

Determinants of Marital Readiness in Southeast Asia's Generation Z: Social Media, Career Aspirations, and Mental Well-Being

*Faktor Penentu Kesiediaan Berkahwin dalam Kalangan Generasi Z Asia Tenggara:
Media Sosial, Aspirasi Kerjaya, dan Kesejahteraan Mental*

ICHA HERAWATI, SUZANA MOHD HOESNI*, JAMIAH MANAP
& NOR AZZATUNNISAK MOHD KHATIB

Received: 3-10-2025/Accepted: 25-05-2026

ABSTRACT

Marital readiness among Generation Z has emerged as a critical social issue in Southeast Asia, where rapid digitalisation and evolving cultural values are reshaping young adults' life trajectories. This study examines the impact of social media use, career aspiration, and mental well-being on marital readiness among Generation Z in Riau, Indonesia, with marital attitude tested as a mediating factor. A cross-sectional survey of 400 undergraduate students was conducted, and data were analysed using Structural Equation Modeling (SEM) to assess both direct and indirect effects. The results show that social media use exerts a negative influence on marital readiness, whereas career aspiration and mental well-being significantly enhance preparedness for long-term commitments. Attitudes toward marriage partially mediate these relationships, underscoring the role of personal value orientations in shaping marital decisions. Gender-based differences were also identified: social media use had stronger effects on males, while career aspirations and psychological well-being more strongly influenced females. These findings highlight the multifaceted nature of marital readiness within the context of digital transformation and socio-cultural change in Southeast Asia. Theoretically, this study integrates perspectives from communication, career development, and psychological well-being to construct a comprehensive model of marital readiness. Practically, it offers valuable insights for policymakers, educators, and family institutions in developing culturally sensitive interventions to help young adults balance career aspirations, mental health, and relational commitments in contemporary society.

Keywords: Career aspiration; generation Z; marital attitude; marital readiness; mental well-being; social media uses; Southeast Asia

ABSTRAK

Kesiediaan untuk berkahwin dalam kalangan Generasi Z telah muncul sebagai isu sosial yang kritikal di Asia Tenggara, di mana pendigitalan yang pesat dan perubahan nilai budaya sedang membentuk semula trajektori kehidupan golongan muda. Kajian ini meneliti kesan penggunaan media sosial, perancangan kerjaya, dan kesejahteraan mental terhadap kesiediaan berkahwin dalam kalangan Generasi Z di Riau, Indonesia, dengan sikap terhadap perkahwinan diuji sebagai faktor pengantara. Satu tinjauan keratan lintang melibatkan 400 pelajar prasiswazah telah dijalankan, dan data dianalisis menggunakan Pemodelan Persamaan Berstruktur (SEM) bagi menilai kesan langsung dan tidak langsung. Hasil kajian menunjukkan bahawa penggunaan media sosial memberi pengaruh negatif terhadap kesiediaan berkahwin, manakala perancangan kerjaya dan kesejahteraan mental secara signifikan meningkatkan tahap persediaan untuk komitmen jangka panjang. Sikap terhadap perkahwinan didapati menjadi pengantara sebahagian dalam hubungan ini, menekankan peranan orientasi nilai peribadi dalam membentuk keputusan perkahwinan. Perbezaan berasaskan jantina juga dikenal pasti: penggunaan media sosial lebih kuat mempengaruhi lelaki, manakala aspirasi kerjaya dan kesejahteraan psikologi lebih mempengaruhi wanita. Dapatan ini menyerlahkan sifat pelbagai dimensi kesiediaan berkahwin dalam konteks transformasi digital dan perubahan sosio-budaya di Asia Tenggara. Dari sudut teori, kajian ini mengintegrasikan perspektif komunikasi, pembangunan kerjaya, dan kesejahteraan psikologi untuk membina satu model komprehensif tentang kesiediaan berkahwin. Dari sudut praktikal, ia menawarkan pandangan penting kepada pembuat dasar, pendidik, dan institusi keluarga dalam merangka intervensi yang sensitif budaya bagi membantu golongan muda mengimbangi aspirasi kerjaya, kesihatan mental, dan komitmen hubungan dalam masyarakat kontemporari.

Kata Kunci: media sosial; aspirasi kerjaya; kesejahteraan mental; sikap terhadap perkahwinan; Generasi Z; Asia Tenggara

INTRODUCTION

Marriage remains a significant developmental milestone in early adulthood, often associated with emotional maturity, career stability, and psychosocial readiness (Arnett et al., 2014; Chen, 2024; Purba & Kusumiati, 2024). However, across Southeast Asia, marriage patterns have shifted markedly in recent decades. In Indonesia, the proportion of youth who are married declined from 44.45% in 2014 to only 30.61% in 2023 (Badan Pusat Statistik, 2023). In Malaysia, the mean age at first marriage continues to rise, reflecting broader socio-economic transitions (Department of Statistics Malaysia, 2023; Mohd Al Adib et al., 2024). Similar trends are evident in Singapore, where the median age at first marriage for men increased from 29.3 years in 2000 to 30.4 years in 2022, and for women from 26.7 to 28.8 years (National Population and Talent Division (NPTD), 2023). In Thailand and the Philippines, youth are increasingly postponing marriage due to financial uncertainty, urban migration, and shifting social values (Leyco, 2024; National Statistical Office (NSO) & UNICEF, 2023). These demographic changes highlight a regional pattern of delayed marriage and declining marriage rates, signalling evolving attitudes toward adulthood, independence, and family formation among Generation Z.

Marital readiness, defined as the extent to which individuals are psychologically, socially, and financially prepared to enter into marriage, has been recognised as a key determinant of marital stability and satisfaction (Larson et al., 2007; Willoughby, Hall, et al., 2015). Prior studies highlight that individuals who enter marriage without adequate readiness are more prone to conflict, dissatisfaction, and early dissolution (Collado, 2023; Fowers et al., 2016; Thi Minh Thi, 2021). For Generation Z, Marital Readiness is shaped not simply by cultural norms but also by modern influences such as digital technology, educational aspirations, and shifting gender roles (Herawati et al., 2023; Mostafapour et al., 2025). Therefore, examining marital readiness among young adults in Southeast Asia constitutes a timely and essential area of inquiry.

Previous studies have highlighted several factors influencing marital readiness, particularly social media use, career aspirations, and psychological well-being. However, much of the existing literature tends to examine these factors separately, often within Western contexts. As a result, limited attention has been given to how these influences interact in shaping marital readiness among young adults in Southeast Asian societies. Given the region's strong cultural and familial expectations regarding marriage, understanding these dynamics is particularly important for Generation Z, whose life trajectories are increasingly shaped by digital technology and evolving career aspirations. Recent research has demonstrated that socio-economic circumstances, including financial stability and career development, together with cultural influences, are important determinants of delayed marriage among young adults, underscoring their relevance to marital readiness research (Mat Delin & Zaimah, 2022).

Three interrelated factors have been widely identified as influential in shaping marital readiness: social media use, career aspiration, and mental well-being. The pervasive use of social media has significantly transformed how individuals interact, develop intimacy, and construct perceptions of romantic relationships (Anamta & Pragyani, 2024; Payasi & Jain, 2025). From the perspective of the Uses and Gratifications Theory, (Katz et al., 1973; Liu et al., 2021; Zheng & Faridah, 2024), social media fulfills users' needs for connection and entertainment, but excessive engagement may also foster unrealistic expectations, jealousy, and relational instability (Abbasi & Dibble, 2021; Liu et al., 2021; Tanrikulu & Erdur-Baker, 2021). These dynamics are particularly relevant for Generation Z, whose relational experiences are increasingly mediated through digital environments.

Moreover, career aspiration has become a pivotal factor in shaping marital readiness, particularly among young adults in transitional economies (Keldal & Şeker, 2022). In line with Social Cognitive Career Theory by Lent et al., (1994), self-efficacy and outcome expectations within career development exert a significant influence on broader life trajectories, including decisions regarding the timing of marriage. For many young adults, achieving career stability and financial independence is perceived as a prerequisite for entering marriage, reflecting the growing importance of economic and professional security in contemporary marital decision-making. Furthermore, mental well-being represents a crucial psychological resource that supports individuals in managing the emotional and relational demands of marriage, within models such as PERMA by Seligman (2011), underpins the emotional resilience necessary to manage marital responsibilities effectively. Individuals with higher levels of psychological well-being are consequently more likely to perceive themselves as prepared for enduring commitment.

