

ABSTRAK

Perkembangan teknologi informasi dan komunikasi telah mengubah pola interaksi masyarakat, termasuk di lingkungan perguruan tinggi. Intensitas penggunaan *ponsel* yang semakin tinggi dapat memunculkan perilaku *phubbing*, yaitu kecenderungan individu lebih memusatkan perhatian pada *ponsel* dibandingkan lawan bicara saat berinteraksi secara langsung. Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh perilaku *phubbing* terhadap kualitas komunikasi interpersonal mahasiswa Program Studi Ilmu Komunikasi Universitas Dharma Andalas. Penelitian ini menggunakan pendekatan kuantitatif dengan metode asosiatif. Populasi penelitian berjumlah 188 mahasiswa dengan sampel sebanyak 66 responden yang dipilih menggunakan teknik *purposive sampling*. Data dikumpulkan melalui kuesioner dan dianalisis menggunakan SPSS dengan uji validitas, reliabilitas, statistik deskriptif, asumsi klasik, regresi linier sederhana, uji *t*, dan koefisien determinasi. Hasil penelitian menunjukkan bahwa perilaku *phubbing* tidak berpengaruh signifikan terhadap kualitas komunikasi interpersonal mahasiswa, dengan nilai signifikansi $0,476 > 0,05$ dan *t* hitung $-0,717 < t$ tabel 1,998. Nilai koefisien determinasi (R^2) sebesar 0,008 menunjukkan bahwa perilaku *phubbing* memberikan kontribusi sebesar 0,8% terhadap variasi kualitas komunikasi interpersonal, sedangkan 99,2% variasi lainnya tidak dijelaskan oleh variabel *phubbing* dalam model penelitian ini.

Kata Kunci: *Phubbing*, Kualitas Komunikasi Interpersonal, Ponsel, Mahasiswa.

ABSTRACT

The development of information and communication technology has changed patterns of social interaction, including in higher education. The increasing intensity of mobile phone use can lead to phubbing behavior, which refers to an individual's tendency to focus more on their mobile phone than on their interlocutor during face-to-face interactions. This study aims to determine and analyze the effect of phubbing behavior on the quality of interpersonal communication among students of the Communication Science Study Program at Universitas Dharma Andalas. This study employed a quantitative approach with an associative method. The population consisted of 188 students, with a sample of 66 respondents selected using purposive sampling. Data were collected through questionnaires and analyzed using SPSS through validity, reliability, descriptive statistics, classical assumption, simple linear regression, t-test, and coefficient of determination tests. The results showed that phubbing behavior had no significant effect on the quality of students' interpersonal communication, with a significance value of $0.476 > 0.05$ and a calculated t-value of $-0.717 < \text{the t-table value of } 1.998$. The coefficient of determination (R^2) of 0.008 indicates that phubbing behavior contributed 0.8% to the variation in the quality of interpersonal communication, while the remaining 99.2% of the variation was not explained by phubbing behavior in the research model.

Keywords: *Phubbing, Interpersonal Communication Quality, Smartphone, Students.*