ABSTRAK

Penelitian ini bertujuan untuk mengetahui peran *Big Five Personality* terhadap perilaku *phubbing* pada Generasi Z di Kota Gorontalo. Metode yang digunakan adalah kuantitatif dengan analisis regresi linier berganda. Sampel berjumlah 377 responden Generasi Z berusia 20–24 tahun yang berdomisili di Kota Gorontalo, dipilih melalui *purposive sampling*. Data dikumpulkan menggunakan *Generic Scale of Phubbing* (GSP) dan *Big Five Inventory* (BFI) adaptasi Bahasa Indonesia. Hasil uji F simultan menunjukkan *Big Five Personality* secara bersama-sama berpengaruh signifikan terhadap perilaku *phubbing* ($F = 21{,}958$; $p < 0{,}05$), dengan kontribusi sebesar 24,2%. Secara parsial, hanya *conscientiousness* yang berperan sebagai faktor protektif ($\beta = -1{,}277$; $p < 0{,}05$) dan *neuroticism* sebagai faktor prediktor risiko ($\beta = 1{,}282$; $p < 0{,}05$), sedangkan *extraversion*, *agreeableness*, dan *openness to new experience* tidak berpengaruh signifikan. Mayoritas responden berada pada kategori *phubbing* sedang (74%), dengan *self-isolation* sebagai aspek paling dominan (82%). Temuan ini mengimplikasikan bahwa pengelolaan emosi dan penguatan kontrol diri perlu menjadi fokus utama dalam intervensi *phubbing*, serta perlunya penelitian lanjutan yang mempertimbangkan variabel mediator seperti kontrol diri dan smartphone *addiction*.

Kata kunci: *Big Five Personality*, *Phubbing,* Generasi Z, *conscientiousness*, *neuroticism*

Abstract

This study aims to determine the role of the Big Five Personalities on phubbing behavior among Generation Z in Gorontalo City. The method used was quantitative with multiple linear regression analysis. The sample consisted of 377 Generation Z respondents aged 20–24 years residing in Gorontalo City, selected through purposive sampling. Data were collected using the Generic Scale of Phubbing (GSP) and the Indonesian adaptation of the Big Five Inventory (BFI). The results of the simultaneous F-test showed that the Big Five Personalities simultaneously had a significant effect on phubbing behavior ($F = 21.958$; $p < 0.05$), with a contribution of 24.2%. Partially, only conscientiousness acted as a protective factor ($\beta = -1.277$; $p < 0.05$) and neuroticism as a risk predictor ($\beta = 1.282$; $p < 0.05$), while extraversion, agreeableness, and openness to new experiences did not have a significant effect. The majority of respondents fell into the moderate phubbing category (74%), with self-isolation being the most dominant aspect (82%). This finding implies that emotional management and strengthening self-control need to be a primary focus in phubbing interventions, as well as the need for further research that considers mediators such as self-control and smartphone addiction.

Keywords: *Big Five Personality, Phubbing, Generation Z, conscientiousness, neuroticism*