

The influence of attachment style on rejection sensitivity in generation z bumble users in Jakarta

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ABSTRACT

This study investigates the influence of attachment styles—Secure, Preoccupied, Dismissing, and Fearful—on rejection sensitivity among Generation Z Bumble users in Jakarta. Although attachment has been linked to interpersonal sensitivity, limited research has examined its role in digital contexts among Generation Z. Employing a quantitative cross-sectional design, data were gathered from 391 respondents using purposive sampling. Instruments included the Attachment Style Questionnaire (ASQ) and The Interpersonal Sensitivity Measure (IPSM). Multiple linear regression showed that Preoccupied attachment was the strongest predictor of rejection sensitivity, followed by Fearful attachment, whereas Secure and Dismissing attachment styles had no significant effect. These findings highlight the importance of insecure attachment in shaping interpersonal experiences in online dating and provide practical implications for interventions aimed at helping young adults develop healthier relationship patterns in digital environments. The study underscores how internal relational models shape interpersonal experiences in modern digital dating contexts.

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INTRODUCTION

Digital technology developments in the 21st century have transformed patterns of social interaction, particularly among younger generations. According to APJII (2026), internet users in Indonesia reached 235,261,078 people (81.72% of the total population), with Generation Z (born 1997–2012) recording the highest internet penetration rate at 92.69%. Generation Z is also one of the largest demographic groups in Indonesia, comprising approximately 71.50 million individuals (Badan Pusat Statistik, 2020). Having grown up alongside digital technologies, Generation Z integrates digital media into various aspects of daily life, including the formation and maintenance of interpersonal relationships (Teguh & Paramita, 2024). Consequently, social evaluation and rejection experiences increasingly occur within digital environments.

Most members of Generation Z are currently in the emerging adulthood stage, a developmental period characterized by identity exploration and the establishment of romantic

relationships. In contrast, Generation Y has generally entered established adulthood, which is associated with greater stability in career, family, and intimate relationships (Wright & von Stumm, 2025). As individuals in emerging adulthood continue to explore interpersonal relationships, online dating applications have become an increasingly popular means of meeting potential partners. These platforms are used not only to seek romantic relationships but also to develop interpersonal connections and explore self-identity in digital environments (Teguh & Paramita, 2024). One dating application that is particularly popular among Generation Z is Bumble.

Bumble is a swipe-based dating application that allows women to initiate conversations after a match occurs, aiming to promote safer and more equal interactions (Bumble, 2025). Although dating applications facilitate relationship initiation, users may also encounter various forms of digital social rejection, including unanswered messages, ghosting, unmatching, or explicit rejection after interaction has occurred. Ghosting, for example, has become a common phenomenon in digital communication and may lead to confusion, emotional distress, anxiety, trauma, and reduced trust in interpersonal relationships (Hasanah & Bashori, 2024). Rejection experiences in digital environments often occur rapidly, repeatedly, and with limited contextual clarification, increasing social ambiguity and emotional vulnerability among users.

The prevalence of digital social rejection highlights the importance of understanding rejection sensitivity. Boyce & Parker (1989) defined rejection sensitivity as excessive awareness and sensitivity toward the behavior and feelings of others, particularly in situations involving criticism or rejection. Similarly, Downey & Feldman (1996) described rejection sensitivity as the tendency to anxiously expect, readily perceive, and overreact to social rejection. Individuals with high rejection sensitivity tend to interpret ambiguous social cues as signs of rejection and experience stronger negative emotional reactions in interpersonal situations. Boyce & Parker (1989) further conceptualized rejection sensitivity as a multidimensional construct comprising interpersonal awareness, need for approval, separation anxiety, timidity, and fragile inner-self, which collectively reflect how individuals perceive and respond to potential rejection.

