

The Relationship Between People Pleaser Behavior and Psychological Well-Being in Generation Z

Fikriyah Futik Ayu¹, Annisa Warastri²

^{1,2} Department of Psychology, Faculty of Economics, Social Sciences, and Humanities, Universitas 'Aisiyiah Yogyakarta, Yogyakarta, Indonesia. Email: fikriyahfutikayu@gmail.com¹, annisawarastri@unisayogya.ac.id²

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ABSTRACT

Generation Z in Indonesia faces increasingly complex social pressures, particularly in interpersonal relationships that emphasize acceptance and social harmony. One emerging response to these pressures is people-pleasing behavior, defined as an excessive effort to satisfy others at the expense of one's own needs. This study aims to examine the relationship between people-pleasing behavior and psychological well-being among Generation Z in the Special Region of Yogyakarta, while highlighting its psychological implications within the Indonesian socio-cultural context. A quantitative correlational design was employed, involving 103 respondents aged 18–25 years. The instruments used were the People Pleaser Scale and the Psychological Well-Being Scale, both of which demonstrated adequate validity and reliability. The results indicated that the majority of respondents exhibited low levels of psychological well-being (87.4%) and high levels of people-pleasing behavior (61.2%). Product moment correlation analysis revealed a very strong negative relationship between people-pleasing behavior and psychological well-being ($r = -0.852$) with a significance value of 0.000 ($p < 0.05$). Furthermore, the results of the coefficient of determination test showed an R Square value of 0.726, indicating that the people-pleaser variable contributes 72.6% to psychological well-being among Generation Z in the Special Region of Yogyakarta. These findings contribute novel insight by demonstrating that people-pleasing tendencies among Indonesian Generation Z are not merely adaptive social strategies, but may constitute a significant risk factor for diminished psychological well-being. This study enriches the field of developmental psychology and mental health by emphasizing the importance of strengthening autonomy, self-acceptance, and personal boundaries among Generation Z. Practically, the findings provide a foundation for psychological interventions, counseling services, and self-development programs aimed at enhancing psychological well-being and preventing the adverse effects of people-pleasing behavior among young people in Indonesia.

Keywords: People Pleaser, Psychology Well-Being, Generation Z, Mental Health, Social Harmony.

I. Introduction

The United States classifies society into four main generational categories, namely Baby Boomers, Baby Bust (also known as Generation X), Millennials, and Generation Z. The Baby Boomer generation includes



individuals born between 1946 and 1964, who are currently aged 60–78 years. Meanwhile, the Baby Bust generation, also known as Generation X, consists of those born between 1965 and 1980, who are currently aged 44–59 years. Furthermore, the Millennial generation comprises individuals born between 1981 and 1996, who are currently aged 28–43 years. Lastly, Generation Z includes those born between 1997 and 2012, who are currently aged 12–27 years (Bakar et al., 2022). Generation Z currently represents the largest proportion of the population compared to other generations. In Indonesia, Generation Z accounts for 27.94% of the total population, making them a highly influential group across various aspects of society, including education, the workforce, and socio-cultural development (Pujiati & Komarudin, 2024). Generation Z faces several challenges, including vulnerability to mental health issues and a tendency to seek instant solutions in dealing with problems (Alawiyah, 2018). This vulnerability to mental health problems is widely experienced among Generation Z. Based on the State of Gen Z Mental Health 2022 survey conducted by Harmony Healthcare IT, 42% of Generation Z have been diagnosed with mental health issues. Another survey conducted by the McKinsey Health Institute indicates that Generation Z (aged 18–24 years) reports poorer mental health conditions compared to other health issues. In contrast, other generations such as Generation X and Baby Boomers tend to experience more physical health problems (Arafah & Destiwati, 2024). Research by Arafah and Destiwati (2024) suggests that vulnerability to mental health issues among Generation Z is not only caused by emotional factors but also because they are more aware of and open to discussing mental health compared to previous generations. Additionally, Generation Z lives in an era characterized by high demands and pressures. Environmental pressures can significantly influence their mental health. Ideally, the environment should function as a support system; however, when it fails to do so, mental health problems may worsen.

Mental health is closely related to well-being. When an individual's well-being is maintained, vulnerability to mental health issues can be reduced. This is because mental health serves as a fundamental basis for overall well-being. This well-being, often referred to as psychological well-being, includes life satisfaction, self-acceptance, and the ability to maintain positive relationships with others. Its benefits include the ability to cope with challenges, manage problems, reduce stress, and build healthy relationships, enabling individuals to achieve a balanced and meaningful life (Arafah & Destiwati, 2024). Faizah & Khoiryasdien (2021) define psychological well-being as the realization and optimal development of an individual's potential, where a person is able to accept their weaknesses while appreciating their strengths. Such individuals demonstrate independence, maintain positive relationships with others, manage their environment effectively, possess a clear purpose in life, and continuously develop themselves. Arafah and Destiwati (2024) and Uyun (2022) emphasize that well-being is essential because it directly relates to how individuals live meaningful and comfortable lives, enabling them to recognize and optimally utilize their abilities to face various challenges and changes. Well-being and happiness are fundamental aspirations for every individual. Everyone has the right to achieve well-being in various aspects of life, including psychological well-being, as humans cannot be separated from thoughts, emotions, behaviors, and social interactions in daily life (Charera & Warastri, 2023). According to Ryff (Riansyah, 2024), psychological well-being is not merely about seeking pleasure or fulfilling biological needs but also about finding meaning in life through the development of one's potential. An individual is considered psychologically well if they can accept both their strengths and weaknesses, have clear life goals, continuously strive to grow, maintain positive relationships, and live independently without excessive reliance on others. Furthermore, they are able to face life's challenges effectively. Ryff also identifies several dimensions of psychological well-being, including autonomy, environmental mastery, personal growth, positive relations with others, purpose in life, and self-acceptance.

