GENDER ANALYSIS OF COPING BEHAVIOUR, E-LIFESTYLE, AND HAPPINESS ON MILLENNIAL GENERATION IN COVID-19 PANDEMIC ERA

Intan Dwi Kurniawati[*), Herien Puspitawati

Department of Family and Consumer Sciences, Faculty of Human Ecology,
IPB University, Bogor, 16680, Indonesia

*)E-mail: intandwikurniawati74@gmail.com

Abstract

Changes that occur due to the Covid-19 pandemic are faced by all people, including the millennial generation. This study aims to analyze coping behavior, e- lifestyle, and happiness of the millennial generation during the Covid-19 pandemic based on gender. The research was conducted by a cross-sectional study using a non-probability voluntary sampling method. Data collection was carried out in April, and the study samples were obtained from 32 males and 68 females. Primary data was taken using a google form distributed to the millennial generation aged 22-41 years and living in Bogor, West Java. The location was chosen considering West Java has a happiness index (70.23) below the national happiness index (71.49) and is included in the five provinces with a low happiness index. The results of the descriptive analysis show that coping behavior, e- lifestyle, and happiness of the millennial generation during the Covid-19 pandemic are in the moderate category. The results of the different tests found no significant differences by gender in coping behavior, e-lifestyle, and millennial happiness. The SEM-PLS model shows that coping behavior significantly affects e- lifestyle. In addition, it was also found that coping behavior had a significant effect on the happiness of the millennial generation during the pandemic. Based on the results of this study, the happiness of the millennial generation during the Covid-19 pandemic is important, one of which is through coping behavior.

Keywords: coping behaviour, e-lifestyle, gender, happiness, millennial generation

ANALISIS GENDER TERHADAP PERILAKU KOPING, GAYA HIDUP *ONLINE*, DAN KEBAHAGIAAN GENERASI MILENIAL DI MASA PANDEMI COVID-19

Abstrak

Perubahan yang terjadi akibat pandemi Covid-19 dihadapi oleh seluruh masyarakat, tidak terkecuali generasi milenial. Penelitian ini bertujuan untuk menganalisis perilaku koping, gaya hidup *online,* dan kebahagiaan generasi milenial di masa pandemi Covid-19 berdasarkan gender. Penelitian dilakukan secara *cross sectional study* dengan menggunakan metode *non-probability voluntary sampling.* Pengambilan data dilakukan pada Bulan April dan diperoleh contoh penelitian yang terdiri dari 32 laki-laki dan 68 perempuan. Data primer diambil menggunakan *google form* yang disebarluaskan kepada generasi milenial berusia 22-41 tahun dan tinggal di Bogor, Jawa Barat. Lokasi tersebut dipilih dengan pertimbangan Jawa Barat memiliki indeks kebahagiaan (70,23) di bawah indeks kebahagiaan nasional (71,49) dan termasuk ke dalam lima provinsi dengan indeks kebahagiaan yang rendah. Hasil analisis deskriptif menunjukkan perilaku koping, gaya hidup *online,* dan kebahagiaan generasi milenial di masa pandemi Covid-19 termasuk dalam kategori sedang. Hasil uji beda menemukan bahwa tidak terdapat perbedaan signifikan berdasarkan gender dalam perilaku koping, gaya hidup *online,* dan kebahagiaan generasi milenial. Model SEM-PLS menunjukkan bahwa perilaku koping berpengaruh signifikan terhadap gaya hidup *online.* Selain itu, ditemukan pula perilaku koping berpengaruh signifikan terhadap kebahagiaan generasi milenial di masa pandemi. Berdasarkan hasil penelitian ini, kebahagiaan generasi milenial di tengah pandemi Covid-19 penting dilakukan salah satunya melalui perilaku koping.

Kata kunci: gaya hidup *online,* gender, generasi milenial, kebahagiaan perilaku koping

INTRODUCTION

The changes that occurred during the Covid-19 pandemic formed a new adaptation pattern that impacted the subjective well-being of all levels of society. The phenomenon of social distancing has resulted in a shift in activities carried out in a limited manner online. During the pandemic, changes in various sectors triggered the emergence of stress in individuals. The Indonesian Association of Psychiatric Specialists (PDSKJI) in 2020 conducted an online survey conducted in 34 provinces in Indonesia. The survey found that respondents experienced anxiety (63%) and respondents experienced depression (66%) due to the COVID-1 9 pandemic. Diener, Suh, Lucas, and Smith (1999) define the well-being of a person or family according to a subjective evaluation of his life using the term subjective well-being. Globally, the World Happiness Report 2020 attaches a list of happiness levels in countries in the world published by the United Nations Sustainable Development Solution Network (UN SDSN, 2020), stating that Indonesia is ranked 84th out of 153 countries (Helliwell et al., 2021). This indirectly shows global concentration on the happiness of his generation for the success of nation-building.

