

Abstrak

Smartphone merupakan salah satu bukti nyata dari perkembangan teknologi informasi dan komunikasi yang sangat pesat. Namun kini banyak individu yang cenderung mengabaikan lawan bicaranya karena lebih memilih fokus pada *smartphonenya*, fenomena ini disebut sebagai *phubbing*. Penelitian ini menggunakan pendekatan kuantitatif dengan rancangan struktural untuk mengetahui pengaruh *the big five personality* terhadap perilaku *phubbing* dengan *self control* sebagai mediator. Subjek penelitian ini yaitu mahasiswa Fakultas Psikologi UIN Sunan Gunung Djati Bandung angkatan 2021 – 2024 yang dipilih dengan menggunakan teknik *proportional cluster random sampling*. Hasil analisis deskriptif menunjukkan bahwa perilaku *phubbing* dengan skor rendah sebanyak 137 dan skor tinggi sebanyak 142. Dalam penelitian ini ditemukan bahwa tipe kepribadian *conscientiousness*, *openness to experience*, dan *self control* berpengaruh langsung dan signifikan terhadap perilaku *phubbing*. Selain itu, *self control* memiliki peran mediator yang signifikan pada pengaruh *the big five personality* terhadap perilaku *phubbing* mahasiswa.

Kata Kunci : *The Big Five Personality, Phubbing, Self Control*

Abstract

Smartphones exemplify the rapid advancement of information and communication technology. However, many individuals now tend to ignore their interlocutors, choosing instead to focus on their smartphones—a phenomenon known as phubbing. This study employed a quantitative approach with a structural design to investigate the influence of The Big Five Personality traits on phubbing behavior, with self-control acting as a mediator. The subjects of this research were psychology students from UIN Sunan Gunung Djati Bandung, academic years 2021–2024, selected using a proportional cluster random sampling technique. Descriptive analysis revealed that 137 students exhibited low phubbing scores, while 142 showed high scores. This study found that the personality types Conscientiousness and Openness to Experience, along with self-control, directly and significantly influenced phubbing behavior. Furthermore, self-control played a significant mediating role in the relationship between The Big Five Personality traits and students' phubbing behavior.

Keyword : *The Big Five Personality, Phubbing, Self Control*