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**PENGEMBANGAN ALAT UKUR PERILAKU PHUBBING**

**SKRIPSI**

Diajukan untuk memenuhi sebagian syarat memperoleh gelar Sarjana Psikologi di  
Departemen Psikologi Fakultas Ilmu Pendidikan Universitas Pendidikan  
Indonesia



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**DEPARTEMEN PSIKOLOGI  
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2020**

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Sebuah skripsi yang diajukan untuk memenuhi sebagian syarat memperoleh gelar Sarjana Psikologi di Departemen Psikologi Fakultas Ilmu Pendidikan Universitas Pendidikan Indonesia

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## **LEMBAR PERNYATAAN**

Dengan ini saya menyatakan bahwa skripsi dengan judul “Pengembangan Alat Ukur Perilaku *Phubbing*” ini beserta seluruh isinya adalah benar-benar karya saya sendiri. Saya tidak melakukan penjiplakan atau pengutipan dengan cara-cara yang tidak sesuai dengan etika ilmu yang berlaku dalam masyarakat keilmuan. Atas pernyataan ini, saya siap menanggung risiko atau sanksi apabila dikemudian hari ditemukan adanya pelanggaran etika keilmuan atau ada klaim dari pihak lain terhadap keaslian karya saya sendiri.

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## ABSTRAK

Tujuan penelitian ini adalah untuk mengembangkan instrumen perilaku *phubbing* pada konteks remaja di Jawa Barat. Metode penelitian yang digunakan adalah metode campuran kualitatif dan kuantitatif. Pada tahap kualitatif ditujukan untuk mengeksplorasi tema *item* dengan jumlah responden 100 orang. Sementara, responden pada tahap kuantitatif yang bertujuan untuk melakukan identifikasi karakteristik psikometri berjumlah 1016 orang. Teknik analisis data yang digunakan terdiri atas *open coding* untuk tahap kualitatif. Sedangkan, tahap kuantitatif terdiri atas analisis faktor eksploratori (EFA), serta pengujian model pengukuran menggunakan *structural equation modelling* (SEM) dengan pendekatan *partial least square* (PLS). Hasil yang diperoleh menunjukkan bahwa konstruk instrumen memiliki koefisien reliabilitas yang tinggi ( $\alpha = 0.79$ ). Sementara itu, nilai validitas konvergen menunjukkan *outer loadings*  $> 0.7$  dan AVE  $> 0.5$  serta validitas diskriminan dengan nilai *cross loading* dan Fornell-Lacker yang lebih tinggi dibandingkan dengan variabel laten lainnya. Faktor-faktor pembentuk perilaku *phubbing* yang khas *ditemukan* pada remaja di Jawa Barat yaitu penarikan diri, perilaku kompulsif, dan euforia.

Kata Kunci: *Phubbing*, Analisis Faktor Eksploratori, *Structural Equation Modelling*, *Partial Least Square*, Validitas Konvergen, Validitas Diskriminan, dan Reliabilitas

**ABSTRACT**

This research aims to develop phubbing measurement tool on the adolescent in West Java. The research method used is a mixed method. Respondents at the qualitative stage to explore the theme of the item numbered 100 people. Meanwhile, respondents at the quantitative stage aimed to identify psychometric characteristics numbered 1016 people. The data analysis technique used consists of open coding for the qualitative stage. Meanwhile, the quantitative stage consists of exploratory factor analysis (EFA), as well as testing measurement models using structural equation modelling (SEM) with a partial least square (PLS) approach. The results showed that the instrument construct had a high reliability coefficient ( $\alpha = 0.79$ ). Meanwhile, convergent validity values indicate outer loadings  $> 0.7$  and AVE  $> 0.5$  as well as discriminant validity with higher cross loading and Fornell-Lacker values compared to other latent variables. Typical phubbing behavior-forming factors found in adolescents in West Java are withdrawal, compulsion behavior, and euphoria.

**Keywords:** Phubbing, Exploratory Factor Analysis, Structural Equation Modeling, Partial Least Square, Convergent Validity, Discriminant Validity, and Reliability

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