

ABSTRAK

PENGARUH TEKANAN EKONOMI, LINGKUNGAN SOSIAL, DAN TEKANAN AKADEMIK TERHADAP PERILAKU JUDI ONLINE DI KALANGAN MAHASISWA PERANTAUAN

(Studi Kasus Pada Mahasiswa Perantauan Asal Manggarai di Yogyakarta)

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Penelitian ini bertujuan mengetahui pengaruh tekanan ekonomi, lingkungan sosial, dan tekanan akademik terhadap perilaku judi online mahasiswa perantauan asal Manggarai di Yogyakarta. Latar belakang didasarkan pada meningkatnya pemain judi online di Indonesia serta maraknya fenomena judi online di kalangan mahasiswa. Fenomena ini juga menjadi permasalahan serius yang dialami oleh mahasiswa perantauan asal Manggarai di Yogyakarta.

Jenis penelitian yang digunakan adalah studi kasus pada mahasiswa perantauan asal Manggarai di Yogyakarta dengan metode kuantitatif. Instrumen penelitian menggunakan kuesioner yang dibagikan melalui *google form* kepada responden. Sampel dalam penelitian ini diperoleh melalui teknik *purposive sampling* dengan jumlah 55 responden.

Hasil menunjukkan ketiga variabel berpengaruh positif dan signifikan terhadap perilaku judi online. Semakin tinggi tekanan, semakin besar kecenderungan mahasiswa berjudi online. Ketiga faktor tekanan menjadi pemicu utama aktivitas judi online mahasiswa

Kata kunci: Tekanan Ekonom, Lingkungan Sosial, Tekanan Akademik, Perilaku Judi Online.

ABSTRACT

THE INFLUENCE OF ECONOMIC PRESSURE, SOCIAL ENVIRONMENT, AND ACADEMIC PRESSURE ON ONLINE GAMBLING BEHAVIOR IN MIGRANT STUDENTS

(Case Study on Migrant Students from Manggarai in Yogyakarta)

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This study aims to determine the influence of economic pressure, social environment, and academic pressure on online gambling behavior of students from Manggarai in Yogyakarta. The background is based on the increasing number of online gamblers in Indonesia and the rampant phenomenon of online gambling among students. This phenomenon is also a serious problem experienced by students from Manggarai in Yogyakarta.

The type of research used is a case study on students from Manggarai in Yogyakarta with a quantitative method. The research instrument used a questionnaire distributed via Google Form to respondents. The sample in this study was obtained through a purposive sampling technique with a total of 55 respondents.

The results show that the third variable has a positive and significant effect on online gambling behavior. The higher the pressure, the greater the tendency of students to gamble online. The third factor of pressure is the main trigger for students' online gambling activities

Keywords: Economic Pressure, Social Environment, Academic Pressure, Online Gambling Behavior