

## HUBUNGAN ANTARA *GOAL CLARITY* DENGAN PERILAKU *CYBERLOAFING* PADA MAHASISWA UNIVERSITAS JAMBI

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### ABSTRAK

**LATAR BELAKANG :** Perilaku *cyberloafing* adalah suatu tindakan mengakses internet untuk kepentingan non-akademik saat perkuliahan sedang berlangsung. Fenomena perilaku *cyberloafing* ini marak terjadi dikalangan mahasiswa dan telah dikaitkan dengan beberapa dampak negatif seperti menurunnya fokus, motivasi belajar dan pencapaian akademik. Salah satu faktor yang dapat mempengaruhi perilaku *cyberloafing* adalah *goal clarity*, yaitu sejauh mana individu memiliki kejelasan tujuan dalam perkuliahan. *Goal clarity* membantu mahasiswa tetap termotivasi dan fokus dalam mencapai tujuan akademiknya, sehingga mereka cenderung menghindari perilaku *cyberloafing*. Oleh karena itu, *goal clarity* diharapkan mampu mencegah serta mengurangi terjadinya perilaku kontraproduktif seperti perilaku *cyberloafing* yang tengah terjadi dikalangan mahasiswa.

**TUJUAN :** Untuk menganalisis hubungan antara *goal clarity* dengan perilaku *cyberloafing* pada mahasiswa di Universitas Jambi.

**METODE :** Penelitian ini adalah penelitian kuantitatif dengan jenis korelasional. Populasi dalam penelitian ini adalah mahasiswa aktif Universitas Jambi. Subjek penelitian sebanyak 153 mahasiswa yang dipilih dengan menggunakan Teknik *snowball sampling*. Instrumen pengumpulan data yang digunakan adalah skala *goal clarity* dan skala *cyberloafing*. Analisis data menggunakan *Pearson's Product Moment*.

**HASIL :** Penelitian menemukan adanya korelasi negatif yang signifikan antara *goal clarity* dengan perilaku *cyberloafing* pada mahasiswa Universitas Jambi, dengan tingkat koefisien korelasi -0.226 dan  $p = 0,005$  ( $p < 0,05$ )

**KESIMPULAN :** Terdapat korelasi negatif signifikan antara *goal clarity* dengan perilaku *cyberloafing* pada mahasiswa Universitas Jambi. Artinya semakin tinggi *goal clarity* yang dimiliki mahasiswa maka semakin rendah perilaku *cyberloafing* yang dilakukan, begitu pula sebaliknya.

**KATA KUNCI** *Goal Clarity*, *Cyberloafing*, Mahasiswa

## THE RELATIONSHIP BETWEEN GOAL CLARITY AND CYBERLOAFING BEHAVIOR IN JAMBI UNIVERSITY STUDENTS

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### *ABSTRACT*

**BACKGROUND :** Cyberloafing behavior refers to the act of accessing the internet for non-academic purposes during lectures. This phenomenon is widespread among university students and has been associated with several negative impacts, such as decreased focus, learning motivation, and academic achievement. One factor that may influence cyberloafing behavior is goal clarity, which refers to the extent to which individuals have a clear understanding of their academic goals. Goal clarity helps students stay motivated and focused on achieving their academic objectives, thereby reducing their tendency to engage in cyberloafing behavior. Therefore, goal clarity is expected to prevent and mitigate counterproductive behaviors such as cyberloafing among university students.

**OBJECTIVE :** To analyses the relationship between goal clarity and cyberloafing behavior among students at Jambi University

**METHODS :** This study employs a quantitative correlational research design. The population consists of active students at Jambi University. A total of 153 students were selected as research participants using the snowball sampling technique. The data collection instruments used were the Goal Clarity Scale and the Cyberloafing Scale. Data analysis was conducted using Pearson's Product-Moment correlation test.

**RESULTS :** The research found a significant negative correlation between goal clarity and cyberloafing behavior among Jambi University students, with a correlation coefficient level of -0.226 and  $p = 0.005$  ( $p < 0.05$ ).

**CONCLUSION :** There is a significant negative correlation between goal clarity and cyberloafing behavior among Jambi University students. This implies that the higher a student's goal clarity, the lower their engagement in cyberloafing behavior, and vice versa.

**KEYWORDS :** Goal Clarity, Cyberloafing, University Students.