

**PENGARUH ATTACHMENT STYLE ROMANTIC TERHADAP KEPUASAN
HUBUNGAN PADA MAHASISWA YANG SEDANG MENJALIN HUBUNGAN
ROMANTIS DI PROGRAM STUDI MANAJEMEN FAKULTAS EKONOMI STIE
EKA PRASETYA**

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INTISARI

Penelitian ini bertujuan untuk mengetahui pengaruh attachment style romantic terhadap kepuasan hubungan pada mahasiswa yang sedang menjalani hubungan romantis di Fakultas Ekonomi Program Studi Manajemen STIE Eka Prasetya. Penelitian ini menggunakan metode kuantitatif dengan desain analisis regresi linear berganda. Variabel bebas dalam penelitian ini adalah attachment style romantic yang mencakup tiga dimensi, yaitu secure attachment, avoidance attachment, dan anxious attachment, sedangkan variabel terikatnya adalah kepuasan hubungan. Sampel penelitian berjumlah 167 mahasiswa yang dipilih menggunakan teknik purposive sampling dengan kriteria berusia 18–25 tahun dan sedang menjalin hubungan berpacaran. Pengumpulan data dilakukan menggunakan skala Likert yang telah diuji validitas dan reliabilitasnya, dengan nilai Cronbach's Alpha sebesar 0,894 untuk skala kepuasan hubungan dan 0,964 untuk skala attachment style romantic. Hasil analisis menunjukkan bahwa secara simultan attachment style romantic berpengaruh signifikan terhadap kepuasan hubungan ($F = 55,404$; $p < 0,05$), sehingga hipotesis mayor diterima. Secara parsial, secure attachment berpengaruh positif dan signifikan terhadap kepuasan hubungan ($\beta = 0,381$; $p < 0,05$), sehingga hipotesis minor pertama diterima. Avoidance attachment menunjukkan hubungan positif dan signifikan ($\beta = 0,409$; $p < 0,05$), namun tidak sesuai dengan arah hipotesis sehingga hipotesis minor kedua ditolak. Sementara itu, anxious attachment tidak berpengaruh signifikan terhadap kepuasan hubungan ($\beta = 0,016$; $p > 0,05$), sehingga hipotesis minor ketiga ditolak. Temuan ini menunjukkan bahwa kelekatan aman berperan penting dalam meningkatkan kepuasan hubungan, sementara dimensi avoidance dan anxiety tidak menunjukkan peran yang sesuai dengan hipotesis dalam penelitian ini. Oleh karena itu, pengembangan secure attachment menjadi penting dalam membangun hubungan romantis yang sehat di kalangan mahasiswa.

Kata Kunci: attachment style romantic, secure attachment, avoidance attachment, anxious attachment, kepuasan hubungan.

THE EFFECT OF ROMANTIC ATTACHMENT STYLES ON RELATIONSHIP SATISFACTION AMONG STUDENTS IN ROMANTIC RELATIONSHIP IN THE MANAGEMENT STUDY PROGRAM, FACULTY OF ECONOMICS, STIE EKA PRASETYA

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ABSTRACT

This study aims to investigate how romantic attachment styles influence relationship satisfaction among students who are currently engaged in romantic relationships within the Management Study Program, Faculty of Economics, STIE Eka Prasetya. A quantitative approach was utilized, employing multiple linear regression analysis. The independent variable was romantic attachment style, which consists of three dimensions: secure attachment, avoidance attachment, and anxious attachment, while the dependent variable was relationship satisfaction. The sample consisted of 167 students selected using purposive sampling with criteria aged 18–25 years and actively involved in a romantic relationship. Data were collected using Likert-scale instruments that had undergone validity and reliability testing, with Cronbach's Alpha values of 0.894 for the relationship satisfaction scale and 0.964 for the romantic attachment style scale. The results showed that, simultaneously, romantic attachment style had a significant effect on relationship satisfaction ($F = 55.404$; $p < 0.05$), indicating that the major hypothesis was accepted. Partially, secure attachment had a positive and significant effect on relationship satisfaction ($\beta = 0.381$; $p < 0.05$), indicating that the first minor hypothesis was accepted. Avoidance attachment showed a positive and significant relationship ($\beta = 0.409$; $p < 0.05$), but it was inconsistent with the hypothesized direction; therefore, the second minor hypothesis was rejected. Meanwhile, anxious attachment did not have a significant effect on relationship satisfaction ($\beta = 0.016$; $p > 0.05$), so the third minor hypothesis was rejected. These findings indicate that secure attachment plays an important role in enhancing relationship satisfaction, while avoidance and anxious attachment do not function as expected in this study. Therefore, developing secure attachment is important for building healthy romantic relationships among students.

Keyword : : romantic attachment style, secure attachment, avoidance attachment, anxiety attachment, relationship satisfaction