One of the key factors influencing psychological well-being is social support. Individuals experiencing physical and psychological changes require support from those around them. This support may take the form of assistance from significant others such as family members, close friends, colleagues, or social communities. Ibda (2023) states that when social support does not meet an individual's needs, it can lead to negative outcomes, such as feelings of loneliness, isolation, and worthlessness. These conditions may increase the risk of psychological problems, including depression, anxiety, and stress. In modern society, which is characterized

by high social pressure, individuals often feel compelled to meet expectations and conform to social norms. This may lead to the development of people-pleasing behavior, where individuals attempt to satisfy others in order to maintain relationships and gain social acceptance. Alfahmi (2024) explains that psychological well-being reflects an individual's ability to function effectively and maintain a positive perspective toward themselves and others. Individuals with high psychological well-being typically have clear life goals, can cope with challenges, and build positive relationships. Conversely, low psychological well-being may lead to low self-confidence and diminished self-esteem, hindering individuals from developing and expressing their potential. This may also result in unhealthy relationships, where individuals struggle to express their needs and opinions, leading to imbalance and dissatisfaction—commonly associated with people-pleasing behavior (Dewi, 2023). According to Shofawati(2023), a people pleaser is someone who consistently prioritizes pleasing others, even when it contradicts their own thoughts and feelings. This behavior is often driven by the desire to avoid conflict or disappointment. Similarly, Braiker (Yusuf, 2021) explains that individuals with people-pleasing tendencies feel compelled to comply with others' expectations, even when they disagree. This can be detrimental, as such individuals may struggle to express their opinions, ideas, or emotions, making them vulnerable to exploitation. Therefore, appropriate support is necessary to help individuals build confidence in expressing their needs and feelings. Although people-pleasing behavior may appear beneficial for maintaining social relationships, it can have significant negative impacts on an individual's psychological condition, particularly by reducing psychological well-being (Alfahmi, 2024).

II. Literature Review and Hypothesis Development

2.1. Psychology Well-Being

a. Definition of Psychological Well-Being

According to Faizah & Khoiryasdien (2021), psychological well-being refers to the realization and optimal achievement of an individual's potential, in which a person is able to accept their weaknesses and appreciate their strengths. Such individuals demonstrate independence, are able to establish positive and healthy relationships with others, exercise control over their environment, understand and possess clear life goals, and continuously develop themselves optimally. Ryff, as cited in Riansyah (2024), explains that psychological well-being is not merely about seeking pleasure or fulfilling biological needs, but also about finding meaning in life through the development of one's potential. An individual is considered psychologically well if they are able to accept both their strengths and weaknesses, have clear life goals, show a continuous desire to learn and grow, maintain positive relationships with others, and live independently without excessive reliance on others. In addition, they are capable of coping with various life challenges in their own way. Arafah and Destiwati (2024) emphasize that individual well-being is crucial because it is directly related to how a person lives a meaningful and comfortable life. Well-being and happiness are fundamental desires shared by all individuals.

b. Aspects of Psychological Well-Being

According to Ryff's theory (1989), psychological well-being consists of six key dimensions:

- 1) Self-Acceptance: Individuals with low self-acceptance tend to feel dissatisfied with themselves, experience disappointment with past events, perceive deficiencies in their personal qualities, and wish to be someone else.
- 2) Positive Relations with Others: Individuals who excel in this dimension are able to build warm, satisfying, and trusting relationships with others.
- 3) Autonomy: This dimension refers to independence, self-regulation, and the ability to manage one's behavior autonomously. Individuals with high autonomy are able to resist environmental pressures and evaluate themselves based on personal standards rather than external expectations.

- 4) Environmental Mastery: This dimension reflects an individual's ability to create or select environments that support their psychological well-being and is considered an important indicator of good mental health.
- 5) Purpose in Life: This dimension refers to the belief that life has meaning and direction. Individuals with a strong sense of purpose have clear goals and a sense of direction in life.
- 6) Personal Growth: This dimension emphasizes self-actualization and the continuous development of personal potential. It highlights the importance of embracing new challenges and maintaining ongoing growth throughout all stages of life.

c. Factors Influencing Psychological Well-Being

According to Riansyah (2024), several factors influence psychological well-being, including the following:

1) Age

As individuals age, various factors influence their psychological well-being. Some individuals may become overly focused on the past, making it difficult to recognize future opportunities. However, self-acceptance and positive relationships remain important across different age groups, although their expression may vary.

