THE EFFECT OF PET ATTACHMENTS ON HAPPINESS IN PET OWNERS IN MEDAN CITY

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Abstract

This research aims to see the effect of pet attachments on the happiness of pet owners in the city of Medan . Based on research conducted by researchers with the research title The Influence of Pet Attachments on Happiness in Pet Owners in the City of Medan, it can be concluded that: The results of this study show that there is a significant influence of pet attachments on happiness in pet owners of 11.9%. If the value of variable X (Pet Attachment) increases, there will be an influence on variable Y (Happiness). This shows that there is a positive relationship, which means that the higher the pet attachment score, the higher the happiness and vice versa. The majority of pet owners in the city of Medan have pet attachments in the medium category and pet owners in the city of Medan experience more pet attachments in the form of animal rights/animal welfare. The majority of pet owners in the city of Medan have happiness in the high category and pet owners in the city of Medan experience more happiness in the form of full involvement.

Keywords: Influence, Pet Attachment, Happiness, Pet Owners

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INTRODUCTION

Medan is the capital of North Sumatra province, Indonesia. Geographically, the city of Medan has an area of 26,510 hectares (265.10 km²) or 3.6% of the total area of North Sumatra Province. Medan is the third largest city in Indonesia after DKI Jakarta and Surabaya and is the largest city outside Java, as well as the largest city on Sumatra Island. Based on data released by the North Sumatra Central Statistics Agency in 2023 regarding Population by Gender and Regency/City (Jiwa), Medan City is the region with the largest population in North Sumatra Province, namely 2,474,166 residents (Hidayat & Jayakrista, 2023).

Medan City is also included as one of the metropolitan cities in Indonesia. Metropolitan areas are often characterized by high population density, traffic jams, limited green open space, pollution and others. Busy urban life, as well as pressures originating from various things, including the environment, often increase the level of anxiety and stress in people living in these areas. In facing this matter, more and more people are carrying out animal keeping activities with the aim of simply carrying out a favorite hobby or seeking comfort and emotional support from these pets.

In the city of Medan, the activity of keeping animals is not something strange, in fact the number of pet populations in the city of Medan is also not small, quoted from Antaranews.com, data from the Medan City Food Security, Agriculture and Fisheries Service in 2022 states that the pet population in Medan City estimated at 15,000 to 18,000 animals, this data shows that many people carry out animal keeping activities, especially in the city of Medan.

Animals kept by someone are not only used as tools, such as cats to catch mice and dogs to guard the house. Unlike before, although some pet owners still have the view that animals are kept only to be used as tools, over time this view has begun to change. Pet owners are starting to see other roles of pets, including being used as playmates, free time fillers, considered friends, and some people even consider pets as part of their family.

Pets are animals that are tamed and taken care of by their owners and have an emotional bond between the two (Erliza & Atmasari, 2022). Meanwhile, pet owner means every person who owns, keeps, maintains a pet, or has custody of it.

Many surveys related to pet ownership have also been carried out, one of which is a survey conducted by Rakuten Insight in 2021 regarding Pet Ownership in Asia with a sample size of 97,000 respondents from various countries such as China, Taiwan, Hong Kong, India, Indonesia, South Korea, the Philippines, Japan, Singapore, Thailand, Malaysia and Vietnam, from the survey data was obtained that more than half of people (59% of respondents) had pets in their homes and 41% of respondents stated that they did not keep any pets. even now.

A survey conducted by Rakuten Insight in 2021 regarding Pet Ownership in Asia also shows data that as many as 72% of households in Indonesia have pets, and 28% do not keep any pets.

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The activity of keeping a pet is also considered beneficial for the owner. Some of the benefits that can be obtained from keeping animals are, helping to restore health by adopting a healthy lifestyle such as taking pets for a walk or playing, helping to deal with stress by treating animals as entertainment and playmates, socializing with the environment and new people. such as when bathing animals or taking them for a walk (Nugrahaeni, 2016).

