Sosial Lainnya*. Jakarta: Kencana.
- Chotpitayasunondh, Varoth & Karen M., D. (2018). “The Effects Of “Phubbing” On Social Interaction”. *Applied Social Psychology*. 1(33).
- Hikmawati, F. (2017) *Metodelogi Penelitian*. Depok: Rajagrafindo Persada.
- Jamun, Y., M. & Ntelok., Z., R., E. (2022). Dampak Penggunaan *Smartphone* di Kalangan Mahasiswa. *Ilmu Pendidikan*. 4(3).
- Kriyantono, R. (2020). *Teknik Praktis Riset Komunikasi Kuantitatif dan Kualitatif*. Jakarta: Kencana,
- Lusia, H., M. & Maria. (2022). Hubungan Perilaku *Phubbing* Dengan Proses Interaksi Sosial Mahasiswa Di Fakultas Ilmu Kesehatan Universitas Katolik Indonesia Santu Paulus Ruteng. *Wawasan Kesehatan*. 4(2).
- Mawarpury, M. dkk. (2020). Kecenderungan Adiksi Smartphone Ditinjau Dari Jenis Kelamin dan Usia. *Psikoislamedia*. 5(1).
- Mirah, Y., M. dkk. (2021). Mengenal Bahaya Adiksi Gadget dan Cara Mengatasinya. *Pengabdian dan Kewirausahaan*. 5(2).

- Muri, Y., A. (2014). *Metode Penelitian: Kuantitatif, Kualitatif, dan Penelitian Gabungan*. Jakarta: Kencana.
- Nazir, T. (2020). Impact of classroom phubbing on teachers who face phubbing during lectures. *Young Wise Publishing*. 1(1).
- Patimbangi, A. (2022). *Metode Penelitian Kuantitatif*. Bantul: Lembaga Ladang Kata.
- Ratnasari, E. & Oktaviani, F., D. (2020). Perilaku Phubbing pada Generasi Muda (Hubungan Antara Kecanduan Ponsel dan Media Sosial terhadap Perilaku Phubbing. *Metakom*. 4(1).
- Sari, A. P., Dwijayanti, R. I., Sarasati, F., Marta, R. F., & Lumampauw, A. (2024). Reception Analysis of Halal Food among the Online Platform Audiences in Muslim Minority Countries. *Palakka: Media and Islamic Communication*, 5(1), 43–51.
- Sugiyono. (2021). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.
- Supandi, A. dkk. (2020). Analisis Kompetensi Guru: Pembelajaran Revolusi Industri 4.0. *Samasta*.
- Syifa, A.(2020). Intensitas penggunaan smartphone, prokrastinasi akademik,dan perilaku phubbing Mahasiswa. *Ilmiah Counsellia*. 10(1).
- Taufik, E. dkk. (2020). Hubungan Kecanduan Smartphone dengan Kecenderungan Perilaku Phubbing pada Remaja Di SMAN 34 Jakarta Selatan. *Sensorik*. 1(1).