2) Gender

Research indicates that women tend to excel in maintaining positive relationships with others, whereas men often demonstrate strengths in certain aspects of personal growth.

3) Socioeconomic Status

Socioeconomic status affects psychological well-being. Individuals with higher socioeconomic status generally exhibit better self-acceptance, greater optimism about their past, and clearer life goals.

4) Culture

Cultural values play an important role in shaping psychological well-being. Western individualistic cultures emphasize self-acceptance and independence, whereas Eastern collectivist cultures place greater emphasis on relationships and cooperation.

5) Social Support

Social support from family, friends, and the surrounding environment is essential in helping individuals cope with physical and psychological changes. However, some individuals, such as people pleasers, may excessively strive to please others in order to gain social support. According to Varshini and Jha (2025), people-pleasing behavior often leads individuals to neglect their own needs and emotions in favor of meeting others' expectations.

6) Religious Beliefs

Religious beliefs can help individuals develop a more positive outlook on life. Individuals with strong religious beliefs tend to perceive their lives as more meaningful and are less likely to experience sadness or depression.

7) Personality

Personality also influences psychological well-being. It reflects relatively stable patterns of behavior, emotions, and thought processes. Individuals with lower levels of stress tend to experience better psychological well-being.

2.2. People Pleaser

a. Definition of People Pleaser

Harriet Braiker, as cited in Yusuf (2021), explains that individuals with people-pleasing tendencies feel compelled to do everything for others, consistently comply with others' wishes, and listen even when they personally disagree. This behavior can be harmful because such individuals often struggle to express their opinions, ideas, or emotions, making them vulnerable to exploitation. According to Shofawati (2023), a people pleaser is an individual who consistently attempts to satisfy others, even when doing so contradicts their own thoughts or feelings, in order to prevent others from becoming angry or disappointed. Similarly, Safitri (2023) defines a people pleaser as an individual who strives to say or do things that please others, even when such actions conflict with their own feelings, primarily to avoid disappointing others.

b. Aspects of People Pleaser

According to Harriet Braiker (2001), people-pleasing behavior consists of three main aspects: cognitive, emotional, and behavioral. The cognitive aspect refers to how individuals think and make decisions. People pleasers often find it difficult to make decisions because they are afraid of making mistakes or disappointing others. They also tend to lack strong personal principles, easily follow other people's opinions, and struggle to recognize their own identity because they focus too much on the needs and expectations of others. The emotional aspect is related to feelings and the need for social acceptance. People pleasers usually seek validation, appreciation, and praise from others in order to feel valued. They also tend to avoid conflict or confrontation because they fear disagreement. As a result, they often suppress or hide their true emotions to maintain harmony in relationships. Meanwhile, the behavioral aspect can be seen through their actions in daily life. People pleasers often prioritize others' interests over their own needs, even if they have to sacrifice their time, energy, or personal comfort. They may feel happy when others are satisfied, although this can negatively affect their own well-being. In addition, they often apologize excessively, even when they are not at fault, in order to avoid conflict or discomfort.

2.3. The Relationship between People-Pleasing Behavior and Psychological Well-Being

According to Ryff, as cited in Riansyah (2024), psychological well-being refers not only to pleasure or biological fulfillment, but also to the ability to find meaning in life and develop one's potential. Individuals with good psychological well-being are able to accept themselves, set clear life goals, grow personally, build positive relationships, live independently, and face life challenges effectively. Ryff explains that psychological well-being consists of six dimensions: autonomy, environmental mastery, personal growth, positive relations with others, purpose in life, and self-acceptance. One important factor that influences psychological well-being is social support, which may come from family, friends, coworkers, or social communities. According to Ibda (2023), when social support does not meet an individual's needs, it can lead to loneliness, isolation, stress, anxiety, or depression. In modern society, strong social pressure may also encourage people-pleasing behavior, as individuals try to satisfy others in order to maintain relationships and gain social support.

Alfahmi et al. (2024) describe psychological well-being as a condition in which individuals are able to function effectively and maintain a positive perception of themselves and others. Individuals with high psychological well-being typically have clear life goals, are able to cope with challenges in their environment, and establish positive interpersonal relationships. In contrast, low psychological well-being may lead individuals to experience low self-confidence and diminished self-esteem. This condition may also hinder individuals from developing and expressing their full potential. Such limitations may manifest in imbalanced interpersonal relationships, resulting in unhealthy relational patterns that make it difficult for individuals to express their own needs and opinions. This situation can lead to feelings of unfairness and dissatisfaction within relationships and is commonly associated with people-pleasing behavior (Dewi, 2023). According to Shofawati (2023), a people pleaser is an individual who consistently attempts to satisfy others, even when

doing so contradicts their own thoughts or feelings. Individuals engage in this behavior to prevent others from becoming angry or disappointed. This description is consistent with Harriet Braiker's (2001) explanation, which states that individuals with people-pleasing tendencies feel compelled to do everything for others, continuously comply with others' wishes, and listen even when they personally disagree. Such behavior can be detrimental, as these individuals often struggle to express their opinions, ideas, or emotions, making them vulnerable to exploitation. Therefore, supportive interventions are needed to help individuals develop greater self-confidence in expressing their needs and emotions. Although people-pleasing behavior may appear to support positive social relationships, it can have significant negative effects on an individual's psychological condition, including reduced psychological well-being (Alfahmi et al., 2024).