Pets can also make someone feel valuable and needed, thereby creating a feeling of happiness (Masyhuri, Saragih, & Prasetyo, 2023). The description of the happiness of pet owners can be seen in the aspect of happiness which consists of positive emotion, engagement, positive relationship, meaning and accomplishment, all aspects of happiness can be fulfilled from the attachment to the pet (pet attachment) thus giving rise to happiness in the pet owner. (Tribudiman, Rahmadi, & Fadhila, 2020).

According to Seligman (2005) happiness is a positive feeling that will encourage someone to take various positive actions. Seligman (2006) explains that happiness is a concept related to positive emotions felt by individuals and positive activities without any feeling components at all. Seligman provides a picture of individuals who achieve real happiness, namely individuals who can identify and process or train the basic strengths they have and use them in everyday life, whether in work, love, play, and parenting.

Based on the above understanding of happiness, it can be concluded that happiness is a positive feeling that will encourage a person to take positive actions without any element of coercion and the ability of a person to feel positive emotions in the past, future and present.

During this time, a lot of research has been carried out related to happiness, one of which is research on happiness throughout the world or also called the World Happiness Report. Based on the World Happiness Report conducted by Helliwell et al. (Ivana, Pemayun, & Mustika, 2024) obtained results stating that Indonesia obtained a score of 5,277 on the happiness index in 2023, with this score Indonesia is in 84th place out of 134 countries, which means that there has been an increase in the level of happiness of Indonesian citizens when compared to the previous year, namely 2022 which is in 87th place out of 146 countries with a score of 5,240. However, Indonesia's position is quite far behind when compared to neighboring countries such as Malaysia which is in 55th place, Singapore which is in 25th place, and Australia which is far superior in 12th place.

Based on data released by the Central Statistics Agency (BPS) in 2021 regarding the happiness index by province in 2021, in this case the province of North Sumatra experienced an increase compared to 2017. The happiness index of North Sumatra province increased by 2.16 points, namely from 68 .41 to 70.57 on a scale of 0-100. Even though it has increased compared to 2017, the position of the happiness index for North Sumatra province in 2021 is still in the category of provinces with a low happiness index in Indonesia.

People with a low level of happiness will have an impact on the activities they do, tend to be unfocused and lack interest in carrying out an activity, low levels of happiness will cause other problems that have an impact on their psychology. A happy person has more casual or close friends. Happy individuals are more involved in activities with the surrounding environment than less happy individuals (Fiana, Perwita, & Saputra, 2024).

Happiness is a form of perfection, so many people try to make it happen. There are also various events that make you happy. According to research conducted by Harmaini and Yulianti (2014) regarding events that make happy, it is known that there are three major components of events that make teenagers happy, namely (1) Relationships at 55.7%, this includes events related to parents, family, and peers; (2) Personal affective at 34.7%, namely events related to the opposite sex, getting affection, psychological rewards, hobbies, etc.; (3) Achievement was 24.7%, covering events related to achievement, graduation, being able to complete assignments and satisfactory results.

Each person's happiness is relatively different because happiness is a subjective concept where each individual has different benchmarks and assessment factors. Seligman (2005) states that there are two factors that influence happiness, namely, external factors originating from the environment (money, marriage, social life, negative emotions, age, religion, health, education, climate, race and gender) and internal factors such as satisfaction with the past, optimism for the future, and happiness in the present.

Most people choose to keep pets as a form of enjoyable activity with a reciprocal impact that triggers positive energy. Researchers conducted an initial survey of 30 pet owners in the city of Medan. Based on the survey, it was found that 90% of respondents felt positive emotions when interacting with pets, 93.3% of respondents enjoyed the activities they carried out, including spending time with pets, and 80% of respondents had no difficulty making sense of the life they lived (Lutfiana, 2023).