Beyond these direct influences, marital attitude may function as an important mediating mechanism linking these psychosocial resources to marital readiness. According to the Marital Paradigm Theory by Willoughby (2014) and Willoughby et al., (2015), attitudes toward marriage encapsulate individual beliefs about its meaning, value, and challenges, and these attitudes strongly predict both marital timing and quality. Positive attitudes are associated with greater readiness and satisfaction, while negative or ambivalent attitudes contribute to delays in marriage or greater openness to alternatives such as cohabitation (Stoliarchuk & Kokhanova, 2025; Wang, 2024). For Generation Z, who are situated at the intersection of traditional expectations and globalised digital culture, marital attitudes may provide the crucial link between personal resources (career, mental health) and behavioural outcomes (readiness) (Jiao et al., 2024; Sonkaya & Öcal, 2024).

Despite growing attention to youth transitions, there remain significant gaps in the literature. First, most prior studies on marital readiness have been conducted in Western contexts, with limited research focusing on Southeast Asia, where cultural and religious values make marriage a deeply embedded institution. Second, studies often examine single predictors such as economic stability or media use without integrating multiple psychosocial and cultural factors. Third, the mediating role of marital attitudes has not been sufficiently tested in contexts where traditional and modern influences coexist. To address these gaps, this study investigates the effects of social media use, career aspiration, and mental well-being on marital readiness among Generation Z in Indonesia, with marital attitudes as a mediating variable.

METHODOLOGY

This study employed a quantitative, cross-sectional survey design to investigate the influence of social media use, career aspirations, and mental well-being on marital readiness among Generation Z in Riau, Indonesia, with marital attitudes as a mediating variable. A positivist paradigm guided the research, enabling objective measurement of constructs and hypothesis testing through inferential statistics.

The study population consisted of undergraduate students aged 18 to 25 years, representing Generation Z. Participants were required to be active university students and Indonesian citizens, while postgraduate students and those outside the age range were excluded. Using Slovin's formula and recommended guidelines for structural equation modeling (SEM), a minimum sample size of 396 was determined (Hair et al., 2013). Ultimately, 400 valid responses were collected, providing sufficient statistical power for the analysis.

Data were collected through an online questionnaire comprising several validated scales. Social media use was assessed using the Social Networking Sites Usage and Needs Scale (SNSUN). Career aspirations were measured with the Career Aspiration Scale-Revised (CAS-R), while mental well-being was assessed using the Warwick-Edinburgh Mental Well-Being Scale (WEMWBS). Attitudes toward marriage were measured with the Marital Attitude Scale (MAS), and marital readiness was assessed using the Marital Readiness Scale developed by Shemila and Manikandan (2018). All instruments underwent expert review for face, content, and construct validity and were pilot-tested for reliability, with Cronbach's alpha values exceeding acceptable thresholds (Bujang et al., 2024; Faisal et al., 2025; Hair et al., 2021). However, Ethical approval was obtained from the Universiti Kebangsaan Malaysia Research Ethics Committee (Ref: JEP-2024-480). Participation was voluntary, and respondents were assured of confidentiality and anonymity. Data were screened for completeness, missing values, and outliers before proceeding with analysis.

The analysis involved several stages. Descriptive statistics were used to profile respondents and examine variable distributions, followed by normality and multicollinearity tests to validate SEM assumptions. Confirmatory factor analysis (CFA) was conducted to establish the validity and reliability of the measurement model. Structural equation modelling (SEM) using AMOS 29 was then applied to test the hypothesized direct and indirect relationships. Mediation effects were evaluated using bias-corrected bootstrapping with 5,000 resamples, while model adequacy was assessed through standard goodness-of-fit indices, including Comparative Fit Index (CFI), Tucker–Lewis Index (TLI), Root Mean Square Error of Approximation (RMSEA), and Standardized Root Mean Square Residual (SRMR).

RESULTS

DESCRIPTIVE STATISTICS

The descriptive analysis was conducted to summarize the main constructs of the study, namely social media use, career aspirations, mental well-being, attitudes toward marriage, and marital readiness. A total of 400 Generation Z respondents participated. Of these, 65% were female and 35% male. The majority (75.5%) were aged between 19 and 22 years, while the remaining 24.5% were aged 23 to 25 years. Regarding socioeconomic background, 61.8% were classified within the middle-income group, 22.8% in the upper-middle group, and 15.5% in the lower-middle group. Most respondents (81.3%) reported coming from intact families, while 18.7% experienced parental loss, divorce, or blended family arrangements. In terms of relationship status, the majority were single, with some reporting dating relationships of varying duration.

For social media use, the overall pattern indicated relatively high engagement across dimensions. The highest mean was observed in the diversion dimension ($M = 4.10$, $SD = 0.76$), indicating that respondents frequently used social media for entertainment, relaxation, and alleviating feelings of loneliness. The cognitive dimension ($M = 3.88$, $SD = 0.81$) reflected the use of social media to search for knowledge, educational opportunities, and career-related information. Moderate levels were reported in the affective ($M = 3.49$, $SD = 0.84$), personal integration ($M = 3.55$, $SD = 0.80$), and social integration ($M = 3.56$, $SD = 0.78$) dimensions. These findings suggest that social media is not only a means of diversion but also a platform for self-expression, identity building, and maintaining social connections.

Analysis of career aspirations demonstrated moderately high scores across all subdimensions. Leadership aspirations yielded a mean of $M = 3.70$ ($SD = 0.72$), followed by achievement aspirations ($M = 3.62$, $SD = 0.75$) and educational aspirations ($M = 3.54$, $SD = 0.77$). This pattern suggests that respondents placed a high priority on assuming leadership roles, achieving professional recognition, and pursuing advanced education. These aspirations reflect the importance of personal and career development as precursors to long-term commitments such as marriage.

With respect to mental well-being, mean scores ranged from $M = 3.44$ to $M = 3.88$, with overall results falling into the moderate-to-high category. The highest-rated item, “I am interested in new things,” received $M = 3.88$ ($SD = 0.71$), reflecting curiosity and openness to novel experiences. Lower means were observed for items such as “I have enough energy” and “I feel interested in other people” (both $M = 3.44$, $SD = 0.79$), suggesting some limitations in vitality and interpersonal engagement. Overall, respondents displayed optimism and confidence, though energy levels and social connectedness were somewhat weaker.

The analysis of attitudes toward marriage revealed ambivalence. Positive attitudes were relatively low ($M = 2.94$, $SD = 0.68$). Among positive items, “Everyone should stay with their partner for life” received the highest endorsement ($M = 3.07$, $SD = 0.73$), while “Everyone should get married” scored lower ($M = 2.78$, $SD = 0.70$). By contrast, negative attitudes scored higher, indicating skepticism, fear, and critical perspectives toward marriage. These results suggest that respondents recognize the value of marital commitment but are reluctant to view marriage as a universal expectation.

Finally, marital readiness was assessed, with overall means ranging between 3.40 and 3.60 across different indicators. Emotional readiness scored $M = 3.60$ ($SD = 0.74$), financial readiness $M = 3.48$ ($SD = 0.71$), and social responsibility $M = 3.42$ ($SD = 0.76$). These findings indicate a moderate level of readiness. Respondents expressed some degree of preparedness for marital responsibilities but remained cautious about long-term commitments, reflecting the influence of career goals and personal well-being on their decisions.

In summary, the descriptive statistics show that Generation Z respondents are highly engaged in social media, report moderately high career aspirations, and possess satisfactory levels of mental well-being. However, their attitudes toward marriage are ambivalent, with stronger negative than positive orientations, and their Marital Readiness remains moderate. These findings underscore the tendency of Generation Z to delay marriage, prioritizing personal growth, education, and career advancement before assuming lifelong marital responsibilities.

MEASUREMENT MODEL

This section evaluates the validity and reliability of the study’s latent constructs, including Social Media Use, Career Aspirations, Mental Well-Being, Marital Attitudes, and Marital Readiness. Each construct is assessed through its observed indicators, with factor loadings, error variances, and reliability metrics examined to ensure accurate, consistent, and theoretically sound measurement. This comprehensive assessment confirms that all constructs are well-defined, valid, and internally consistent, providing a robust foundation for the subsequent structural model analysis.