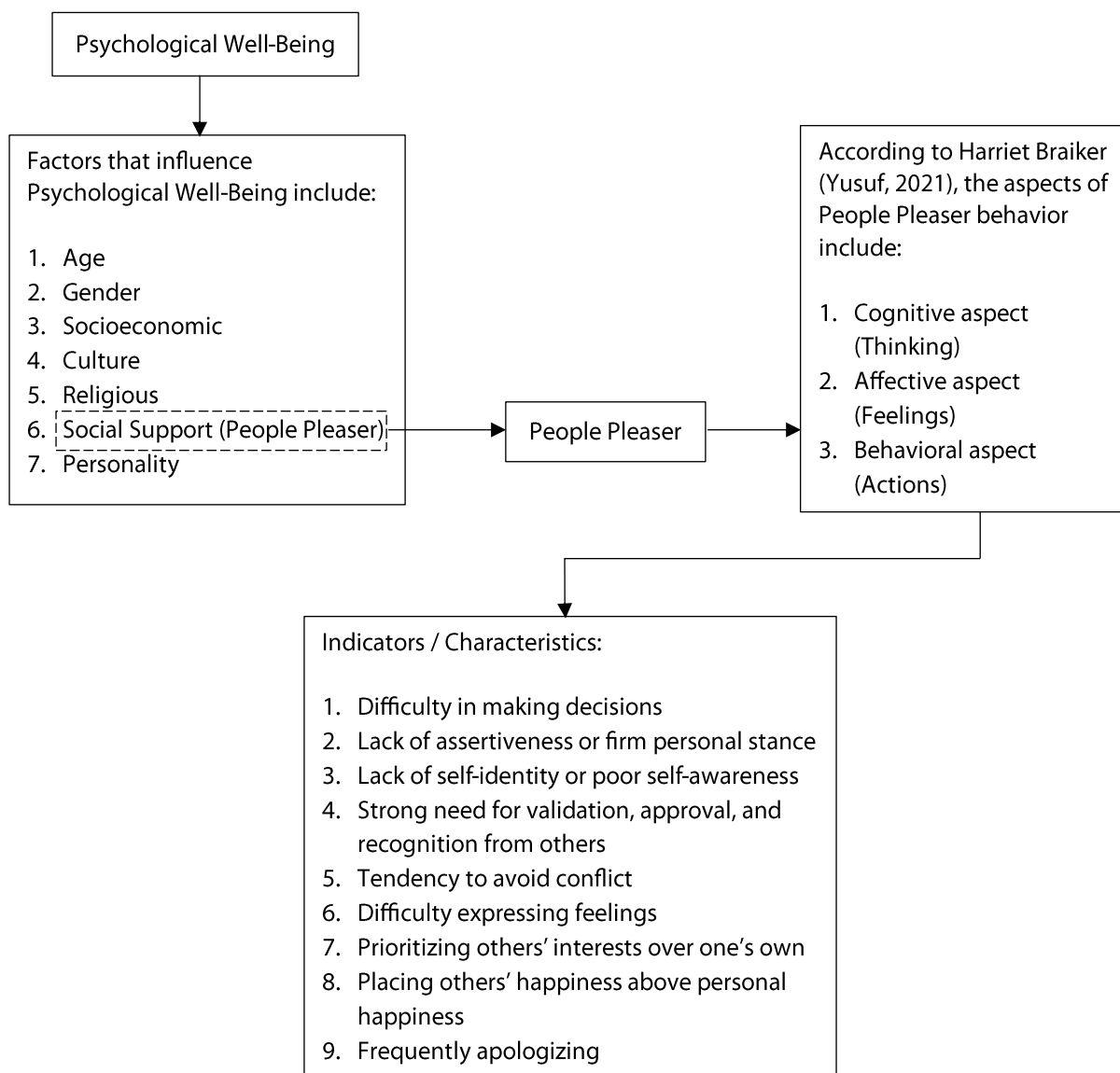


Figure 1. Conceptual Framework

2.4. Hypothesis

In this study, it is hypothesized that there is a relationship between people-pleasing behavior and psychological well-being among Generation Z. Individuals with higher levels of people-pleasing behavior tend to have lower levels of psychological well-being, whereas those with lower levels of people-pleasing behavior tend to have higher levels of psychological well-being.

III. Research Method

3.1. Research Design

This study employs a quantitative method using a correlational approach. A quantitative correlational method aims to examine the relationship between two or more variables (Ali, 2022). In this study, the researcher aims to determine the relationship between people-pleasing behavior as the independent variable and psychological well-being as the dependent variable among Generation Z.

3.2. Research Variables

According to Sugiyono (2018), research variables are defined as anything determined by the researcher to be studied in order to obtain information and draw conclusions.