Previous studies have shown that rejection sensitivity is associated with a range of psychological and interpersonal difficulties. Individuals with higher rejection sensitivity are more vulnerable to anxiety, depression, and relational problems (Gao et al., 2017). Within romantic relationships, they are more likely to perceive a partner's behavior as rejection or lack of responsiveness, which may negatively affect relationship quality and intimacy (Richter & Schoebi, 2021). Beyond attachment style, rejection sensitivity may also be associated with other psychological factors, such as self-esteem, social anxiety, rumination. Andrews et al. (2022) found that rejection sensitivity was associated with maladaptive rumination and depressive symptoms, while Grunewald et al. (2022) reported that individuals with higher social rejection sensitivity experienced greater negative mood in response to online social evaluative threats. These findings suggest that cognitive and emotional process may also be relevant to individuals' experiences of social rejection. Research has shown that online social evaluative threat increases negative mood, including stress and anxiety, and that individuals with higher levels of social rejection sensitivity tend to report greater negative mood in these contexts (Grunewald et al., 2022). In the context of online dating applications, experiences such as ghosting, unmatching, and unanswered messages may therefore trigger stronger emotional distress and reinforce concerns regarding social acceptance (Shulman & Yonatan-Leus, 2024).

One psychological factor that may contribute to the development of rejection sensitivity is attachment style. Attachment theory proposed by Bowlby (1982) suggests that early interactions with caregivers shape internal representations of the self and others, which subsequently influence interpersonal relationships throughout life. Building upon this framework, Bartholomew & Horowitz (1991) conceptualized adult attachment based on the combination of model of self and model of others, resulting in four attachment styles: secure, preoccupied, dismissing, and fearful.

Individuals with secure attachment generally possess positive views of both themselves and others. In contrast, preoccupied attachment is characterized by a negative self-view and a positive view of others, dismissing attachment by a positive self-view and a negative view of others, and fearful attachment by negative views of both self and others (Bartholomew & Horowitz, 1991).

Research consistently demonstrates that attachment style is associated with rejection sensitivity. Individuals with secure attachment tend to exhibit better emotion regulation, greater interpersonal trust, and more adaptive responses to social rejection (Mikulincer & Shaver, 2007). Conversely, insecure attachment patterns have been linked to greater vulnerability to rejection sensitivity. Zebil & Koçak (2026) reported that insecure attachment styles were associated with higher levels of rejection sensitivity among emerging adults. Similar with Hannanisa & Rinaldi (2026) found that insecure attachment was related to increased rejection sensitivity within romantic relationships in young adulthood. These findings suggest that attachment-related representations of the self and others may influence how individuals perceive and respond to interpersonal rejection.

Several empirical gaps warrant further investigation. First, studies examining rejection sensitivity among online dating application users in Indonesia remain limited, despite the increasing popularity of dating applications among young adults. Second, research specifically focusing on Bumble users remains scarce, even though Bumble incorporates distinctive interaction features, such as women-initiated conversations and a match-unmatch system, which may create interpersonal experiences that differ from those on other dating platforms. Third, existing evidence provides limited understanding of how individual attachment dimensions (secure, preoccupied, dismissing, and fearful attachment) contribute to rejection sensitivity among Indonesian Generation Z. Previous studies have generally examined attachment as a broad construct or focused on its overall association with rejection sensitivity, offering limited insight into the relative contribution of each attachment dimension. Addressing these gaps, the present study investigates the influence of four attachment style dimensions on rejection sensitivity among Generation Z Bumble users in Jakarta. By focusing on a specific online dating platform and examining each attachment dimension separately, this study contributes a more nuanced understanding of the relationship between attachment style and rejection sensitivity within the Indonesian context.

Based on these gaps, the present study investigates the influence of four attachment style dimensions (secure, preoccupied, dismissing, and fearful attachment) on rejection sensitivity among Generation Z Bumble users in Jakarta. This study is expected to contribute to a broader understanding of psychological factors associated with rejection experiences in digital romantic relationships within the Indonesian context. Therefore, this study aims to examine the influence of attachment style on rejection sensitivity among Generation Z Bumble users in Jakarta and to identify the contribution of each attachment style dimension in predicting rejection sensitivity.

Ha1: There is a negative influence between secure attachment style and rejection sensitivity among Generation Z Bumble users in Jakarta. Ha2: There is a positive influence between preoccupied attachment style and rejection sensitivity among Generation Z Bumble users in Jakarta. Ha3: There is a negative influence between dismissing attachment style and rejection sensitivity among Generation Z Bumble users in Jakarta. Ha4: There is a positive influence between fearful attachment style and rejection sensitivity among Generation Z Bumble users in Jakarta.