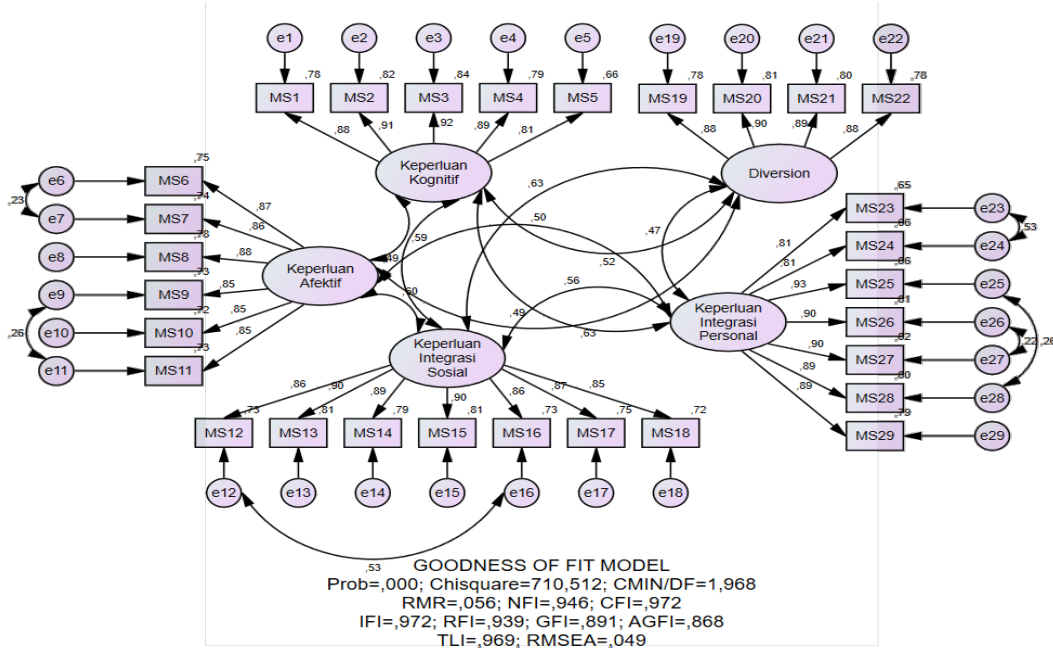


FIGURE 1. Confirmatory Factor Analysis (CFA) of the Social Media Use Construct

These results confirm that the construct adequately represents the data and is reliable for measuring respondents' perceptions. As shown in Figure 1, the measurement model of social media use comprises five latent constructs: Affective Needs, Cognitive Needs, Social Integrative Needs, Personal Integrative Needs, and Diversion. Each construct is measured by multiple observed indicators (MS1–MS29), with standardized factor loadings ranging from 0.53 to 0.92, all of which exceed the acceptable threshold of 0.50. Collectively, these results confirm that the social media use construct is both valid and reliable for capturing the intended dimensions of respondents' perceptions.

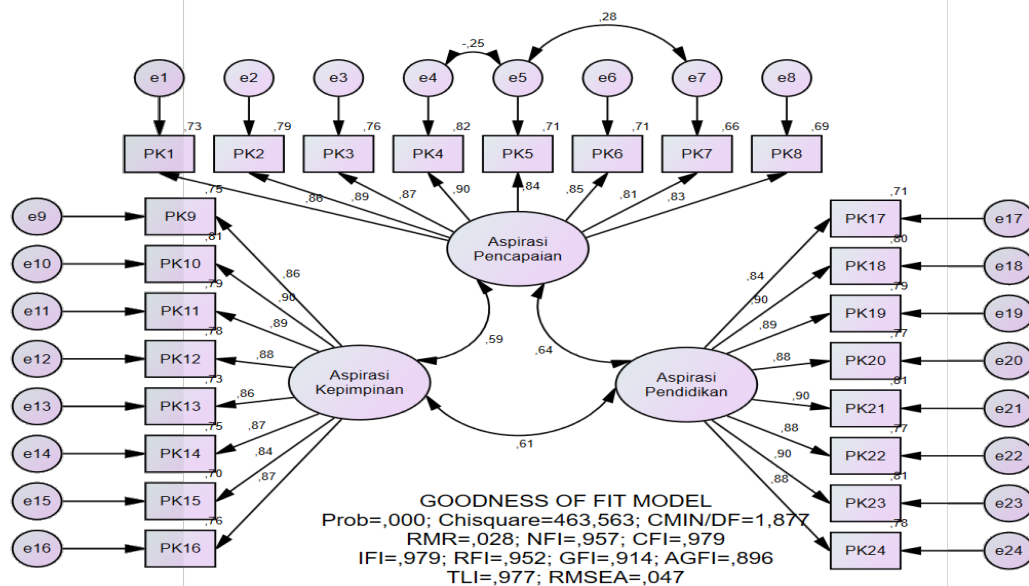


FIGURE 2. Confirmatory Factor Analysis (CFA) of the Career Aspiration Construct

The Figure illustrates that the variable of career aspirations was measured using three dimensions: leadership appreciation, achievement appreciation, and educational appreciation. Based on the number of indicators within each dimension, the CFA model for the career aspirations construct was developed. The results of the Confirmatory Factor Analysis (CFA), as presented in Figure 2, indicate that with minor modifications, the model satisfied the eligibility criteria for assessing construct validity and reliability. The absolute fit measures demonstrated that the model achieved an acceptable fit.

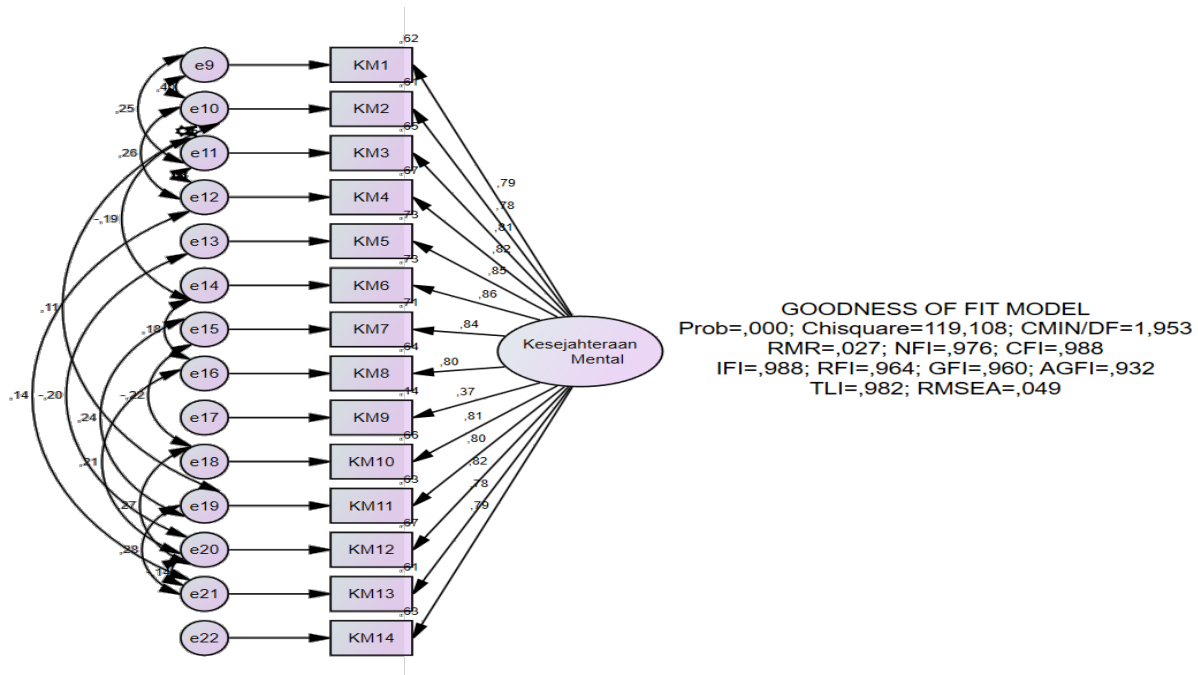


FIGURE 3. Confirmatory Factor Analysis (CFA) of the Mental Well-Being Construct

The incremental fit measures provided stronger evidence of model adequacy. The Tucker-Lewis Index (TLI = 0.977), Comparative Fit Index (CFI = 0.979), Incremental Fit Index (IFI = 0.979), and Relative Fit Index (RFI = 0.952) all exceeded their respective cut-off values, suggesting excellent model fit. The Adjusted Goodness of Fit Index (AGFI = 0.896) was slightly below the recommended threshold, but still close to acceptable. Therefore, these results confirm that the measurement model for career aspirations demonstrates good validity and reliability. Although a few indices (GFI, RMR, AGFI) were marginal, the majority indicated strong model fit, supporting the adequacy of the construct for measuring respondents' perceptions.

