

**PENGARUH KOHESIVITAS KELOMPOK TERHADAP *SOCIAL*
LOAFING PADA MAHASISWA TINGKAT AWAL**

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Abstract

This study aims to determine the effect of group cohesiveness on social loafing among first-year university students. Group cohesiveness which refers to the level of unity and attachment within a group is expected to play a significant role in reducing social loafing, which is the tendency of individuals to decrease their effort when working in a group. Data collection was conducted using social loafing and group cohesiveness scales distributed through questionnaires. This study employs a quantitative approach with 150 first-year university students as respondents, consisting of 110 females and 40 males. The sampling technique used in this study is purposive sampling. The measurement tools used are the social loafing scale and the group cohesiveness scale. The hypothesis was tested using simple regression analysis in SPSS Statistics 26, resulting in a significance value of 0.028 ($p < 0.05$), indicating that group cohesiveness has an effect on social loafing among first-year university students. Group cohesiveness contributes 3.2% to the reduction of social loafing, while the remaining 96.8% is influenced by other factors outside this study.

Key word: kohesivitas kelompok, social loafing, mahasiswa tingkat awal