RESEARCH METHOD

This study employed a quantitative cross-sectional design to examine the influence of attachment style on rejection sensitivity among Generation Z Bumble users in Jakarta. Participants were selected using purposive sampling based on predetermined inclusion criteria, namely individuals aged 18–29 years, domiciled in Jakarta, and having used Bumble within the last six months. The age range of 18–29 years was selected to represent Generation Z adults who were eligible to participate in the study while capturing the developmental period in which individuals commonly

explore romantic and interpersonal relationships. The minimum sample size was determined using the Lemeshow formula with a 95% confidence level and a 5% margin of error, resulting in a minimum requirement of 385 respondents (Lwanga & Lemeshow, 1991). A total of 391 respondents participated in this study.

The independent variables consisted of Secure Attachment, Preoccupied Attachment, Dismissing Attachment, and Fearful Attachment, while Rejection Sensitivity served as the dependent variable. Attachment style was measured using the Attachment Style Questionnaire (ASQ) developed by Hofstra et al. (2005) based on the four-category attachment model proposed by Bartholomew & Horowitz (1991). Following the pilot study, one item from each attachment dimension was removed, resulting in 8 secure attachment items ($\alpha = 0.737$), 6 preoccupied attachment items ($\alpha = 0.715$), 4 dismissing attachment items ($\alpha = 0.629$), and 3 fearful attachment items ($\alpha = 0.640$). Rejection sensitivity was measured using the Interpersonal Sensitivity Measure (IPSM) developed by Boyce & Parker (1989). Two items were removed following the pilot study, resulting in 34 valid items with a Cronbach's alpha coefficient of 0.949.

Data were analyzed using multiple linear regression with IBM SPSS Statistics. The F-test was used to examine the simultaneous effect of attachment style dimensions on rejection sensitivity, while t-tests were used to assess the partial effect of each attachment dimension. Statistical significance was determined at $p < 0.05$.

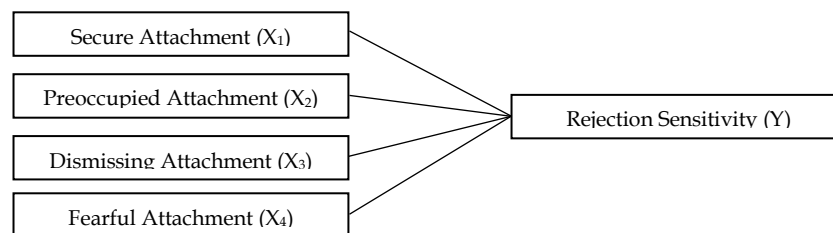


Figure 1. Research design

RESULTS AND DISCUSSIONS

Results

Table 1. Descriptive characteristics of research respondent's demographics

Characteristics	Category	n	%
Gender	Male	186	47.6
	Female	205	52.4
Age Group	18-21 years	116	29.7
	22-25 years	155	39.6
	26-29 years	120	30.7
Domicile	North Jakarta	63	16.1
	South Jakarta	100	25.6
	Central Jakarta	68	17.4
	East Jakarta	91	23.3
	West Jakarta	69	17.6
Employment Status	Student	126	32.2
	Employed	155	39.6
	Unemployed	110	28.1
Bumble Usage Period	< 6 Months	143	36.6
	6-12 Months	128	32.7
	> 12 Months	120	30.7

Based on Table 1, the number of respondents in this study was 391 people. Based on gender, the majority of respondents were female, totaling 205 people (52.4%), while male

respondents numbered 186 people (47.6%). Based on age group, most respondents were in the age range of 22–25 years, totaling 155 people (39.6%), followed by the 26–29 year age group with 120 people (30.7%) and the 18–21 year age group with 116 people (29.7%).

