

## **ABSTRACT**

### ***The Effect of Loneliness on Smartphone Addiction in Generation Z College Students***

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*Generation Z college students have digital native characteristics that make them able to use smartphones easily and quickly. Generation Z college students use smartphones for learning, seeking information and entertainment, also for communicating virtually. Virtual interaction is carried out to get more meaningful friendships for those who experience loneliness. However, this virtual interaction makes Generation Z college students vulnerable to feeling anxious and restless when away from their smartphones. This condition will also make Generation Z college students unable to get away from their smartphones so that it affects smartphone use and causes smartphone addiction. This study aims to determine the effect of loneliness on smartphone addiction in Generation Z college students. Data collection was carried out using two measurement tools, namely the smartphone addiction scale (SAS) and University of California Los Angeles (UCLA) Loneliness scale version 3 (UCLA-LS3). This study used quantitative methods and was analyzed using a linear regression test. The results of the linear regression test show that loneliness has a positive and significant effect on smartphone addiction among Generation Z students.*

***Keywords :*** *Loneliness, Smartphone Addiction, Generation Z College Students*

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