Millennials are a generation that is more adaptive to technology than previous generations. Through their research, Panjaitan and Prasetya (2017) mentioned that the characteristics of the millennial generation are internet addiction, high self-confidence and self-esteem, and they are more open and have tolerance for changes that occur in society. The millennial generation is one of the generations facing the condition of Indonesia's demographic bonus. This is an opportunity that needs to be appropriately utilized as well as a challenge that needs to be managed. CNN Indonesia Student stated that the millennial generation has several characteristics, namely: 1) trusting User Generated Content (UGC) more than unidirectional information; 2) preferring mobile phones to TVs; 3) must have social media; 4) less like to read conventionally; 5) know technology better than parents; and 6) tends to be disloyal but works effectively; and 7) began to make many transactions in a cashless manner (Alfyonita & Nasionalita, 2019). This condition is strengthened by the Covid-19 pandemic so that the behaviors of the millennial generation toward information and communication technology have become a lifestyle.

During this pandemic, information and communication technology development occurred due to restrictions on social activities. Muafani (2021), in his article mentioned various activities for the use of information technology during the pandemic, including video conferencing by the government and agencies in the form of coordination activities, deliberations, socialization, and seminars; in the field of education that carries out online classes; expansion of information through websites and digital platforms; businesses with e-commerce systems; social activities through social media communication and online entertainment media; as well as in the health sector such as consultation activities, mapping, and tracking data on the spread of Covid-19. According to the 2019-2020 Indonesian Internet Users survey, it was found that the penetration of Indonesian internet users was 73,7 percent and an increase of 64,8 percent from 2018. The data shows that people's new habits during the pandemic have a lot of contact with the internet and are carried out using information /communication technology. Yu (2011) validated the e-lifestyle measurement scale and interpreted e-lifestyle or online lifestyle as a way of life for individuals to spend their money and time with the internet and other electronic media.

Along with lifestyle changes supported by the development of information and communication technology, various problems from the ease of individuals using the internet are also increasingly occurring during the pandemic. Like cybercrime, according to McGuire and Dowling (2013), types of cybercrime are divided into 2 (two) groups. The first is the cyber-dependent crime group. Second is the cyber-enabled crime group or traditional crime mode that has been scaled up and reached using information and communication technology. Coping behavior is needed as an individual effort to manage demanding situations, solve life problems with various efforts, and reduce/overcome stress is a coping carried out by individuals (Santrock, 2007). Through coping behavior, various problems in facing a new lifestyle are expected to increase the happiness of the millennial generation.

Coping behavior between women and men showed differences based on the literature review results (Ptacek et al., 1992). It is stated that physiological factors influence the differences in males that are fundamentally different. Women tend to use coping mechanisms that focus on emotions. In contrast, men tend to have coping mechanisms focused on solving problems. In addition to differences in coping behavior, various differences occur between women and men. There are also differences in terms of happiness and online lifestyle. BPS 2021 data on the Happiness Index states that men have a higher happiness index than women, and this condition shows consistency in 2017 and 2021. Nevertheless, Seligman (2005), in his book mentions that gender is not consistently related to happiness. Women than men more intensely experience positive emotions. In addition, there is no difference in the average emotional level between men and women. However, sometimes women feel happier, and easier to feel sad than men. Differences also occur in internet

access as a supporter of online lifestyle during a pandemic. Susenas (2021) found that men (54,82%) had higher internet access than women (32,62%).

The male and female millennial generation with various characteristics needs to continue to be encouraged to become a prosperous resource, one of which is through happiness. Research by Masrura, Djuwita, and Hudiyana (2022) describes the use of the internet during the Covid-19 pandemic and its relationship with happiness. Furthermore, previous studies have not used the variables of coping behavior, online lifestyle, and happiness as core variables in the study, especially from gender analysis. Therefore, based on the background above, it is necessary to conduct research on coping behavior, online lifestyle, and its relation to happiness in male and female millennial generations during the Covid-19 pandemic. Based on this background, this study was compiled with the following objectives: (1) identify family characteristics, characteristics of the millennial generation, coping behavior, online lifestyle, and happiness in men and women of the millennial generation during the Covid-19 pandemic, (2) analyze gender differences in individual characteristics, family characteristics, coping behavior, online lifestyle, and happiness of the millennial generation during the Covid-19 pandemic, (3) analyzed the direct and indirect influence on gender, coping behavior and online lifestyle on the happiness of the millennial generation during the Covid-19 pandemic.

