

Menggunakan Prompt untuk Mengurangi Perilaku Phubbing di Restoran = The Use of Prompt to Reduce Phubbing Behavior in Restaurants

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Abstrak

Fenomena phubbing mudah ditemui sehari-hari di lingkungan sekitar termasuk di restoran. Penelitian ini bertujuan untuk menguji pengaruh pemberian prompt dalam mengurangi perilaku phubbing di restoran. Intervensi yang digunakan adalah pemberian prompt pasif berupa papan pesan berbahan akrilik yang berdiri tegak dan prompt aktif berbentuk kotak sehingga pelanggan perlu secara aktif meletakkan ponsel dalam kotak.

Peneliti juga menguji perbedaan pengaruh antara pemberian intervensi tunggal (hanya diberikan prompt pasif saja) dengan pemberian intervensi ganda (diberikan prompt pasif sekaligus prompt aktif) dalam mengurangi perilaku phubbing di restoran.

Desain penelitian ini adalah kuasi eksperimen yang melibatkan dua kelompok kontrol yang di dalamnya terdapat 2.711 pelanggan restoran dan dua kelompok yang diberi intervensi berupa pemberian prompt yang mengikutsertakan 2.659 pelanggan restoran. Pengujian terhadap hipotesis penelitian dilakukan melalui analisis statistik dengan menggunakan One-way ANOVA.

Hasil pengujian hipotesis pertama menunjukkan bahwa terdapat perbedaan pengaruh pemberian prompt dalam mengurangi perilaku phubbing di restoran. Hasil pengujian hipotesis kedua memperlihatkan bahwa tidak ada perbedaan pengaruh antara pemberian intervensi tunggal dengan intervensi ganda dalam mengurangi perilaku phubbing di restoran. Keterbatasan penelitian dan saran dibahas lebih lanjut dalam makalah ini.

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Phubbing phenomena are easily found everyday in the surrounding environment, including in restaurants. This study aims to examine the effect of prompt giving in reducing phubbing behavior in restaurants. The prompt used is a passive prompt in the form of an acrylic message board that stands upright and a boxy active prompt so that the customer needs to actively put the cellphone in the box.

The researchers also examined differences in influence between single promptings (only given a passive prompt) with multiple prompts (given passive and active prompts) in reducing phubbing behavior in restaurants.

The design of this study was a quasi-experimental involving two control groups in which there were 2,711 restaurant customers and two groups given the intervention in the form of giving a prompt which included 2,659 restaurant customers. Testing of the research hypothesis was carried out through statistical analysis using One-way ANOVA.

The results of testing the first hypothesis indicate that there are differences in the effect of prompt giving in reducing phubbing behavior in restaurants. The results of testing the second hypothesis show that there is no difference in effect between giving a single prompt with a double prompt in reducing phubbing behavior in a restaurant. The limitations of the research and suggestions are further discussed in this paper.