Researchers also interviewed pet owners in the city of Medan with the initials ED, 21 years old and RS, 59 years old. Here's the statement:

"Yes, that's an example of a cake, he's entertaining, yes, it's doubly entertaining, isn't it, it's us who don't behave like we usually do with him, we're usually in a bad mood, he's moody, right, he comes right away, you know, like right away He keeps teasing like that. He wants to invite us to play. For example, we ignore him. We don't respond to him. I'm so happy that he really understands... I'm happier when I'm with this person (pet) I'm happier with this person, I play with them like that because the happiness is doubled, yes, the problem is that I also often confide in that person and they hear that, lol. that person knows he is listening, I don't know what is on his mind but at least they listen, listen more, good listeners"

"Yes, if it's like this dog, for example, if we ever cry, I'll cry with him, so in my heart, this auntie, why is this dog like this, why is it like a human, I'll cry, he'll cry too, yes, that's why it touches my heart, what a feeling it is to have a dog. "This seems like it could be entertainment, but it's nice to have a dog."

Based on the results of the interview above, it can be seen that pet owners feel happy and entertained by the behavior shown by their pets when they are together. This refers to one aspect of pet attachment, namely general attachment, which describes the closeness of the

owner with pets, and the feeling of joy when they are together. Apart from that, pet owners also feel that their pets hear every story they share and understand the emotions they are feeling. This also refers to the aspect of pet attachment, namely people substituting, namely the role of pets in their owners' lives, which can be seen from the role of pets. as a substitute companion for other humans, which is demonstrated by certain behaviors such as telling stories to pets (Hani, 2021).

The relationship between humans and animals is a simple and safe relationship, with minimal risks. Pets can be accepting, open, honest, loyal and consistent. All of these qualities can fulfill the basic human need to love and feel loved (Diananda, 2019).

Having a pet makes individuals feel happy, happy and meaningful. In psychology, this condition is called pet attachment. Johnson defines pet attachment as the interaction and emotional relationship between family members and the pets they own. The form of the relationship provided is a reciprocal relationship that provides mutual attention where dependence arises between each other (Hammes, 2016).

There are several factors that influence pet attachment. According to Karen, factors that influence pet attachment are gender, type of pet, and time spent with pets. According to Smolkovic et al. several other factors that influence the attachment between animal owners and pets, namely the length of time they have kept the pet, domicile of residence, and the breed of the pet.

Researchers conducted interviews with pet owners in the city of Medan with the initials MM, 22 years old, ED, 21 years old, and RS, 59 years old. Here's the statement:

"So the reason I keep this animal is because I feel that, Sis, I see that the animal looks cute, which is like that, we can also make these animals our friends, Sis, if we feel alone they can be our friends like that."

"Playing around, mostly playing around all the time, yes, that was stroking feathers too, playing around, playing around a lot more, then when you're sleeping, you're already sleeping and disturbing it like that, when you're sleeping we disturb you."

"Yes, I was hit by a car, we were crying, we were sad, more than just losing our family, I felt it, that's why I said that this dog really understands his master, he really really understands, so one day this dog came out even though he was just at his house. , suddenly I took this dog out first, if I wanted to pause, I thought, eh, I took it back out, it was already lying in front there, the new host, you know, I took the dog out, it was crying so sad that the father was also crying, tears in his eyes "Well, when our dog loved him too much, he died."

Based on the results of these interviews, it can be seen that pet owners consider their pets not only as pets but also as friends when they feel alone. This refers to one aspect of pet attachment, namely people substituting, namely the role of pets in their owners' lives, which can be seen from the role of pets as substitute companions for other humans, and pet owners will love their pets as shown through behavior such as hugging, stroking, or even communicate with animals. Based on the interview, the interactions carried out by

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pet owners with their pets are in the form of stroking, disturbing the pet and playing together.