- a. Dependent Variable (Y): The dependent variable is a variable that is influenced or becomes the outcome due to the presence of the independent variable (Sugiyono, 2018). In this study, the dependent variable is psychological well-being.
- b. Independent Variable (X): The independent variable is a variable that influences or causes changes in the dependent variable (Sugiyono, 2018). In this study, the independent variable is people-pleasing behavior.

3.3. Operational Definitions

a. Operational Definition of Psychological Well-Being

Psychological well-being refers to a condition in which an individual experiences mental and emotional comfort. Individuals with high psychological well-being tend to feel happy, accept themselves, maintain healthy relationships with others, demonstrate autonomy in making life choices, manage their daily lives effectively, possess clear life goals, and continuously grow and develop. This condition enables individuals to live calmly, confidently, and cope with various life situations, both favorable and challenging. Psychological well-being is defined as the level of well-being encompassing the dimensions of self-acceptance, positive relations with others, autonomy, environmental mastery, purpose in life, and personal growth.

b. Operational Definition of People Pleaser

A people pleaser is an individual who has difficulty saying no and tends to prioritize others over themselves. Although this behavior may appear positive, when it persists, it can lead to emotional exhaustion, stress, and reduced happiness due to the suppression of personal feelings and the neglect of individual needs. People-pleasing behavior consists of several aspects, namely cognitive, emotional, and behavioral aspects.

3.4. Population and Sample

a. Population

Population is defined as a generalization area consisting of objects or subjects with certain qualities and characteristics determined by the researcher to be studied and from which conclusions are drawn (Sugiyono, 2018). The population in this study includes all individuals belonging to Generation Z in the Special Region of Yogyakarta, specifically those aged 18 to 25 years.

b. Sample

A sample is a subset of the population that represents its characteristics. When the population is large and it is not feasible for the researcher to study all members due to limitations such as time, cost, and resources, a sample can be selected (Sugiyono, 2018). The sampling technique used in this study is non-probability sampling, specifically accidental sampling. Non-probability sampling is a technique that does not provide equal opportunities for all members of the population to be selected as samples. Accidental sampling refers to selecting individuals who are encountered by chance and are willing to participate as respondents during the data collection process. The sample size was determined using the Lemeshow formula for an unknown population (Rifiani, 2022), as presented below:

$$\begin{aligned}n &= \frac{Z_{1-\alpha/2}^2 P(1-P)}{d^2} \\n &= \frac{196^2 \cdot 0,5(1-0,5)}{0,1^2} \\n &= \frac{1,96^2 \cdot 0,5 \cdot 0,5}{0,1^2} \\n &= \frac{3,8461^2 \cdot 0,25}{0,01} \\n &= 96,4\end{aligned}$$

Based on this calculation, the minimum required sample size is 96 respondents.

3.5. Instruments and Data Collection Methods

The data collection method used in this study is a Likert scale. The Likert scale is a measurement scale used to assess the attitudes, opinions, and perceptions of individuals or groups regarding a social phenomenon (Sugiyono, 2018).

a. Psychological Well-Being Scale

The Psychological Well-Being Scale is intended to measure the level of psychological well-being experienced by individuals. This study measures psychological well-being using a scale based on Ryff's dimensions (Riansyah, 2024), which has been modified by the researcher. The scale consists of 48 items, divided into favorable and unfavorable items. The measurement model follows a 4-point Likert scale consisting of Strongly Disagree (SD), Disagree (D), Agree (A), and Strongly Agree (SA). The scoring system for favorable items is SA = 4, A = 3, D = 2, and SD = 1, while the scoring for unfavorable items is reversed.

b. People-Pleasing Scale

The People-Pleasing Scale is designed to measure the level of people-pleasing behavior experienced by individuals. This scale is based on the aspects proposed by Harriet Braiker (Raisa Zalika and Tamyizatun Nisa, 2024), which have been modified by the researcher. The scale consists of 45 items, divided into favorable and unfavorable items. Similar to the previous scale, it uses a 4-point Likert scale consisting of Strongly Disagree (SD), Disagree (D), Agree (A), and Strongly Agree (SA). The scoring system for favorable items is SA = 4, A = 3, D = 2, and SD = 1, while the scoring for unfavorable items is reversed.

3.6. Data Processing and Analysis Methods

a. Data Processing

Data processing in this study is conducted to prepare raw data obtained from questionnaires for further analysis. According to Sugiyono (2018), data processing includes three main stages:

- 1) Editing: The process of checking the completeness and consistency of respondents' answers in the questionnaires.
- 2) Coding: The process of assigning numerical codes to each response alternative to facilitate data entry into statistical software.
- 3) Tabulating: The process of organizing data into tables to simplify further analysis.

b. Data Analysis

Data analysis in this study is conducted quantitatively using SPSS software. The analysis procedures include:

- 1) Validity and Reliability Tests: These tests are conducted to ensure that the research instruments are appropriate and consistent.
- 2) Descriptive Analysis: This analysis is used to describe and summarize the collected data without making generalizations.
- 3) Normality Test: This test is conducted to determine whether the data are normally distributed. According to Sugiyono (2018), data are considered normally distributed if $p > 0.05$ and not normally distributed if $p < 0.05$.
- 4) Linearity Test: This test is used to determine whether the relationship between the independent and dependent variables is linear. The significance value is observed in the Linearity row. If the significance value is less than 0.05, the relationship is considered linear.
- 5) Hypothesis Testing: This test is conducted to examine the proposed hypothesis. This study uses the Pearson Product Moment correlation to determine the direction and strength of the relationship between people-pleasing behavior and psychological well-being. The hypothesis is accepted if the significance value or p-value is less than 0.05.
- 6) Coefficient of Determination (R Square Test): R Square, also known as the coefficient of determination, indicates the extent to which the independent variable influences the dependent variable. The value ranges from 0 to 1, where values closer to 1 indicate stronger explanatory power.

c. Results of Validity and Reliability Tests

1) Validity

Validity is a test used to determine the accuracy and appropriateness of an instrument in measuring what it is intended to measure (Rezha Nur Amalia et al., 2022). The item validity test was conducted using SPSS version 25 for Windows. The researcher distributed the questionnaire via Google Forms to respondents who met the same criteria as the study subjects. The pilot test involved 43 respondents from Generation Z aged 18 to 25 years.

- a) Validity Test of the Psychological Well-Being Scale: The validity test was conducted on 43 respondents. The r-table value for 43 respondents at a significance level of 5% is 0.301. The results showed that 4 out of 48 items were invalid. These items were excluded because their r-count values were lower than the r-table value of 0.301.
- b) Validity Test of the People-Pleasing Scale: The validity test was conducted on 43 respondents, with an r-table value of 0.301 at a significance level of 5%. The results indicated that 1 out of 45 items was invalid. This item was excluded because its r-count value was lower than the r-table value of 0.301.

2) Reliability

Reliability is a test used to determine the consistency and stability of the results produced by a research instrument. This test is important because it indicates how reliable the measurement tool is in producing consistent data when used repeatedly (Rezha Nur Amalia et al., 2022). The reliability test in this

study uses Cronbach's Alpha with the assistance of SPSS 25 for Windows. The criteria for reliability are as follows. If Cronbach's Alpha is greater than 0.60, the instrument is considered reliable, whereas if it is less than 0.60, the instrument is considered not reliable.

- a) Reliability Test of the Psychological Well-Being Scale: The results of the reliability test for the psychological well-being scale show a Cronbach's Alpha value of 0.967 with a total of 44 items. Based on this value, the psychological well-being scale can be considered highly reliable, indicating that the instrument consistently produces data.
- b) Reliability Test of the People-Pleasing Scale: The results of the reliability test for the people-pleasing scale show a Cronbach's Alpha value of 0.966 with a total of 44 items. Based on this value, the people-pleasing scale is also considered highly reliable, as the coefficient exceeds 0.60, indicating that the instrument consistently produces reliable data.

IV. Result and Discussion

4.1. Research Description

In this study, the participants were individuals from Generation Z aged 18 to 25 years who reside in the Special Region of Yogyakarta. A total of 103 respondents participated, consisting of 35 males and 68 females. The participants were drawn from five areas within the Special Region of Yogyakarta, namely Yogyakarta City, Sleman Regency, Bantul Regency, Kulon Progo Regency, and Gunung Kidul Regency. The respondents included university students from several universities in the Special Region of Yogyakarta, as well as individuals who were already employed. The research instrument was distributed via Google Forms, through which respondents independently completed the questionnaire using their own devices. Data collection was conducted over a one week period, from November 1 to November 6. The results of the study are presented in Table 1.

Table 1. Descriptive Results

Variable	Frequency	Percentage (%)
Gender		
Male	35	34%
Female	68	66%
Age		
18	4	3.9%
19	12	11.7%
20	36	35%
21	23	22.3%
22	15	14.6%
23	8	7.8%
24	4	3.9%
25	1	1%
Institution		
Employed	4	3.9%
Student	99	96.1%
Total	103	100%

Data on people-pleasing behavior and psychological well-being were analyzed using Microsoft Excel and SPSS 25 for Windows. Descriptive statistics were compiled to provide an overview of the measurement

results for both variables. The information presented includes the mean, standard deviation, minimum value, and maximum value. The complete results for each variable are presented in Table 2.

Table 2. Descriptive Statistics

Variable	N	Min	Max	Mean	SD
X	103	111	167	148.61	11.038
Y	103	55	127	70.63	13.856

Table 2 shows that the people-pleasing variable has a minimum score of 111 and a maximum score of 167, with a mean of 148.61 and a standard deviation of 11.038. Meanwhile, the psychological well-being variable has a minimum score of 55 and a maximum score of 127, with a mean of 70.63 and a standard deviation of 13.856. After all respondent data were collected, the next step was to classify each respondent's score into specific categories. Three categories were used, namely low, moderate, and high. The categorization was based on the norms presented in Table 3.