Figure 3 presents the Confirmatory Factor Analysis (CFA) results for the construct of Mental Well-being. The model specifies a single latent construct measured by fourteen observed indicators (KM1–KM14). The low RMR value (0.027) further supports the model's adequacy. While the inclusion of modification indices during model refinement suggests that minor error covariances were allowed between several items, which is common in CFA for complex psychological constructs, thereby improving fit without compromising theoretical integrity. The composite reliability (CR) and average variance extracted (AVE) further confirm the construct's internal consistency and convergent validity, with CR exceeding 0.90 and AVE values well above the minimum 0.50 benchmark.

Taken together, the measurement model provides compelling evidence that the Mental Well-being construct is both psychometrically sound and theoretically robust. The strong factor structure, high reliability, and excellent fit indices validate the use of this scale as an effective measure of mental well-being within the study population.

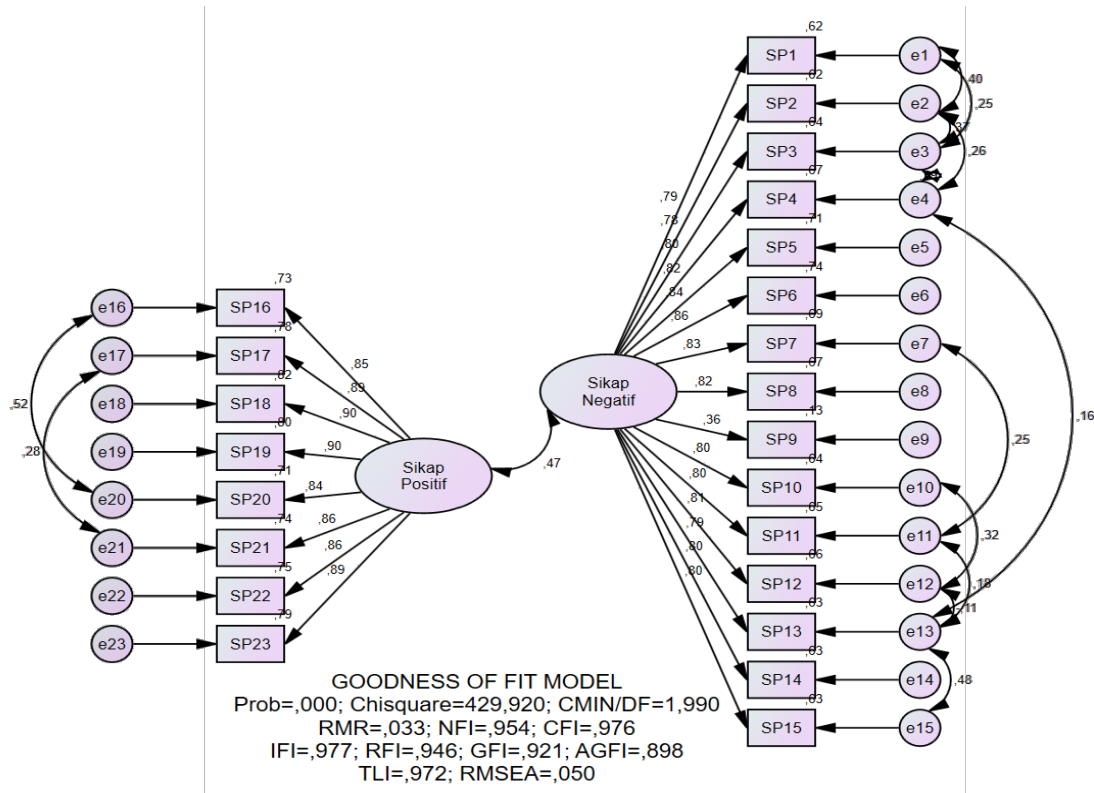


FIGURE 4. Confirmatory Factor Analysis (CFA) of the Marital Attitude Construct

The figure provides a comprehensive framework for examining the construct of Marital Attitude, represented by two latent variables: Positive Attitude and Negative Attitude. These latent variables are measured through observed indicators SP16 to SP20 for Positive Attitude, and SP1 to SP15 for Negative Attitude each associated with an error term to account for measurement inaccuracies. The model includes correlations between the two latent variables and among certain error terms, suggesting shared variance beyond the constructs. Factor loadings on the paths indicate the strength of the relationships between latent variables and their indicators.

It demonstrates strong model fit, with absolute and incremental indices indicating low approximation error and robust alignment between the model and the data. The model demonstrates good fit and reliable measurement properties, providing a solid foundation for analyzing the dimensions of positive and negative attitudes and supporting the credibility of subsequent analyses.

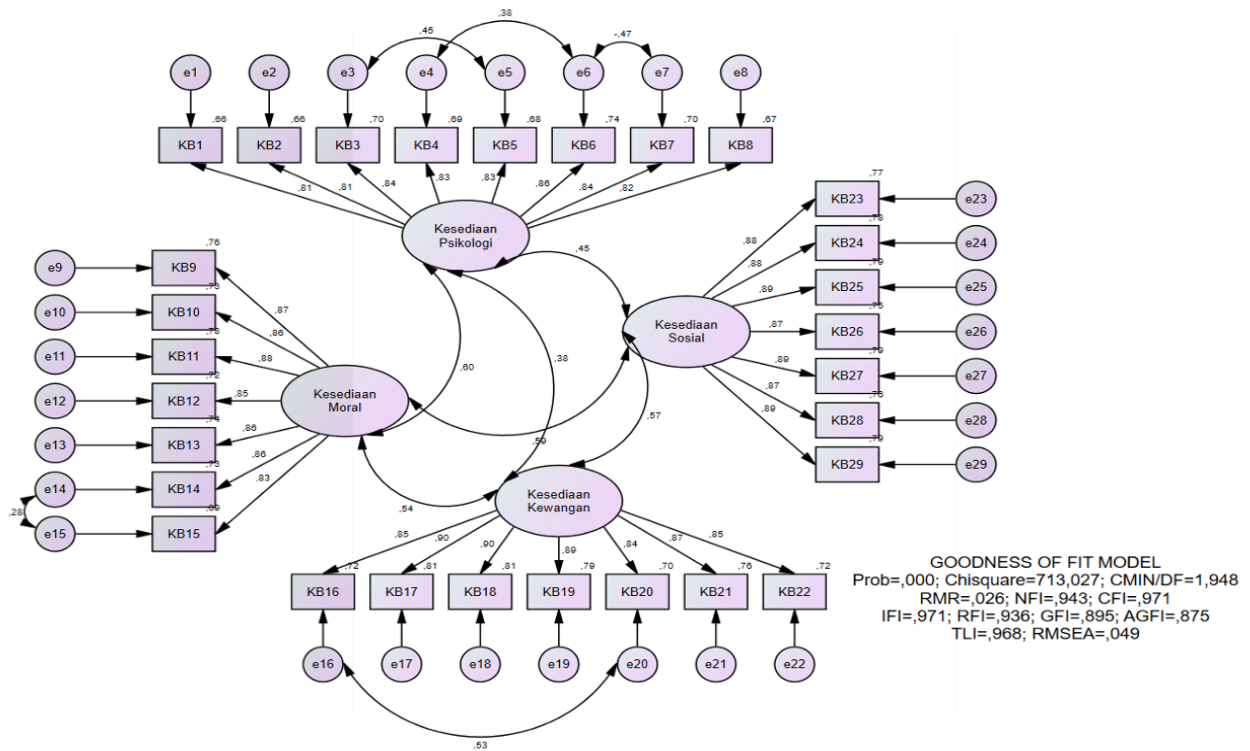


FIGURE 5. Confirmatory Factor Analysis (CFA) of the Marital Readiness Construct

The structural equation model (SEM) robustly captures the four dimensions of awareness Psychological, Moral, Financial, and Social through 29 observed indicators with incorporated error terms. The analysis of Generation Z's social media usage, career aspirations, mental well-being, marital attitude, and marital readiness revealed significant patterns. The measurement model, evaluated via Confirmatory Factor Analysis (CFA), demonstrated strong validity and reliability, with indicator loadings above 0.5, composite reliability above 0.7, and AVE above 0.5, meeting acceptable goodness-of-fit criteria.

STRUCTURAL MODEL ASSESSMENT

The structural model in this study was developed based on the constructs outlined in the research framework, which encompass the dimensions of each relevant variable. Before examining the relationships among variables, the model's adequacy was first evaluated through a goodness-of-fit test to determine how well it represents the data and explains the relationships among constructs. Once the model fit was established, the analysis proceeded with testing direct effects to assess the influence of one variable on another, followed by the coefficient of determination, which reflects the model's explanatory power.