Based on domicile, the majority of respondents resided in South Jakarta, totaling 100 people (25.6%), followed by East Jakarta with 91 people (23.3%), West Jakarta with 69 people (17.6%), Central Jakarta with 68 people (17.4%), and North Jakarta with 63 people (16.1%). Furthermore, based on employment status, most respondents were employed individuals totaling 155 people (39.6%), followed by students numbering 126 people (32.2%) and unemployed respondents totaling 110 people (28.1%).

Based on the Bumble application usage period, the majority of respondents had used Bumble for less than six months, totaling 143 people (36.6%), followed by respondents who had used Bumble for six to twelve months numbering 128 people (32.7%), and more than twelve months totaling 120 people (30.7%).

Table 2. Research respondent categorization table

Variable	Category	Score	n	%
Rejection Sensitivity	High	$X \geq 104.95$	54	13.8
	Moderate	$69.07 \leq X < 104.95$	276	70.6
	Low	$X < 69.07$	61	15.6
Secure	High	$X \geq 24.18$	32	8.2
	Moderate	$16.90 \leq X < 24.18$	313	80.1
	Low	$X < 16.90$	46	11.8
Preoccupied	High	$X \geq 18.68$	56	14.3
	Moderate	$11.82 \leq X < 18.68$	294	75.2
	Low	$X < 11.82$	41	10.5
Dismissing	High	$X \geq 12.78$	53	13.6
	Moderate	$8.06 \leq X < 12.78$	208	53.2
	Low	$X < 8.06$	130	33.2
Fearful	High	$X \geq 9.39$	45	11.5
	Moderate	$6.05 \leq X < 9.39$	236	60.4
	Low	$X < 6.05$	110	28.1

Based on Table 2, the majority of respondents were in the moderate category for all research variables. For the rejection sensitivity variable, as many as 276 respondents (70.6%) were in the moderate category, 61 respondents (15.6%) were in the low category, and 54 respondents (13.8%) were in the high category. This finding indicates that most respondents have a moderate level of sensitivity to rejection.

In the secure attachment dimension, the majority of respondents were in the moderate category, totaling 313 respondents (80.1%), while 46 respondents (11.8%) were in the low category and 32 respondents (8.2%) were in the high category. This result shows that most respondents have a moderate tendency for secure attachment.

In the preoccupied attachment dimension, as many as 294 respondents (75.2%) were in the moderate category, 56 respondents (14.3%) were in the high category, and 41 respondents (10.5%) were in the low category. These findings show that the majority of respondents have moderate preoccupied attachment characteristics.

Furthermore, in the dismissing attachment dimension, most respondents were in the moderate category, totaling 208 respondents (53.2%), followed by the low category with 130 respondents (33.2%) and the high category with 53 respondents (13.6%). This result indicates that the tendency for dismissing attachment in respondents is generally at a moderate level.

As for the fearful attachment dimension, the majority of respondents were in the moderate category, totaling 236 respondents (60.4%), while 110 respondents (28.1%) were in the low category and 45 respondents (11.5%) were in the high category. Thus, it can be concluded that most respondents have a moderate tendency for fearful attachment.

Table 3. Descriptive statistics of research variables

Variable	N	Min	Max	Mean	SD
Rejection Sensitivity	391	34	136	87.01	17.94
Secure Attachment	391	11	32	20.54	3.64
Preoccupied Attachment	391	6	24	15.25	3.43
Dismissing Attachment	391	5	16	10.42	2.36
Fearful Attachment	391	3	12	7.72	1.67

Based on Table 3, the average rejection sensitivity score was 87.01 (SD = 17.94). For the attachment style variables, the secure attachment dimension had an average score of 20.54 (SD = 3.64), preoccupied attachment 15.25 (SD = 3.43), dismissing attachment 10.42 (SD = 2.36), and fearful attachment 7.72 (SD = 1.67).

Table 4. Normality test results

	Kolmogorov-Smirnov			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Standardized Residual	0.027	391	0.200*	0.998	391	0.877

Table 4 above shows the results of the residual variable normality test. The Kolmogorov-Smirnov column shows a significance value of 0.200 for the standardized residual, indicating that the distribution of residual scores ($D(391) = 0.027$, $p = 0.200$) is normally distributed.