A large number of studies that have been conducted show that pet ownership and pet attachment have positive impacts and things for pet owners, namely that pets will make their owners feel happy with their pet's cute behavior, and when the owner is sick the pet will accompany the owner to rest. so that the owner does not feel lonely and gets inspired. Apart from that, pets can regulate your mood and create positive energy. However, apart from having a positive impact, pet attachment also has a negative impact, namely when the pet dies, the pet owner will grieve due to the death of the pet. This grief reaction can include crying, sadness, anger, feeling guilty and feeling lonely due to the death of the pet. who seemed to have lost a family member (Siti Rosmayati, Arman Maulana, Sofyan Sauri, & Ujang Cepi Barlian, 2021).

Research by Optiarni and Coralia (2023) entitled "The Effect of Pet Attachments on Stress Levels in Cat Pet Owners" shows the results that pet attachments contribute to stress levels, when the pet attachment is strong the stress level can decrease. The contribution of the pet attachment variable to stress levels is 6.4% and the regression coefficient value is 0.145.

Research by Erliza and Atmasari entitled "The Effect of Pet Attachments on Happiness in Pet Owners in Sumbawa District" shows the results that pet attachments influence happiness in pet owners in Sumbawa District with a significant value (sig.) of 0.000 (< 0.05) and R Square of 0.251.

Research conducted by Indriani and Ervanda (2021) entitled "The Relationship Between Pet Attachment and Psychological Well-Being in Pet Lovers in Bogor" shows the results that there is a relationship between pet attachment and psychological well-being in pet lovers.

Based on the description above, it can be concluded that pet attachment and happiness are interesting variables to use as research material. This is what made the researchers choose the title "The Influence of Pet Attachments on Happiness of Pet Owners in the City of Medan".

METHODS

The subjects of this research were pet owners in Medan City. Population is a generalization area consisting of: objects/subjects that have certain qualities and characteristics determined by researchers to be studied and then conclusions drawn (Sugiyono, 2013). The population in this study is pet owners in the city of Medan whose population size is unknown. According to Sugiyono(Cricenti et al., 2022)a sample is part of the number and characteristics of a population, samples taken from the population must be truly representative. The sampling technique used in this research is purposive sampling technique. Purposive sampling is a research sampling technique using certain considerations, measures and criteria that have been determined by the researcher before carrying out the research process. The population criteria used in this research are men and women who live in Medan and have at least 1 pet.

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The number of samples in this study was determined using the Issac and Michael formula. This is based on considerations of a population that cannot be identified with certainty or is infinite, using an error rate of 5%, the number of samples required in this research is at least 349 people.

The data collection technique used to obtain data in this research is by using a psychological scale, namely filling out a questionnaire via Google Form, where respondents are asked to choose one answer according to their characteristics. A psychological scale is a series of items used to reveal a psychological attribute (Marwoko, 2019).

The psychological scales used are the pet attachment scale and the happiness scale. The type of scale used in this research is the Likert scale. According to Sugiyono the Likert scale is a scale that can be used to measure the attitudes, opinions and perceptions of a person or group of people about social phenomena. The Ikert scale has 4 categories of answer choices which are divided into favorable and unfavorable statements, namely Strongly Agree (SS), Agree (S), Disagree (TS), Strongly Disagree (STS). Hypothesis testing in this research was carried out using the Simple Linear Regression test to test the influence of variable X (Pet Attachment) on variable Y (Happiness).

RESULTS AND DISCUSSION

Overview of Research Subjects

This research was conducted from 12 June 2024 to 23 July 2024 in the city of Medan via a Google form in the form of a link and barcode scan which was shared via social media such as Instagram, Facebook and WhatsApp and distributed directly to respondents by scanning the barcode via Google Lens. The respondents in this research were pet owners in the city of Medan. When the research data has been collected, a description of the research subjects is obtained based on gender, age, type of pet, length of time keeping the pet, and domicile (district).

