

Abstrak

Penyedia layanan *Video on Demand* saat ini semakin marak, hal ini dapat merangsang penggunaannya menonton secara *binge-watching* hingga kecanduan. *Binge-watching* merupakan perilaku menonton beberapa episode acara TV dalam sekali duduk. Tujuan penelitian ini adalah mengetahui pengaruh stres akademik dan regulasi diri secara simultan terhadap *binge-watching addiction* di kalangan mahasiswa. Rancangan penelitian kuantitatif dengan desain kausalitas digunakan dalam penelitian ini. Subjek penelitian adalah 344 mahasiswa Universitas Islam Negeri Sunan Gunung Djati Bandung pengguna layanan *Video on Demand*. Pengambilan data menggunakan alat ukur skala psikologi antara lain *Binge-Watching Addiction Questionnaire*, *Perceptions of Academic Stress Scale*, dan *Self-Regulation Questionnaire*. Teknik analisis data menggunakan regresi linear berganda, hasilnya ditemukan nilai signifikansi <0.001 dengan nilai *R square* sebesar 0.135, yang berarti stres akademik dan regulasi diri secara simultan berkontribusi signifikan terhadap *binge-watching addiction* pada mahasiswa sebesar 13.5%.

Kata Kunci : *binge-watching, addiction, stres akademik, regulasi diri, mahasiswa.*

Abstract

Nowadays video on demand providers are becoming more popular, which may stimulate users to binge-watch until addiction. *Binge-watching* is defined as watching multiple episodes of a TV show in one sitting. The purpose of this study was to determine the role of academic stress and self-regulation on binge-watching addiction among college students. A quantitative research method with a causality design was used in this study. The research subjects were 344 students of the State Islamic University Sunan Gunung Djati Bandung who use Video on Demand (VOD) providers. Data were collected by psychological measurement tools such as *Binge-Watching Addiction Questionnaire*, *Perceptions of Academic Stress Scale*, and *Self-Regulation Questionnaire*. Data were analyzed by multiple linear regression, the result found a significance value <0.001 with an *R square* value of 0.135, which means that academic stress and self-regulation simultaneously contribute significantly to binge-watching addiction in college students by 13.5%.

Keywords: *binge-watching, addiction, academic stress, self-regulation, college students.*