GOODNESS OF FIT OF THE STRUCTURAL MODEL

A goodness-of-fit test was performed to assess the alignment between the proposed model and the observed data, using indices such as CMIN/DF, RMSEA, CFI, and TLI. The results met the recommended thresholds, confirming that the model accurately represents the relationships among variables and is statistically valid. The estimated structural model is shown in Figure 6.

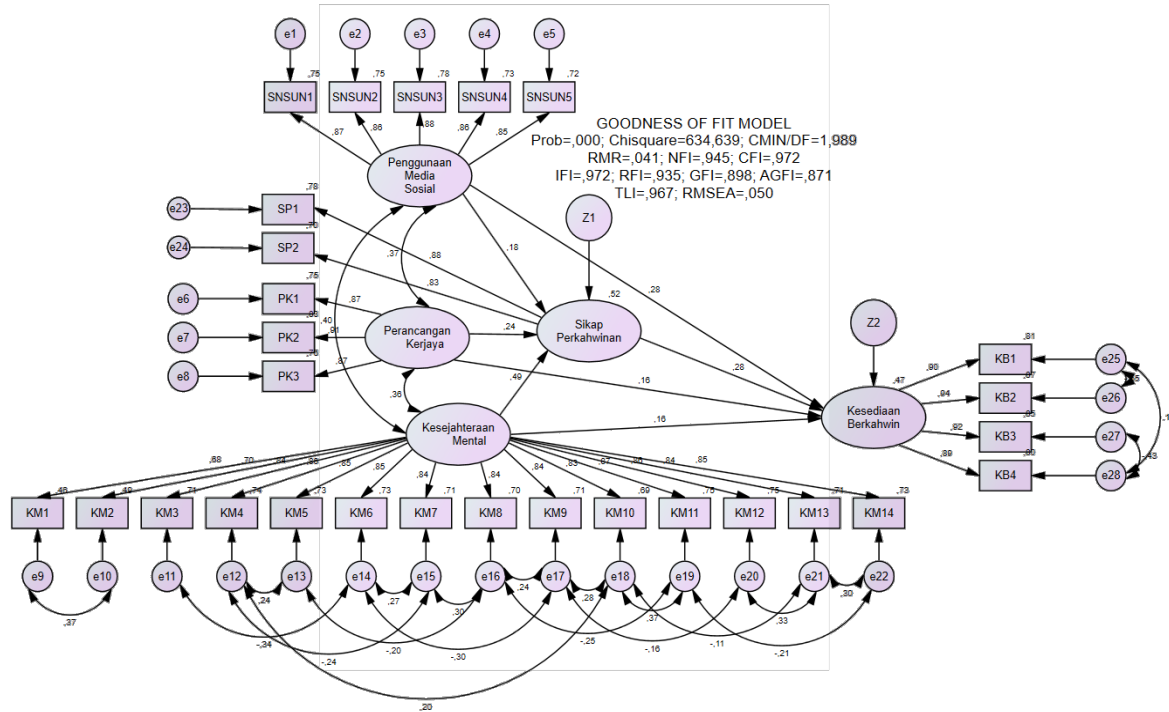


FIGURE 6. Confirmatory Factor Analysis (CFA) of the Model Marital Readiness

The figure illustrates the structural equation model linking Social Media Use, Career aspiration, and Mental Well-being to Marital Readiness, with Marital Attitude serving as a mediating factor. Multiple indicators with associated error terms measure each construct, and the standardized regression weights indicate the relative strength of the relationships. Therefore, these results confirm the robustness of the model while highlighting key areas for refinement to more accurately capture the underlying relationships among variables.

TABLE 1. Comparison of Model Goodness-of-Fit Before and After Modification

Parameter (Cut of Value)	Scores	Criteria
CMIN/DF (<2,00)	1,989	Good Fit
RMR (<0,05)	0,041	Good Fit
NFI (>0,95)	0,945	Good Fit
CFI (>0,95)	0,972	Good Fit
IFI (>0,95)	0,972	Good Fit
RFI (>0,95)	0,935	Good Fit
GFI (>0,90)	0,898	Marginal Fit
AGFI (>0,90)	0,871	Marginal Fit
TLI (>0,95)	0,967	Good Fit
RMSEA (<0,08)	0,050	Good Fit

The table shows that model fit was evaluated using multiple goodness-of-fit indices, most of which meet or exceed the recommended thresholds. The chi-square divided by degrees of freedom (CMIN/DF = 1.989) is below the cutoff of 2.00, indicating a strong fit, while the Root Mean Square Residual (RMR = 0.041) is under the 0.05 threshold, suggesting minimal residual error. Incremental indices further support the model's adequacy, with the Comparative Fit Index (CFI = 0.972), Incremental Fit Index (IFI = 0.972), and Tucker-Lewis Index (TLI = 0.967) all surpassing the 0.95 criterion, and both the Normed Fit Index (NFI = 0.945) and Relative Fit Index (RFI = 0.935) approaching it closely. The Root Mean Square Error of Approximation (RMSEA = 0.050) is also well within the acceptable range (<0.08), reinforcing model validity. In contrast, the Goodness-of-Fit Index (GFI = 0.898) and Adjusted Goodness-of-Fit Index (AGFI = 0.871) fall slightly below the 0.90 threshold and are thus considered marginal. Overall, these findings confirm that the model provides a strong representation of the data, with only minor limitations in absolute fit indices.

TESTING DIRECT EFFECTS

The influence among constructs in the structural model was assessed using p-values and Critical Ratios (CR), with relationships considered statistically significant when $p < 0.05$ and $CR > 1.96$. The direction of these effects was determined by the sign of the path coefficients, where positive values indicated a direct relationship and negative values indicated an inverse relationship between exogenous and endogenous constructs, as presented in Table 2.

TABLE 2. Results of Testing the Effects among Variables

Path Relationship	Coefficient (β)	C.R.	p-value
Social Media Use $\rightarrow$ Marital Attitude	-0.179	3.434	<0.001
Mental Well-being $\rightarrow$ Marital Attitude	0.492	9.812	<0.002
Career Aspiration $\rightarrow$ Marital Attitude	0.241	4.961	<0.003
Social Media Use $\rightarrow$ Marital Readiness	-0.285	5.920	<0.004
Mental Well-Being $\rightarrow$ Marital Readiness	0.161	2.887	0.004
Marital Attitude $\rightarrow$ Marital Readiness	0.277	4.073	<0.004
Career Aspiration $\rightarrow$ Marital Readiness	0.155	3.171	0.002

Table 2 describes the results of testing the effects among variables in the structural model. Social media use shows a significant negative effect on both Marital Attitude ($\beta = -0.179$, C.R. = 3.434, $p < 0.001$) and Marital Readiness ($\beta = -0.285$, C.R. = 5.920, $p < 0.004$), indicating that higher social media use is associated with less favorable attitudes and lower Marital Readiness. In contrast, mental well-being exerts a strong positive influence on Marital Attitude ($\beta = 0.492$, C.R. = 9.812, $p < 0.002$) and a smaller but still significant effect on Marital Readiness ($\beta = 0.161$, C.R. = 2.887, $p = 0.004$). Career aspiration also demonstrates significant positive effects on Marital Attitude ($\beta = 0.241$, C.R. = 4.961, $p < 0.003$) and Marital Readiness ($\beta = 0.155$, C.R. = 3.171, $p = 0.002$). Finally, Marital Attitude itself significantly predicts Marital Readiness ($\beta = 0.277$, C.R. = 4.073, $p < 0.004$), confirming its mediating role in the model. Collectively, these findings highlight the complex interplay of social, psychological, and aspirational factors in shaping young adults' Marital Readiness.

COEFFICIENT OF DETERMINATION

The coefficient of determination (R^2) measures how much variation in the dependent variable is explained by the independent variables, with values ranging from 0 (no explanation) to 1 (complete explanation). For instance, $R^2 = 0.75$ indicates that 75% of the variation is explained by the model. Higher R^2 values reflect stronger explanatory power, though interpretation should also consider sample size and model complexity, as in Table 3.