Description of Research Subjects Based on Gender

Table 1.
Distribution of Subjects Based on Gender

Gender	N	Percentage (%)
Man	103	29.4
Woman	247	70.6
Total	350	100

Based on gender, it can be seen that in this study there were 103 male respondents with a percentage of 29.4%, while there were 247 female respondents with a percentage of 70.6%.

Research result

The description of the research data includes empirical mean data and hypothetical mean data. The empirical and hypothetical score results from the pet attachment and happiness scales can be seen in the following table:

Table 2.

Comparison of Empirical and Hypothetical Data

Variable	Hypothetical Data	Empirical Data

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	Xmin	Xmaks	Mean	SD	Xmin	Xmaks	Mean	SD
Pet	24	96	60	12	46	96	73.7	10.02
Attachment Kebahagiaan	32	128	80	16	66	128	99.12	12.74
recanagiaan	O _	1_0	20	-0	30	1_0	,,.1 L	1/ 1

Based on the table above, it is known that the empirical mean for the pet attachment variable is greater than the hypothetical mean (73.7 > 60), so it can be concluded that the pet attachment of the research subjects is in the high category. Meanwhile, the empirical mean for the happiness variable is greater than the hypothetical mean (99.12 > 80), so it can be concluded that the happiness of the research subjects is in the high category.

Test Assumptions

The assumption test was carried out to determine whether the residual data values for *the pet attachment* and happiness variables were normally distributed and whether there was a linear relationship between the *pet attachment variables* and happiness.

Residual Normality Test

The residual normality test is carried out with the aim of finding out whether the residual values resulting from regression are normally distributed or not. The residual normality test was carried out using the SPSS 24.0 *for Windows program* . If the value of Asymp. The 2-tailed Sig is greater than 0.05, so it can be said that the residual data value is normally distributed.

Table 3. Residual Normality Test

Variable	Sig	Interpretation
Pet Attachments	0.200	Residual data is normally
Happiness	0.200	distributed

Based on the table above, the Asymp value can be seen. The 2-tailed Sig is 0.200 > 0.05 so it can be concluded that the residual data value is normally distributed.

Linearity Test

The linearity test was carried out with the aim of finding out whether the relationship between the *pet attachment variable* and happiness was linear or not. The two variables are said to be linearly related if the significance value of *deviation from linearity* is > 0.05. The linearity test was carried out using the SPSS 24.0 *for Windows program*. Based on the results of the linearity test, it can be said that *pet attachment* and happiness data have a linear relationship with a significance value of *deviation from linearity* of 0.64 > 0.05.

Heteroscedasticity Test

The heteroscedasticity test is used to assess whether there is unequal variance in the residuals in the linear regression model. The heteroscedasticity test is carried out using the Glejser test, if the significance value (Sig) is > 0.05 then there are no symptoms of heteroscedasticity. If the significance value (Sig) <0.05 then symptoms of heteroscedasticity occur. Based on the results of the heteroscedasticity test, it is known that the significance value is 0.141 > 0.05, so it can be concluded that there are no symptoms of heteroscedasticity.

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Hypothesis Testing

Hypothesis testing in this research was carried out using a Simple Linear Regression test which aims to test the influence of variable X (*Pet Attachment*) on variable Y (Happiness). The level of significance used is 5% (0.05), namely as follows:

if Sig > 0.05 then Ha is accepted

if Sig < 0.05 then Ho is rejected.

The hypotheses in this research are:

Ha: There is an influence of *pet attachment* on happiness in pet owners in the city of Medan.

Ho: There is no effect of *pet attachment* on happiness pet owners in the city of Medan.

To test the hypothesis, it was carried out using the SPSS 24.0 for Windows program, the following are the results obtained:

Table 4. Hypothesis Test Results

R	R Square	Adjusted R Square	Std. Estin		of	the
0.345	0.119	0.116	11,98	4		

Table above explains the magnitude of the correlation/relationship value (R), which is 0.345. From this table, a coefficient of determination (R Square) of 0.119 is obtained , thus it is known that the influence of variable This.