Table 3. Data Categorization Standards

Categorization	Criteria
Low	$X < M - 1SD$
Moderate	$M - 1SD \leq X < M + 1SD$
High	$M + 1SD \leq X$

Based on the table above, the next step is to calculate the scores according to the predetermined categories. By applying these category standards, each respondent can be classified into a specific category. The results of the categorization for the Psychological Well-Being scale and the People-Pleasing scale are presented in Tables 4 and 5.

Table 4. Categorization of the Psychological Well-Being Variable

Categorization	Score	Total	Percentage
High	$X > 103$	7	6.8%
Moderate	$79 \leq X < 103$	6	5.8%
Low	$X < 79$	90	87.4%
Total		103	100%

Based on Table 4, it can be seen that the majority of Generation Z fall into the low category of psychological well-being, accounting for 87.4%. Meanwhile, 5.8% fall into the moderate category and 6.8% fall into the high category. Therefore, it can be concluded that most Generation Z individuals experience low levels of psychological well-being.

Table 5. Categorization of the People-Pleasing Variable

Categorization	Score	Total	Percentage
High	$X > 148.3$	63	61.2%
Moderate	$129.7 \leq X < 148.3$	33	32%
Low	$X < 129.7$	7	6.8%
Total		103	100%

Based on Table 5, it can be seen that the majority of Generation Z fall into the high category of people-pleasing behavior, accounting for 61.2%. Meanwhile, 32% fall into the moderate category and 6.8% fall into

the low category. Therefore, it can be concluded that most Generation Z individuals exhibit high levels of people-pleasing behavior.

4.2. Normality Test

The normality test is used to determine whether the data originate from a normally distributed population. In this study, the normality test was conducted using SPSS 25.0 for Windows with the One Sample Kolmogorov Smirnov method. This test was applied to ensure that the data obtained from the measurement scales follow a normal distribution pattern. The results of the normality test are presented in Table 6.

Table 6. Normality Test Results

Variable	Sig (p)	Description
Residual Data	0.200	Normally Distributed

Based on Table 6, the data are considered normally distributed if the Asymp. Sig. (2 tailed) value is greater than 0.05. The results of the Kolmogorov Smirnov test show a significance value of 0.200, which is greater than 0.05. Therefore, it can be concluded that the residual data in this study are normally distributed.

4.3. Linearity Test

The linearity test is used to determine whether two variables have a linear relationship. Two variables are considered to have a linear relationship if the significance value in the Linearity row is less than 0.05 and the significance value in the Deviation from Linearity row is greater than 0.05. The results of the linearity test are presented in Table 7.

Table 7. Linearity Test Results

Variable	Linearity		Deviation from Linearity		Description
	F	Sig (p)	F	Sig (p)	
KDPKK *DK	719,167	0,000	6.149	0,000	Linear

Based on Table 7, the linearity test between the people-pleasing variable and psychological well-being shows a significance value of 0.000, which is less than 0.05. Therefore, it can be concluded that there is a linear relationship between people-pleasing behavior and psychological well-being.

4.4. Hypothesis Testing

Hypothesis testing was conducted to determine whether the assumptions or predictions proposed in this study could be accepted or rejected. In this study, hypothesis testing was performed using the Pearson Product Moment correlation with the assistance of SPSS for Windows version 25.0. The results of the hypothesis testing are presented in Table 8, while the guidelines for interpreting the strength and direction of the relationship obtained from the correlation analysis are presented in Table 9.

Table 8. Results of Hypothesis Testing

Variables	Correlation Coefficient (r)	Sig (p)	Description
People-Pleasing Behavior and Psychological Well-Being	-0.852	0.000	Very Strong Correlation

Table 9. Interpretation of Pearson Correlation Coefficient

Pearson Correlation Coefficient	Correlation Criteria
0.00 to 0.20	No Correlation
0.21 to 0.40	Weak Correlation
0.41 to 0.60	Moderate Correlation
0.61 to 0.80	Strong Correlation
0.81 to 1.00	Very Strong Correlation

Based on Table 8, the Sig. (2 tailed) value for the relationship between psychological well-being and people-pleasing behavior is 0.000. Since this value is less than 0.05, the hypothesis is accepted. This indicates that there is a significant relationship between people-pleasing behavior and psychological well-being. The strength of the relationship between the variables can be determined by the correlation coefficient value. The closer the value is to 1, the stronger the relationship between the two variables. In this study, the correlation coefficient is -0.852, which indicates a very strong negative relationship. This means that the higher an individual's tendency toward people-pleasing behavior, the lower their level of psychological well-being.

4.5. Coefficient of Determination Test (R Square)

Table 10. Results of the Coefficient of Determination Test (R Square)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.852	0.726	0.724	7.284

Based on Table 10, the coefficient of determination value is 0.726. This indicates that the people-pleasing variable contributes 72.6% to the variance in psychological well-being, while the remaining 27.4% is influenced by other factors not examined in this study.