TABLE 3. Coefficient of Determination

No	Endogenous Variable	Exogenous Variables	R^2	$1 - R^2$
1	Marital Attitude	Social Media Use, Career Aspirations, Mental Well-being	0.520	0.480
2	Marital Readiness	Social Media Use, Career Aspirations, Mental Well-being, Marital Attitude	0.468	0.532

The results show that the predictors of social media use, career aspirations, and mental well-being explain 52.0% of the variance in marital attitude, while the remaining 48.0% is influenced by other factors not included in the model. Similarly, social media use, career aspirations, mental well-being, and marital attitude collectively account for 46.8% of the variance in marital readiness, leaving 53.2% unexplained. These findings indicate that the model demonstrates substantial explanatory power, particularly for marital attitude, though other external factors may also contribute to marital readiness.

Similarly, the marital readiness construct predicted by social media use, career aspiration, mental well-being, and marital attitudes, recorded an R^2 value of 0.468. This suggests that 46.8% of the variance in marital readiness can be explained by the combined influence of the four predictors, whereas 53.2% is influenced by external variables beyond the scope of the current model (see Table 4).

TABLE 4. Results of Mediation Effect Testing

Indirect Path	P Value	Description
Social Media Use - Marital Attitude - Marital Readiness	$0.007 < 0,05$	Partial Mediation
Career Aspirations - Marital Attitude - Marital Readiness	$0.003 < 0,05$	Partial Mediation
Mental Well-being - Marital Attitude - Marital Readiness	$0.005 < 0,05$	Partial Mediation

The mediation test results indicate that marital attitude plays a significant mediating role in the relationships between social media use, career aspiration, and mental well-being with marital readiness. In each case, the direct effects also remained significant, supporting the conclusion of partial mediation. These findings suggest that while social media use, career aspiration, and mental well-being directly contribute to marital readiness, their influence is further strengthened through the development of positive attitudes toward marriage.

Marital attitudes were found to mediate the relationships between the independent variables and marital readiness. Positive attitudes enhanced the beneficial effects of career aspiration and well-being, while negative attitudes magnified the detrimental effects of social media use. This finding supports Marital Paradigm Theory (Willoughby, 2014; Willoughby et al., 2015) and is consistent with recent studies showing that Generation Z balances traditional expectations of marriage with emerging values that prioritise education, career, and autonomy (Fitria Ningrum et al., 2021; Jiao et al., 2024; Sonkaya & Öcal, 2024). Marital Attitude thus remain

a central mechanism through which personal resources (Herawati et al., 2025) and socio-digital influences are translated into marital decision-making (Nurul Isnaini et al., 2025).

SUMMARY OF HYPOTHESIS TESTING RESULTS

The results of the hypothesis testing reveal several important findings regarding the determinants of marital readiness among Generation Z. Overall, the analysis shows that social media use, career planning, and mental well-being significantly contribute to explaining variations in marital readiness.

TABLE 5. Hypothesis Test Outcomes

No.	Research Hypothesis	Conclusion
1	The measurement model for the factors of social media usage, career aspirations, mental well-being, and Marital Readiness has a good fit with the study data.	supported
2	There is a negative relationship between social media usage and Marital Readiness among Generation Z.	supported
3	There is a positive relationship between career aspirations and Marital Readiness among Generation Z.	supported
4	There is a positive relationship between mental well-being and Marital Readiness among Generation Z.	supported
5	Attitudes toward marriage act as a mediating variable in the relationship between social media usage and Marital Readiness among Generation Z.	supported
6	Attitudes toward marriage act as a mediating variable in the relationship between career aspirations and Marital Readiness among Generation Z.	supported
7	Attitudes toward marriage act as a mediating variable in the relationship between mental well-being and Marital Readiness among Generation Z.	supported

Social media usage negatively influenced marital readiness, suggesting that frequent exposure to online content may distort perceptions of marriage or reduce commitment. In contrast, clear career aspirations and higher mental well-being were positively associated with marital readiness, reflecting the importance of financial, emotional, and psychological stability. Marital attitude mediated these relationships, buffering the negative effects of social media and amplifying the positive impacts of career aspirations and mental well-being.

DISCUSSION

This study examined the influence of social media use, career aspiration, and mental well-being on marital readiness among Generation Z in Riau, Indonesia, with marital attitudes as a mediating factor. The findings extend prior scholarship by integrating psychological, sociological, and communication perspectives in explaining how young adults in Southeast Asia navigate marital decision-making in a rapidly digitalised society (Herawati et al., 2023; Jiao et al., 2024; Sonkaya & Öcal, 2024).

The results of hypothesis testing provide robust support for the proposed conceptual framework. Specifically, Hypotheses 2, 3, and 4 confirmed that social media use, career aspirations, and mental well-being each exert significant effects on marital readiness, though in different directions. This reinforces prior scholarship that has emphasized the ambivalent role of digital platforms in shaping relational outcomes (Abbasi & Dibble, 2021; Anamta & Pragyan, 2024) and highlights the continuing importance of career stability and psychological resilience in preparing for long-term commitments (Keldal & Şeker, 2022; Nurmala et al., 2024). Moreover,

Hypotheses 5, 6, and 7 further underscore the central role of marital attitudes as a mediating mechanism. The partial mediation observed in all three cases suggests that while individual and social resources directly influence readiness, their impact is channeled and amplified through the value orientations young adults hold about marriage. This finding aligns with Marital Paradigm Theory (Willoughby, 2014), which posits that marital attitudes act as the lens through which individuals interpret personal aspirations and societal pressures in their transition to adulthood.

The results indicate that social media use negatively influences marital readiness. Prior research has shown that excessive online engagement fosters jealousy, unrealistic expectations, and weakened commitment in intimate relationships (Abbasi & Dibble, 2021). Recent evidence similarly suggests that overuse of digital platforms reduces face-to-face intimacy, delays the transition to adulthood, and reinforces individualistic orientations that discourage early marriage (Anamta & Pragyana, 2024; Payasi & Jain, 2025; Zheng & Faridah, 2024). For Generation Z, who are deeply immersed in online interactions, social media fulfills cognitive and affective gratifications but may simultaneously undermine preparedness for long-term commitments, as explained by the Uses and Gratifications framework (Liu et al., 2021).

Career aspiration, in contrast, emerged as a positive predictor of marital readiness. Young adults with clearer career trajectories appear more confident and prepared to assume marital responsibilities. This finding aligns with Social Cognitive Career Theory (Lent et al., 1994) and with research highlighting how career aspirations shape broader life choices, including marital timing (Keldal & Şeker, 2022). In transitional Southeast Asian societies, career stability functions as both a prerequisite and facilitator of marital readiness (Barhate & Dirani, 2022; Purba & Kusumiati, 2024). Notably, the influence of career aspiration was stronger among men, reflecting persistent cultural expectations of men as primary financial providers.

Mental well-being also significantly predicted marital readiness, underscoring the importance of psychological resources in preparing for marital life. This finding resonates with the PERMA model of well-being (Nurmala et al., 2024; Seligman, 2011) and recent evidence that higher positivity, resilience, and emotional stability are linked to greater Marital Readiness (Chen, 2024; Ismail & Ahmad Diah, 2020; Mostafapour et al., 2025). Among female respondents, the effect of mental well-being was particularly pronounced (Siti Zaiton et al., 2024), suggesting that women's readiness may be more sensitive to psychological preparedness and emotional balance (Haikal et al., 2025; Tan et al., 2023).

Marital attitudes were found to mediate the relationships between the independent variables and marital readiness. Positive attitudes enhanced the beneficial effects of career aspiration and well-being, while negative attitudes magnified the detrimental effects of social media use. This finding supports Marital Paradigm Theory (Willoughby, 2014; Willoughby et al., 2015) and is consistent with recent studies showing that Generation Z balances traditional expectations of marriage with emerging values that prioritise education, career, and autonomy (Fitria Ningrum et al., 2021; Jiao et al., 2024; Sonkaya & Öcal, 2024). Marital Attitude thus remain a central mechanism through which personal resources (Herawati et al., 2025) and socio-digital influences are translated into marital decision-making (Nurul Isnaini et al., 2025).

The results of hypothesis testing provide robust support for the proposed conceptual framework. Specifically, Hypotheses 2, 3, and 4 confirmed that social media use, career aspirations, and mental well-being each exert significant effects on marital readiness, though in different directions. This reinforces prior scholarship that has emphasized the ambivalent role of digital platforms in shaping relational outcomes (Abbasi & Dibble, 2021; Anamta & Pragyana, 2024) and highlights the continuing importance of career stability and psychological resilience in

preparing for long-term commitments (Keldal & Şeker, 2022; Nurmala et al., 2024). Moreover, Hypotheses 5, 6, and 7 further underscore the central role of marital attitudes as a mediating mechanism. The partial mediation observed in all three cases suggests that while individual and social resources directly influence readiness, their impact is channeled and amplified through the value orientations young adults hold about marriage. This finding aligns with Marital Paradigm Theory (Willoughby, 2014), which posits that marital attitudes act as the lens through which individuals interpret personal aspirations and societal pressures in their transition to adulthood.

