

# Lonelines, Interpersonal Trust And Affiliation Needs In Early Adulth Users Of The Bumble App

By:

Jihan Rafifah,

Effy Wardati Maryam

Psychology Study Program

Muhammadiyah University Sidoarjo, Sidoarjo, Indonesia



# Introduction

## Background:

The development of technology, especially dating apps like bumble, has changed human interaction. Launched by Whitney Wolfe Herd in 2014, Bumble empowers women to initiate contact. Early adult users (18-25 years old) often face challenges in fulfilling affiliation needs, such as emotional support and attention. Loneliness and interpersonal trust also influence their experiences. This study explores the interaction between loneliness, interpersonal trust, and affiliation needs in Bumble users, providing new insights into social dynamics in online dating.

## Purpose:

The purpose of this study was to explore the relationship between loneliness, interpersonal trust, and affiliation needs in Bumble app users. This study aims to analyze the impact of loneliness, the influence of interpersonal trust on interactions, as well as identify affiliation needs contributing to healthy relationships, and provide recommendations for the development of dating apps that are more responsive to users' emotional needs.

# Research Question (Problem Formulation)

Is there a relationship between loneliness and interpersonal trust with the affiliation needs of early adult users of the bumble app

## Hypothesis:

There is a significant relationship between loneliness and interpersonal trust with the need for affiliation in early adult users of the Bumble application. The higher the loneliness, the greater the drive to fulfill affiliation needs. The higher the interpersonal trust, the easier it is for individuals to form social relationships that support the fulfillment of affiliation. In contrast, high loneliness and low interpersonal trust can hinder the fulfillment of affiliation needs

# Method

**Research Type**

: Quantitative

**Population**

: Early Adult Users Of The Bumble App

**Sample**

: 349 (Referring To The Table Developed By Issac and Michael)

**Sampling technique**

: Purposive Sampling

**Data collection technique**

: Likert Scale

**Data analysis**

: Correlation Analysis Technique

# Benefits of Research

This study contributes to the development of social psychology, especially in understanding the relationship between loneliness, interpersonal trust, and affiliation needs in the context of using online dating applications such as Bumble. The results of this study are expected to be a reference for further research that wants to examine the psychological dynamics of digital application users.

# Result

**Pearson's Correlations**

Variable		<u>Kesepian</u> (X1)	<u>Kepercayaan</u> Interpersonal (X2)	Affiliation needs (Y)
1. <u>Kesepian</u> (X1)	Pearson's r	—		
	p-value	—		
2. <u>Kepercayaan</u> Interpersonal (X2)	Pearson's r	0.345	—	
	p-value	< .001	—	
3. Affiliation needs (Y)	Pearson's r	0.253	0.595	—
	p-value	< .001	< .001	—

The results of hypothesis analysis using Pearson's correlation show that there is a significant positive relationship between Loneliness and Affiliation Needs, with  $r = 0.253$  and  $p < 0.001$  ( $< 0.05$ ). This indicates that the higher the level of loneliness, the greater the individual's affiliation needs. Additionally, Interpersonal Trust also has a stronger significant positive relationship with Affiliation Needs, with  $r = 0.595$  and  $p < 0.001$  ( $< 0.05$ ), meaning that higher levels of trust are associated with higher affiliation needs.

# Conclusions

This study shows that there is a significant positive relationship between loneliness and interpersonal trust with the need for affiliation in early adult users of the Bumble application. Loneliness has a positive correlation with the need for affiliation of  $r = 0.253$ ,  $p < 0.001$ , which means that the higher the level of loneliness, the higher the need for affiliation. Meanwhile, interpersonal trust has a stronger relationship with the need for affiliation, which is  $r = 0.595$ ,  $p < 0.001$ . This indicates that interpersonal trust has a greater influence on the need for affiliation than loneliness.



# Referensi

- R. A. N. Devi, "Hubungan Antara Kesepian Dengan Kebutuhan Afiliasi Pada Pengguna Aplikasi Tinder", 2023
- Arwa, "Hubungan Antara Interpersonal Trust Dengan Self Disclosure Pengguna Second Account Media Sosial Instagram Pada Wanita Dewasa Awal S K R I P S I Fakultas Psikologi Universitas Islam Negeri Maulana Malik Ibrahim Malang", 2021
- M. Dila, "Hubungan Antara Kesepian Dengan Kecenderungan Kecanduan Media Sosial Instagram Pada Mahasiswi.", 2023
- S. Maharani, S. Rouli, M. Jurusan, and I. Komunikasi, "Analisis Faktor Pendorong dalam Melakukan Online Dating", 2017
- A. Munjirin, "Kontrol Diri Sebagai Moderator Pengaruh Kesepian Terhadap Self-Disclosure Remaja Di Sosial Media", 2024.