This section explains whether there is a real or significant influence between variable X (Pet Attachment) on variable Y (Happiness). From this table it can be seen that F count = 46.938 with a significance level of 0.000. So the equation is linear or in other words, this regression model can be used to predict happiness variables. Sig value. 0.000 < 0.05 then it can be concluded that Ho is rejected and Ha is accepted. This means that there is an influence of pet attachment on the happiness of pet owners in the city of Medan. It can be seen that constant (a) is 66.826 while the pet attachment value is 0.438. So the regression model equation is as follows:

Y = a + bX

Y = 66.826 + 0.438X

This means that if the value of variable X (*Pet Attachment*) increases, there will be an influence on variable Y (Happiness). This shows that there is a positive relationship, which means that the higher *the pet attachment score*, the higher the happiness and vice versa. The regression coefficient X is as large as 0.483, meaning that *if* variable

Discussion

Based on the results of statistical tests, it is known that the significance value is 0.000 < 0.05, so the hypothesis in this study is accepted, which means that there is an influence of *pet attachment* on the happiness of pet owners in the city of Medan. The influence of *pet attachment* on the happiness of pet owners in the city of Medan is positive, meaning it is getting higher *pet attachment*, the

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higher the happiness, and vice versa. Acceptance of this hypothesis provides findings that are similar to research conducted by Erliza and Atmasari (Abidin, Koesma, Joefiani, & Siregar, 2020) in Sumbawa subdistrict which shows that *pet attachment* has a positive effect on happiness.

The coefficient of determination (R Square) value obtained in this study was 0.119, this means that 11.9% of what influences the happiness of pet owners in the city of Medan is *pet attachment*, and the remaining 88.1% can be influenced by other variables not examined in this study . Seligman (2005) states that there are two factors that influence happiness, namely, external factors originating from the environment (money, marriage, social life, negative emotions, age, religion, health, education, climate, race and gender) and internal factors such as satisfaction with the past, optimism for the future, and happiness in the present.

Based on the results of empirical tests and hypothetical tests, it can be seen that the empirical mean of happiness is greater than the hypothetical mean (99.12 > 80), so it can be concluded that in general the happiness of the respondents in this study tends to be high.

If we look at the categorization of the happiness variable, the highest percentage value of subjects is in the high category, namely 55.7%, then the medium category is 44.3% and none are in the low category (0%). Thus, it can be seen that the majority of pet owners in the city of Medan have happiness in the high category. This is in line with research conducted by Dargan (2020) which shows that pet (dog) ownership can be positively related to individual psychological well-being and happiness (Boecker, 2021).

If we look at the categorization of happiness variables based on aspects, the highest percentage value is in the aspect of full involvement, namely 85% which is in the medium category. This means that pet owners in the city of Medan experience more happiness in the form of full involvement. In this case, full involvement can be felt when carrying out daily activities or when doing activities you like. According to Seligman (Rachmawati, Listiyandini, & Rahmatika, 2019). full involvement is not only in career but also in other activities such as hobbies and activities with family, fully involving oneself not only physically in activities but also the heart and mind participating in these activities.

If we look at the categorization of happiness variables based on gender, men have the highest percentage value, namely 59.2%, which is in the high category. This means that male individuals in this study have happiness which is taller than women. This is in line with research conducted by Asmarany and Setiawan (Estikasari & Pudjiati, 2021) in Jakarta and Tangerang which showed that men had a higher mean happiness than women.

If we look at the categorization of happiness variables based on age, the highest percentage is those aged 40-49 years at 100% who are in the medium category and aged 50-59 years at 100% who are in the medium category.

Based on the results of empirical tests and hypothetical tests, it is known that the empirical mean of pet attachment is greater than the hypothetical mean (73.7 > 60), so it can be concluded that in general pet attachment among respondents in this study tends to be high.