Therefore, these findings provide comprehensive evidence that the structural model adequately captures the complexity of marital readiness. By supporting all eight hypotheses, the study not only validates the theoretical framework but also demonstrates its applicability in the Southeast Asian context, where traditional family values intersect with modern career aspirations and digital lifestyles. In summary, this study contributes to the literature in three key ways. Theoretically, it integrates communication, psychological, and career development perspectives into a unified model of marital readiness. Empirically, it provides evidence from a Southeast Asian context where demographic shifts and digital culture intersect (Badan Pusat Statistik, 2023; Department of Statistics Malaysia, 2023; Leyco, 2024; NPTD, 2023). Practically, the findings highlight the need for culturally sensitive interventions such as premarital education, mental health promotion, and career counselling to support young adults in navigating their aspirations and responsibilities when considering marriage.

The present study provides valuable insights into the determinants of marital readiness among Generation Z in Southeast Asia. Nevertheless, several limitations should be acknowledged. First, this study employed a cross-sectional design, which limits the ability to establish causal relationships among social media use, career aspirations, mental well-being, and marital readiness. Future studies may adopt longitudinal or experimental designs to better understand the causal mechanisms and developmental changes in marital readiness over time. Second, the sample consisted primarily of university students in Riau, Indonesia, which may limit the generalizability of the findings to other populations of emerging adults in Southeast Asia. Future research should consider involving more diverse samples, including non-student youth, working adults, and individuals from different socio-economic and cultural backgrounds. Third, the study relied on self-report instruments, which may be subject to social desirability bias or subjective interpretation. Incorporating mixed-method approaches, such as qualitative interviews or longitudinal behavioural data, may provide deeper insights into the complex dynamics shaping marital readiness among young adults. Despite these limitations, the study contributes to the growing literature on youth transitions in Southeast Asia by integrating social media use, career aspiration, and psychological well-being within a comprehensive model of marital readiness.

CONCLUSION

This study examined the influence of social media use, career aspirations, and mental well-being on marital readiness among Generation Z, with marital attitude functioning as a mediating variable. The findings indicate that excessive social media engagement may weaken individuals' readiness for marriage, whereas stronger career aspirations and higher levels of mental well-being are associated with greater preparedness for long-term commitments. Consistent with prior literature on media use, career development, and psychological well-being, marital attitude emerged as a critical mechanism that mediates these relationships by strengthening positive influences and

mitigating negative ones. By supporting the proposed hypotheses, the study provides empirical evidence that marital readiness among young adults is shaped by an interplay of digital behaviors, psychological resources, and future-oriented life planning. The findings also extend previous scholarship by integrating perspectives from the Uses and Gratifications framework, Social Cognitive Career Theory, the PERMA well-being model, and Marital Paradigm Theory to explain contemporary pathways to marital readiness in the Southeast Asian context. Practically, the results suggest that interventions such as premarital education, mental health promotion, and career counseling may help young adults develop healthier attitudes toward marriage and better navigate the challenges of modern relational life.

ACKNOWLEDGEMENT

The author wants to record as high as possible appreciation to the Faculty of Social and Human Sciences, Universiti Kebangsaan Malaysia, and Universitas Islam Riau for support in this research.

REFERENCES

- Abbasi, I. S., & Dibble, J. L. (2021). The role of online infidelity behaviors in the link between mental illness and social media intrusion. *Social Science Computer Review*, 39(1), 70–83. <https://doi.org/10.1177/0894439319857079>
- Anamta, M., & Pragyana, D. (2024). Understanding The Interplay of social media usage and relationships among young adults. *International Journal For Multidisciplinary Research*, 6(2), 1–9. <https://doi.org/10.36948/ijfmr.2024.v06i02.17787>
- Arnett, J. J., Žukauskienė, R., & Sugimura, K. (2014). The new life stage of emerging adulthood at ages 18–29 years: Implications for mental health. *The Lancet Psychiatry*, 1(7), 569–576. [https://doi.org/10.1016/S2215-0366\(14\)00080-7](https://doi.org/10.1016/S2215-0366(14)00080-7)
- Badan Pusat Statistik. (2023). *Statistik Pemuda Indonesia* (Vol. 23). Badan Pusat Statistik.
- Bujang, M. A., Omar, E. D., Foo, D. H. P., & Hon, Y. K. (2024). Sample size determination for conducting a pilot study to assess reliability of a questionnaire. *Restorative Dentistry & Endodontics*, 49(1), 1–8. <https://doi.org/10.5395/rde.2024.49.e3>
- Chen, M. (2024). Late transition to parenthood in high-income and low-fertility East Asian societies. *Asian Population Studies*, 20(3), 241–244. <https://doi.org/10.1080/17441730.2024.2348931>
- Collado, Z. (2023). The ramifications of displacement for mealtime-related activities, practices and dynamics among people affected by conflict in Mindanao, Philippines. *South East Asia Research*, 31(2), 132–148. <https://doi.org/10.1080/0967828X.2023.2206973>
- Department of Statistics Malaysia. (2023, November 23). Marriage and Divorce. *Ministry of Economy Department of Statistics Malaysia Official Portal*. <https://v2.dosm.gov.my/portal-main/release-content/marriage-and-divorce-malaysia->
- Faisal, I., Nur Ehsan, M. S., & Nur Ainil, S. (2025). The effects of CLIL on enhancing EFL writing accuracy and language learning motivation in an Indonesian vocational high school setting. *Forum for Linguistic Studies*, 7(6), 122–148. <https://doi.org/10.30564/fls.v7i6.9281>
- Fitria Ningrum, D. N., Latifah, M., & Krisnatuti, D. (2021). Marital readiness: Exploring the key factors among university students. *HUMANITAS: Indonesian Psychological Journal*, 18(1), 65–74. <https://doi.org/10.26555/humanitas.v18i1.17912>

- Fowers, B. J., Montel, K. H., & Olson, D. H. (2016). Predicting Marital success for premarital couple types based on prepare. *Journal of Marital and Family Therapy*, 22(1), 103–119. <https://doi.org/10.1111/j.1752-0606.1996.tb00190.x>
- Haikal, A. A., Zarinah, A., Rumaya, J., Nurul, S. S., & Ahmad, S. (2025). Mental Wellbeing of drug addicts' wives: roles of economic strain, marital conflict, and social support. *Akademika*, 95(1), 160–183. <https://doi.org/10.17576/akad-2025-9501-10>
- Hair, J., Anderson, R., Babin, B., & Black, W. (2013). *Multivariate Data Analysis* (7th ed.). Pearson New International Edition.
- Hair, J. F., Hult, G. T. M., Ringle, C. M., Sarstedt, M., Danks, N. P., & Ray, S. (2021). Evaluation of Formative Measurement Models. In J. F. Hair, G. T. M. Hult, C. M. Ringle, M. Sarstedt, N. P. Danks, & S. Ray, *Partial Least Squares Structural Equation Modeling (PLS-SEM) Using R* (pp. 91–113). Springer International Publishing. https://doi.org/10.1007/978-3-030-80519-7_5
- Herawati, I., Hoesni, S. M., Manap, J., & Mohd Khatib, N. A. (2023). A Qualitative study: exploring marital readiness among generation Z. *International Journal of Academic Research in Business and Social Sciences*, 13(12), 2562–2568. <https://doi.org/10.6007/IJARBS/v13-i12/20107>
- Herawati, I., Mohd Hoesni, S., Manap, J., & Mohd Khatib, O. A. (2025). A Systematic literature review of factors influencing marital readiness. *E-Bangi Journal of Social Science and Humanities*, 22(1), 181–192. <https://doi.org/10.17576/ebangi.2025.2201.14>
- Ismail, Z., & Ahmad Diah, N. A. A. B. (2020). Relationship between financial well-being, self-esteem and marital readiness among final year students in Universiti Putra Malaysia (UPM). *Malaysian Journal of Social Sciences and Humanities (MJSSH)*, 5(6), 19–24. <https://doi.org/10.47405/mjssh.v5i6.425>
- Jiao, C., Lee, C. T., Feng, Q., & Fincham, F. D. (2024). Romantic relationships and attitudes in Asian emerging adults: Review and critique. *Journal of Family Theory & Review*, 16(2), 392–419. <https://doi.org/10.1111/jftr.12554>
- Katz, E., Blumler, J. G., & Gurevitch, M. (1973). Uses and Gratifications Research. *The Public Opinion Quarterly*, 37(4), 509–523.
- Keldal, G., & Şeker, G. (2022). Marriage or career? Young adults' priorities in their life plans. *The American Journal of Family Therapy*, 50(5), 459–474. <https://doi.org/10.1080/01926187.2021.1915213>
- Larson, J. H., Newell, K. E., Holman, T. B., & Feinauer, I. D. (2007). The role of family environment in the dating relationships and marital readiness of young adult male survivors of non-familial childhood sexual abuse. *The American Journal of Family Therapy*, 35(3), 173–186. <https://doi.org/10.1080/01926180600968423>
- Lent, R. W., Brown, S. D., & Hackett, G. (1994). Toward a unifying social cognitive theory of career and academic interest, choice, and performance. *Journal of Vocational Behavior*, 45(1), 79–122. <https://doi.org/10.1006/jvbe.1994.1027>
- Leyco, C. S. (2024, March 19). PSA confirms median age to get married in Philippines: 28-30 years old. *Manila Buletin*. <https://mb.com.ph/2024/3/19/psa-says-median-age-to-get-married-in-philippines-28-30-years-old>
- Liu, L., Jiang, J., Ren, S., & Hu, L. (2021). Why Audiences Donate Money to Content Creators? A Uses and Gratifications Perspective. In C. Stephanidis, M. Antona, & S. Ntoa (Eds.), *HCI International 2021—Late Breaking Posters* (Vol. 1499, pp. 390–398). Springer International Publishing. https://doi.org/10.1007/978-3-030-90179-0_50