Table 5. Linearity test results

Variable	Sum of Squares	df	Mean Square	F	Sig.
RS * Secure	21250.645	1	21250.645	83.145	0.000
RS * Preoccupied	31124.793	1	31124.793	128.389	0.000
RS * Dismissing	21978.640	1	21978.640	83.666	0.000
RS * Fearful	27046.070	1	27046.070	106.008	0.000

Table 5 above presents the linearity test results between variables, indicating that rejection sensitivity has a linear relationship with each independent variable ($p < 0.05$). Prior to conducting the multiple regression analysis, the regression assumptions were examined. The normality test indicated that the residuals were normally distributed (Kolmogorov-Smirnov = 0.200; Shapiro-Wilk = 0.877). The multicollinearity test showed tolerance values ranging from 0.307 to 0.416 and VIF values ranging from 2.406 to 3.261, indicating no multicollinearity among the predictor variables. In addition, heteroscedasticity testing using Spearman correlations between residuals and each predictor variable yielded non-significant results (Secure: $p = 0.562$, Preoccupied: $p = 0.633$, Dismissing: $p = 0.743$, Fearful: $p = 0.660$), suggesting that the assumption of homoscedasticity was satisfied. The Durbin-Watson value was 1.962, indicating no autocorrelation.

Table 6. Summary of multiple regression model of attachment style on rejection sensitivity

	R	R ²	Adj R ²	F	p
RS * Attachment	0.520	0.270	0.263	35.727	0.000

Based on Table 6, a coefficient of determination (R^2) of 0.270 was obtained. This result indicates that attachment style, consisting of secure, preoccupied, dismissing, and fearful attachment, can explain 27.0% of the variation in rejection sensitivity, while the remaining 73.0% is explained by other factors outside the research model. The simultaneous test result shows an $F(4,386) = 35.727$ with $p < 0.001$, indicating that the constructed regression model is significant.

Table 7. Regression coefficients of attachment style on rejection sensitivity

Variable	Constant	B	95% CI	beta	t	p
Rejection Sensitivity	41.509					

Variable	Constant	B	95% CI	beta	t	p
Secure Attachment		-0.030	[-0.740, 0.680]	-0.006	-0.083	0.934
Preoccupied Attachment		1.666	[0.924, 2.409]	0.319	4.413	0.000
Dismissing Attachment		0.577	[-0.431, 1.586]	0.076	1.125	0.261
Fearful Attachment		1.902	[0.244, 3.559]	0.177	2.255	0.025

Based on Table 7, secure attachment does not have a significant influence on rejection sensitivity ($\beta = -0.006$, $t = -0.083$, $p = .934$, 95% CI [-0.740, 0.680]), so the first hypothesis is rejected. Preoccupied attachment shows a positive and significant influence on rejection sensitivity ($\beta = 0.319$, $t = 4.413$, $p < .001$, 95% CI [0.924, 2.409]), thus the second hypothesis is accepted. Dismissing attachment does not show a significant influence on rejection sensitivity ($\beta = 0.076$, $t = 1.125$, $p = .261$, 95% CI [-0.431, 1.586]), so the third hypothesis is rejected. Furthermore, fearful attachment shows a positive and significant influence on rejection sensitivity ($\beta = 0.177$, $t = 2.255$, $p = .025$, 95% CI [0.244, 3.559]), meaning the fourth hypothesis is accepted. Based on standardized beta coefficients, preoccupied attachment is the strongest predictor of rejection sensitivity compared to other attachment dimensions.

Based on the multiple linear regression analysis results above, the following regression equation was obtained:

$$Y = 41.509 - 0.030X_1 + 1.666X_2 + 0.577X_3 + 1.902X_4$$

This equation indicates that preoccupied attachment (X_2) and fearful attachment (X_4) have a positive relationship direction with rejection sensitivity. This means that higher levels of preoccupied and fearful attachment lead to higher levels of rejection sensitivity. Conversely, secure attachment (X_1) has a negative relationship direction, though not significant. Dismissing attachment (X_3) shows a positive relationship direction but also does not significantly influence rejection sensitivity.