4.6. Discussion

The results of this study indicate that the majority of Generation Z individuals in the Special Region of Yogyakarta have low levels of psychological well-being, accounting for 87.4%. In contrast, people-pleasing behavior is predominantly categorized as high, with a percentage of 61.2%. These findings suggest that the tendency to prioritize and fulfill others' needs, which characterizes people-pleasing behavior, is highly prevalent among respondents. Meanwhile, key aspects of psychological well-being, such as self-acceptance, positive relations with others, autonomy, environmental mastery, purpose in life, and personal growth as proposed by Ryff (1989), tend to be low. Theoretically, according to Harriet Braiker (2001), individuals who engage in people-pleasing behavior feel compelled to do everything for others, consistently comply with others' desires, and listen even when they personally disagree. When individuals continuously prioritize others over themselves, they neglect their own needs, making them vulnerable to emotional exhaustion, low self-esteem, and decreased psychological well-being (Alfahmi et al., 2024). Psychological well-being refers to a condition in which individuals are able to function optimally and maintain a positive view of themselves and others. Individuals with high psychological well-being generally have clear life goals, cope effectively with challenges, and establish positive relationships with others, which is consistent with Ryff's theory (1989). Conversely, low psychological well-being may lead individuals to experience a lack of self-confidence and diminished self-worth. This condition can also hinder them from developing and expressing their full potential. Such limitations may affect the ability to maintain balanced interpersonal relationships. When imbalance occurs, relationships may become unhealthy, making it difficult for individuals to express their own needs and opinions. This situation can result in feelings of unfairness and dissatisfaction within relationships, a pattern commonly associated with people-pleasing behavior (Dewi, 2023).

The correlation analysis revealed a correlation coefficient of $r = -0.852$ with a significance value of $p = 0.000$, indicating a very strong negative relationship between people-pleasing behavior and psychological well-being. This finding is consistent with Ibdia (2023), who states that when the social support received does not align with an individual's actual needs, it may lead to negative outcomes, causing individuals to feel lonely, isolated, and insignificant. Such conditions may increase the risk of psychological problems, including depression, anxiety, and stress. In modern society, which is characterized by high social pressure, individuals often feel compelled to meet social expectations and norms. This pressure may encourage people-pleasing behavior as a strategy to maintain social relationships and obtain social support. Furthermore, the linearity test indicates that the relationship between the two variables is linear. This finding supports the theoretical assumption that people-pleasing behavior and psychological well-being are consistently related in terms of both direction and strength. Among Generation Z, people-pleasing tendencies may also be influenced by social demands and the need for acceptance from their environment. As a generation that has grown up in the era of social media, Generation Z tends to be more sensitive to others' evaluations and judgments. The desire to maintain harmonious social relationships often encourages individuals to avoid conflict and suppress their personal opinions. This condition affects the autonomy and self-acceptance dimensions, which are essential components of psychological well-being. When individuals feel unable to express themselves freely, their psychological well-being is likely to decline.

The results of the coefficient of determination test showed an R Square value of 0.726, indicating that the people-pleasing variable contributes 72.6% to psychological well-being among Generation Z in the Special Region of Yogyakarta. This finding suggests that most of the variation in respondents' levels of psychological well-being can be explained by their tendency toward people-pleasing behavior. In other words, people-pleasing behavior plays a significant role in determining the level of psychological well-being among Generation Z. The stronger an individual's tendency to excessively prioritize others' interests, the greater the likelihood of experiencing a decline in psychological well-being. Meanwhile, the remaining 27.4% is influenced by other factors not examined in this study. This indicates that psychological well-being is a complex and multidimensional construct that is not determined by a single factor alone. Nevertheless, the substantial coefficient of determination in this study highlights that people-pleasing behavior is one of the dominant factors that warrants particular attention, especially in efforts to improve the psychological well-being of Generation Z. Furthermore, the findings of this study suggest that low psychological well-being among Generation Z is influenced not only by internal individual factors but also by patterns of social interaction formed in daily life. When individuals habitually adjust themselves excessively in order to gain acceptance from their social environment, their ability to recognize personal boundaries becomes weakened. This condition may lead to difficulties in making independent decisions, reduced assertiveness in expressing opinions, and a diminished sense of control over one's own life. In this context, people-pleasing behavior has the potential to hinder optimal self-development, thereby negatively affecting overall psychological well-being.

V. Conclusion

Based on the results of this study examining the relationship between people-pleasing behavior and psychological well-being among Generation Z in the Special Region of Yogyakarta, it can be concluded that the majority of respondents exhibit low levels of psychological well-being. In contrast, most respondents demonstrate high levels of people-pleasing behavior. Statistical analysis using the Pearson Product Moment correlation revealed a significant relationship between people-pleasing behavior and psychological well-being. This relationship is negative and very strong, as indicated by a correlation coefficient of -0.852 with a significance value of 0.000 ($p < 0.05$). Furthermore, the results of the coefficient of determination test showed an R Square value of 0.726, indicating that the people-pleasing variable contributes 72.6% to psychological well-being among Generation Z in the Special Region of Yogyakarta. These findings indicate that the higher the tendency toward people-pleasing behavior among Generation Z individuals, the lower their level of

psychological well-being. Therefore, the hypothesis of this study is accepted, indicating that there is a negative relationship between people-pleasing behavior and psychological well-being among Generation Z in the Special Region of Yogyakarta.

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