- Mat Delin, S. H., & Ramli, Z. (2022). The probability of late marriage among the Millennial Generation in Malaysia. *Akademika*, 92(2), 113–127. <https://doi.org/10.17576/akad-2022-9202-09>
- Mohd Al Adib, S., Nurhafilah, M., & Helmiah, H. R. (2024). Malaysian civil society organizations (csos) perspective on child marriage. *Akademika*, 94(1), 266–280. <https://doi.org/10.17576/akad-2024-9401-20>
- Mostafapour, V., Eskandari, H., Borjali, A., Sohrabi, F., & Asgari, M. (2025). A Narrative exploration of transformation of moral, social and cultural values among generation z in the context of marriage. *International Journal of Ethics and Society*, 6(4). <https://doi.org/10.22034/ijethics.6.4.40>
- National Population and Talent Division (NPTD). (2023). Marriage & Parenthood. *Strategy Group Prime Minister's Office*. <https://www.population.gov.sg/our-population/population-trends/marriage-and-parenthood/>
- National Statistical Office (NSO), & UNICEF. (2023, July 10). National survey shows progress in breastfeeding, adolescent births and violence, but worrying trends in education and child development. *Media Contacts*. <https://www.unicef.org/thailand/press-releases/national-survey-shows-progress-breastfeeding-adolescent-births-and-violence-worrying>
- Nurmala, E. Y. I., Mahmudah, M., Hargono, A., Fithri, A. N., & Hanifah, D. (2024). Mental health literacy of prospective brides in marriage preparedness: Scoping review. *African Journal of Reproductive Health*, 28(10s), 508–520. <https://doi.org/10.29063/ajrh2024/v28i10s.51>
- Nurul Isnaini, Aviliani, D., Fitriani, A., Salsabila, M. S., & Islami, I. (2025). Waithood trend: An exploration of marital readiness in women. *KnE Social Sciences*, 10, 839–853. <https://doi.org/10.18502/kss.v10i14.19143>
- Payasi, Dr. S., & Jain, Dr. V. (2025). Exploring the impact of social media on youth's social skills and interpersonal relationships. *International Journal of Advances in Engineering and Management*, 7(1), 118–122. <https://doi.org/10.35629/5252-0701118122>
- Purba, W. G. M., & Kusumiati, R. Y. E. (2024). Emotional maturity as a predictor of marital readiness in early adult women from Batak ethnic groups. *Jurnal Bimbingan Dan Konseling Terapan*, 8(2), 158–171. <https://doi.org/10.30598/jbkt.v8i2.2010>
- Seligman, M. E. (2011). *Flourish: A visionary new understanding of happiness and well-being* (1st ed.). Simon and Schuster.
- Shemila, K. V., & Manikandan, K. (2018). Development and standardization of marital readiness scale. *Guru Journal of Behavioral and Social Sciences*, 6(2), 813–823.
- Siti Zaiton, M. A., Arina AnisAZLAN, A., & Emma, M. (2024). Confirmation of male well-being indicators in Malaysia. *Akademika*, 94(03), 351–371. <https://doi.org/10.17576/akad-2024-9403-20>
- Sonkaya, Z. İ., & Öcal, N. Ü. (2024). Young people's attitudes toward marriage, gender roles, and related factors: Attitudes toward marriage, gender roles. *BMC Public Health*, 24(1), 3347. <https://doi.org/10.1186/s12889-024-20904-z>
- Stoliarchuk, O., & Kokhanova, O. (2025). Marriage and family attitudes of modern youth. *Pedagogical Education Theory and Practice Psychology Pedagogy*, 43(1), 120–127. <https://doi.org/10.28925/2311-2409.2025.4313>
- Tan, K., Ho, D., & Agnew, C. R. (2023). Relationship status and psychological well-being: initial evidence for the moderating effects of commitment readiness. *Journal of Happiness Studies*, 24(8), 2563–2581. <https://doi.org/10.1007/s10902-023-00692-w>

- Tanrikulu, I., & Erdur-Baker, Ö. (2021). Motives Behind cyberbullying perpetration: a test of uses and gratifications theory. *Journal of Interpersonal Violence*, 36(13–14), NP6699–NP6724. <https://doi.org/10.1177/0886260518819882>
- Thi Minh Thi, T. (2021). Complex transformation of divorce in Vietnam under the forces of modernization and individualism. *International Journal of Asian Studies*, 18(2), 225–245. <https://doi.org/10.1017/S1479591421000024>
- Wang, J. (2024). The interaction effect of socioeconomic status and childhood psychological factors on marital attitudes. *Interdisciplinary Humanities and Communication Studies*, 1(10), 1–9. <https://doi.org/10.61173/qdgwt721>
- Willoughby, B. J. (2014). Using Marital attitudes in late adolescence to predict later union transitions. *Youth & Society*, 46(3), 425–440. <https://doi.org/10.1177/0044118X12436700>
- Willoughby, B. J., Hall, S. S., & Luczak, H. P. (2015). Marital paradigms: A conceptual framework for marital attitudes, values, and beliefs. *Journal of Family Issues*, 36(2), 188–211. <https://doi.org/10.1177/0192513X13487677>
- Willoughby, B. J., Medaris, M., James, S., & Bartholomew, K. (2015). Changes in marital beliefs among emerging adults: Examining marital paradigms over time. *Emerging Adulthood*, 3(4), 219–228. <https://doi.org/10.1177/2167696814563381>
- Zheng, C., & Faridah, I. (2024). The review of gratifications from visual communication content among douyin users. *Higher Education and Oriental Studies*, 4(1), 52–68. <https://doi.org/10.54435/heos.v4i1.114>

BIODATA OF AUTHORS:

ICHA HERAWATI

Centre for Research in Psychology and Human Well-Being,
Universiti Kebangsaan Malaysia, 43600 Bangi, Selangor, Malaysia
&
Faculty of Psychology & Universitas Islam Riau,
Pekanbaru, Riau, Indonesia
Email: p114603@siswa.ukm.edu.my / ichaherawati@psy.uir.ac.id

SUZANA MOHD HOESNI (Corresponding author)

Centre for Research in Psychology and Human Well-Being,
Universiti Kebangsaan Malaysia, 43600 Bangi, Selangor, Malaysia
Email: smh@ukm.edu.my

JAMIAH MANAP

Centre for Research in Psychology and Human Well-Being,
Universiti Kebangsaan Malaysia, 43600 Bangi, Selangor, Malaysia
Email: jamiah@ukm.edu.my

NOR AZZATUNNISAK MOHD KHATIB

Centre for Research in Psychology and Human Well-Being,
Universiti Kebangsaan Malaysia, 43600 Bangi, Selangor, Malaysia
Email: namk@ukm.edu.my