Discussion

This study aimed to analyze the influence of attachment style dimensions on rejection sensitivity among Generation Z Bumble users in Jakarta. Based on multiple linear regression analysis, the first dimension, secure attachment, has a negative relationship direction with rejection sensitivity in accordance with H_{a1} , but the influence did not reach significance level, so the first hypothesis was rejected ($\beta = -0.006$; $p = 0.934$). The study results show that secure attachment has a negative relationship direction with rejection sensitivity, but the influence is not significant, thus the first hypothesis is not supported. This finding is consistent with previous research showing that individuals with secure attachment tend to have more adaptive emotion regulation abilities, build safer interpersonal relationships, and show lower levels of rejection sensitivity (Jha et al., 2024; Overall et al., 2022). However, the relationship between attachment and rejection sensitivity does not always appear as a direct influence because it can be influenced by other psychological mechanisms in interpersonal relationships, such as emotion regulation and insecure attachment formation processes (Finzi-Dottan & Abadi, 2024). Therefore, the non-significant influence of secure attachment in this study indicates that security in relationships has not played a significant role in explaining rejection sensitivity variation after all attachment dimensions were analyzed together in the multiple regression model.

Unlike secure attachment, the research results show that preoccupied attachment has a positive and significant influence on rejection sensitivity and is the strongest predictor compared to other attachment dimensions, so the second hypothesis is supported ($\beta = 0.319$; $p < 0.001$). This finding is consistent with previous research showing that individuals with attachment anxiety characteristics tend to be more vulnerable to anticipating rejection, experiencing more negative relationship experiences, and showing lower affective well-being in the context of romantic relationships and dating app usage (Finzi-Dottan & Abadi, 2024; Hu & Thomas, 2026). These attachment anxiety characteristics are conceptually consistent with preoccupied attachment,

marked by high needs for acceptance, worry about rejection, and dependence on interpersonal validation (Bartholomew & Horowitz, 1991; Finzi-Dottan & Abadi, 2024; Hu & Thomas, 2026; Mikulincer & Shaver, 2007). This condition makes individuals easily interpret ambiguous interpersonal cues as forms of self-rejection, thereby increasing vulnerability to rejection sensitivity. This pattern also aligns with findings Mishra & Allen (2023) showing that rejection sensitivity relates to lower relationship quality, increased interpersonal conflict, and greater worry in romantic relationships. Therefore, these results indicate that high needs for acceptance and worry about rejection are the most influential characteristics in explaining high rejection sensitivity, making preoccupied attachment the most dominant predictor in Generation Z Bumble users in Jakarta.

Meanwhile, dismissing attachment showed a positive relationship direction with rejection sensitivity, but the influence was not significant, so the third hypothesis was not supported ($\beta = 0.076$; $p = 0.261$). This finding is in line with research showing that individuals with attachment avoidance characteristics tend to use deactivating emotion regulation strategies, namely suppressing or avoiding emotional responses when facing threats in interpersonal relationships (Coffey et al., 2022; Eilert & Buchheim, 2023). This pattern is conceptually consistent with dismissing attachment, marked by a tendency to maintain independence, keep emotional distance, and minimize dependence on others. Consequently, individuals do not always interpret negative interpersonal experiences as self-rejection, choosing instead to distance themselves from relationships or suppress emotional responses. This explanation is also consistent with findings Finzi-Dottan & Abadi (2024) showing that attachment avoidance characteristics are more related to tendencies to avoid emotional closeness than increased rejection expectations. Thus, these results indicate that tendencies to maintain emotional distance prevent individuals with dismissing attachment from consistently anticipating rejection as a self-threat, so this dimension did not play a significant role in explaining rejection sensitivity variation in this study.