If you look at the categorization of the *pet attachment variable*, the highest percentage value of subjects is in the medium category, namely 50%, then the high category is 49.4% and the low category is 0.6%. Thus, it can be seen that the majority of pet owners in the city of Medan have *pet*

attachments in the medium category. One of the factors that influences the attachment between animal owners and their pets according to Smolkovic et al. (in Ayuningtias, Hambarsika, and Hardika 2023) is the length of time in keeping a pet. According to research conducted by Optiarni and Coralia (2023) in Bandung, respondents who kept cats for 4 to 6 years had greater pet attachment compared to those who kept cats for less than 1 year or 1 to 3 years. Meanwhile, in this study, the majority of research subjects kept their pets for 1-3 years, namely 36.6%, which can influence the level of pet attachment that pet owners have.

If we look at the categorization of the *pet attachment variable* based on aspects, the highest percentage value is in the *animal rights/animal welfare aspect*, namely 73.4% which is in the medium category. This means that pet owners in the city of Medan feel more *pet attachment* in the form of *animal rights/animal welfare*, this is the status of pets as family members. Pet owners know about the rights and welfare of animals so they care for and love them like humans (Sobana, 2018).

If we look at the categorization of *pet attachment variables* based on gender, men have the highest percentage value, namely 57.3%, which is in the medium category. This means that male individuals in this study had higher *pet attachment than females*. This is in contrast to research conducted by Fuada, Setyowati and Agustina (White & Crandall, 2022) in Indonesia which shows that there is a significant difference between *pet attachment* in men and women, where in this study it was found that women experienced a higher level of *pet attachment*. taller than men.

If you look at the categorization of the *pet attachment variable* based on age, the highest percentage is those aged 40-49 years at 100% who are in the high category and aged 50-59 years at 100% who are in the medium category. This means that individuals in the 40-49 year and 50-59 year age groups in this study had higher *pet attachment than other age groups*. According to Cohen (in Optiarni and Coralia, 2023) older people tend to have a stronger attachment to their pets than younger people.

If you look at the categorization of *the pet attachment variable* based on the type of pet, the highest percentage is other types of pets at 100% which is in the medium category, but in this study it is not known exactly what type of pet it is. This is different from research conducted by Wu, Wong, Chu (Syaifulina, 2022) which states that dog pet owners are more attached to their animals than other pet owners are to their animals (Yani, 2021).

If we look at the categorization of the *pet attachment variable* based on the length of care, the highest percentage is those with a length of care > 6 years, namely in the high category. This means that pet owners who have kept their pets for more than 6 years have a higher *pet attachment than those who have kept pets under 6 years*. Thus, the duration of keeping a pet affects the level of *pet attachment* and *pet attachment* to pet owners will increase over time. This is different from research conducted by Optiarni and Coralia (Hakim, Branscombe, & Schoemann, 2021) in Bandung which showed the results that research subjects who kept cats for 4 to 6 years had greater pet attachment compared to those who kept them for less than 1 year or 1 to 3 years.

If we look at it based on domicile (sub-district), then in this study the majority of research subjects were domiciled in Medan Johor sub-district, namely 73 people out of 350 people who were subjects in this research.

CONCLUSION

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Based on research conducted by researchers with the research title The Influence of Pet Attachments on Happiness in Pet Owners in the City of Medan, it can be concluded that:

- 1. The results of this study show that there is a significant influence of pet attachment on the happiness of pet owners, amounting to 11.9%.
- 2. If the value of variable X (Pet Attachment) increases, there will be an influence on variable Y (Happiness). This shows that there is a positive relationship, which means that the higher the pet attachment score, the higher the happiness and vice versa.
- 3. The majority of pet owners in the city of Medan have pet attachments in the medium category and pet owners in the city of Medan experience more pet attachments in the form of animal rights/animal welfare.
- 4. The majority of pet owners in the city of Medan have happiness in the high category and pet owners in the city of Medan experience more happiness in the form of full involvement.

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