

## ABSTRAK

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### **PENGARUH *ATTACHMENT* TERHADAP *SELF-ESTEEM* DEWASA MUDA PENGGUNA *DATING APPS***

(xv + 80 halaman: 1 gambar; 14 tabel; 12 lampiran)

Penelitian ini bertujuan untuk mengetahui pengaruh *attachment* terhadap *self-esteem* dewasa muda pengguna *dating apps*. Terdapat 89 partisipan yang berusia 20 hingga 40 tahun, berstatus lajang, berdomisili di DKI Jakarta, dan merupakan pengguna aktif yang bertujuan untuk mendapatkan pasangan. Penelitian ini menggunakan metode kuantitatif dengan alat ukur *Experiences in Close Relationships-Revised-General Short Form* (ECR-R-GSF) dan *Rosenberg Self-Esteem Scale* (RSES). Selanjutnya menggunakan uji regresi berganda, diperoleh hasil bahwa *attachment* memiliki pengaruh yang signifikan terhadap *self-esteem* dewasa muda pengguna *dating apps* ( $R^2 = 0,210$ ,  $p = 0,000$ ,  $p < 0,05$ ). Penelitian ini juga melakukan beberapa uji beda berdasarkan data demografis dan pertanyaan tambahan terhadap variabel penelitian.

Kata kunci: *attachment*, *self-esteem*, *dating apps*, dewasa muda

Referensi: 73 (1968-2020)

## ABSTRACT

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### ***THE EFFECT OF ATTACHMENT ON SELF-ESTEEM IN YOUNG ADULT USERS OF DATING APPS***

(xv + 80 pages: 1 figure; 14 tables; 12 appendices)

*This study aims to determine the effect of attachment on self-esteem in young adult users of dating apps. There were 89 participants aged 20 to 40 years old, singles, domiciled in DKI Jakarta, and are active users who aim to find a partner. This study used quantitative methods with Experiences in Close Relationships-Revised-General Short Form (ECR-R-GSF) and Rosenberg Self-Esteem Scale (RSES) as the measuring instruments. Furthermore, using multiple regression tests, the result showed that attachment had a significant effect on self-esteem in young adult users of dating apps ( $R^2 = 0.210$ ,  $p = 0.000$ ,  $p < 0.05$ ). This study also conducted several different tests based on demographic data and additional questions to the research variables.*

*Keywords: attachment; self-esteem; dating apps; young adults*

*Reference: 73 (1968-2020)*