Unlike dismissing attachment, the research results show that fearful attachment has a positive and significant influence on rejection sensitivity, so the fourth hypothesis is supported ($\beta = 0.177$; $p = 0.025$). This finding is consistent with research showing that individuals with attachment insecurity characteristics tend to have higher rejection expectations, experience difficulty building emotional closeness, and show greater vulnerability in interpersonal relations (Finzi-Dottan & Abadi, 2024; Overall et al., 2022). Unlike dismissing attachment which tends to suppress emotional responses, individuals with fearful attachment have a need for closeness but simultaneously anticipate possible rejection. These characteristics make individuals easily perceive various interpersonal situations as self-threats, increasing vulnerability to rejection sensitivity. This pattern also aligns with findings Mishra & Allen (2023) showing that rejection sensitivity relates to increased worry in romantic relationships, lower relationship quality, and higher interpersonal conflict. Therefore, these results show that the combination of needs for closeness and worry about rejection are characteristics that explain high rejection sensitivity, making fearful attachment a significant predictor in Generation Z Bumble users in Jakarta.

Overall, these research results show that attachment dimensions marked by worry about rejection, namely preoccupied attachment and fearful attachment, play a role in explaining high rejection sensitivity, while secure and dismissing attachment did not show significant influence. These findings indicate that efforts to lower rejection sensitivity in Generation Z dating app users should not only focus on the rejection experience itself but also consider the underlying attachment characteristics. This approach aligns with previous research showing that increased attachment security relates to more adaptive emotion regulation abilities and better interpersonal relationship quality, while high rejection sensitivity relates to increased interpersonal conflict and lower romantic relationship quality (Mishra & Allen, 2023; Overall et al., 2022). The coefficient of determination indicates that attachment style dimensions collectively explained 27% of the variance in rejection sensitivity. However, this contribution was primarily driven by preoccupied

and fearful attachment, whereas secure and dismissing attachment did not show significant effects. Based on the present findings, intervention programs may focus on helping individuals develop a more positive view of self and reduce excessive dependence on interpersonal validation, particularly among those with preoccupied attachment tendencies, which emerged as the strongest predictor of rejection sensitivity. In addition, individuals with fearful attachment may benefit from strategies that help them manage concerns about rejection while fostering healthier interpersonal closeness. Emotion regulation training may further help users respond more adaptively to ambiguous online dating experiences, thereby reducing vulnerability to rejection sensitivity.

Several limitations should be considered in interpreting these research findings. The use of a cross-sectional design limits drawing conclusions regarding causal relationships between attachment dimensions and rejection sensitivity. Additionally, all data were obtained through self-report instruments, so participant responses are potentially influenced by subjective perceptions or social desirability bias. This study also only tested the direct influence of attachment dimensions on rejection sensitivity, so there are other psychological factors not yet accommodated in this research model. Previous research indicates that mechanisms like self-esteem, emotion regulation, and fear of intimacy can play a role in the relationship between attachment and rejection sensitivity (Finzi-Dottan & Abadi, 2024). Therefore, future research is expected to use longitudinal designs and test mediator or moderator roles to obtain a more comprehensive understanding of the mechanisms underlying the relationship between attachment and rejection sensitivity.

CONCLUSION

This study aimed to analyze the influence of attachment style dimensions on rejection sensitivity among Generation Z Bumble users in Jakarta. The results indicate that the four attachment style dimensions simultaneously influence rejection sensitivity, while partially, only preoccupied and fearful attachment show positive and significant effects. Secure attachment shows a non-significant negative relationship, whereas dismissing attachment shows a non-significant positive relationship. Preoccupied attachment is the strongest predictor, indicating that individuals characterized by greater concerns about acceptance and interpersonal validation are more vulnerable to rejection sensitivity in digital romantic interactions. These findings extend the application of attachment theory to the context of digital dating by demonstrating that attachment characteristics are relevant to understanding responses to potential rejection on dating applications. Practically, psychologists and counselors may benefit from assessing attachment patterns when working with clients who exhibit high rejection sensitivity. Particular attention should be given to identifying preoccupied attachment tendencies, as individuals with this attachment pattern may be especially vulnerable to concerns about acceptance, interpersonal validation, and perceived rejection. Early identification of these attachment characteristics may help practitioners design interventions that promote a more positive self-view, reduce excessive dependence on external validation, and foster healthier interpersonal functioning in both online and offline relationships. Future research should examine the mechanisms underlying the relationship between attachment and rejection sensitivity using longitudinal designs and by testing potential mediating or moderating factors, such as self-esteem, emotion regulation, and fear of intimacy, which were not examined in the present study.

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