METHODS

This research is included in explanatory quantitative research with a cross-sectional study design. The study population is millennials aged 22-41 years and domiciled in Bogor. Data collection is carried out online using google forms. The location of the study was determined purposively with predetermined criteria, namely West Java. West Java has a happiness index (70,23) below the national happiness index (71,49), and West Java is included in the five provinces with a low happiness index (BPS, 2021). Furthermore, Bogor was chosen as the location of the study because in the previous study, results were obtained regarding the frequency, duration, and ownership of adolescent e-commerce in Bogor City at a medium-high level (Artheswara & Sulistiawati, 2020). A total of 114 data were obtained during sampling, and data cleaning was carried out to remove data that did not match the research criteria. The final data tested in this study were 100 data with details of 68 female examples and 32 male samples taken by non-probability sampling with voluntary sampling techniques.

This study consists of three variables: coping behavior, online lifestyle, and the happiness of the millennial generation. Coping behavior is a cognitive and behavioral effort in managing internal and external demands that, according to individual perceptions, are very heavy or exceed their resources. The measuring instrument for coping behavior variables is a measuring tool for coping behavior of personal crises during the Covid-19 pandemic (Watson & Friend, 1969; Puspitawati et al., 2021) and consists of 19 points of statement. The measuring instrument has a Likert scale of 1=never, 2=sometimes, 3=quite often, and 4=very often. Cronbach's alpha instrument of coping behavior is 0,570 and is quite reliable (Bob, 2006). Furthermore, an online lifestyle is a person's lifestyle in spending their time and money through the internet and other electronic media. An online lifestyle measuring instrument or e-style is an e-lifestyle instrument from Yu (2011). The e-lifestyle instrument used in this study refers to Hassan et al. (2017) with an alpha Cronbach of 0,879 and consisting of 20 points. The measuring instrument has four Likert scales, namely, 1=never, 2=rare, 3=frequent, and 4=very frequent. Happiness in this study is defined as a feeling of pleasure derived from the results of an effective evaluation of life. Measuring tool happiness using the Oxford Happiness Questionnaire from Hills and Argyle (2002), which consisted of 15 points of statements with an alpha Cronbach of 0,819. The measuring instrument has four Likert scales, namely 1=strongly disagree, 2=disagree, 3=agree, and 4=strongly agree.

The data in this study were processed using Microsoft Excel, SPSS 25.0, and SmartPLS 3 applications. A descriptive analysis was carried out to identify family characteristics, characteristics of the millennial generation, coping behavior, online lifestyle, and happiness in men and women of the millennial generation during the Covid-19 pandemic. The sample answer scores on the three main variables are calculated index values and categorized using cut-offs based on Puspitawati et al. (2020), namely low (index value ≤50); medium (index value 50,01-75); and high (index value ≥75,01). Gender differences in this study were analyzed by independent t-test analysis. In contrast, the influence of coping behavior and online lifestyle on happiness was analyzed using SEM PLS.

RESULTS

Individual Characteristics

This study has a total of 100 examples of the millennial generation with details of 38 men (38%) and 68 women (68%). The age of the examples was quite diverse with the most numbers in men being at the age of 23 years (31,3%) and women the most being at the age of 22 years (45,6%). Furthermore, in the last distribution of education most of the male examples (87,5%) and more than half of the female examples (55,9%) had the last education at the higher education level. On the other hand, the results of the distribution of male sample types of work showed the same percentage in the student group (43.8%) and private employees (43,8%). For women, almost half of the female examples (47,1%) were students. Furthermore, in the distribution of income or pocket money per month, more than half of the examples of men (62,5%) and women (75,0%) had an income or pocket money per month of <IDR4.237.728. Overall, the results of different tests showed significant differences based on gender only at the level of education (p=0,002).

Family Characteristics

The age of parents, for example, men and women, have the largestpercentage in the age range of 41-60 years. This was inferred from 75 percent of the father's age in the male example, 64,7 percent in the female example and 93,8 percent of the mother's age in the male example, and 94.1 percent of the mothers of the female example had an age range of 41-60 years. Furthermore, in the last distribution of father's education, the example of men having a father with the last education at the high school level (37,5%) and women (45,6%) with the last educated father at the level of higher education. On the maternal side, almost a percentage of mothers (46,9%) of the male examples had the last education at the higher education level. The female example (35,5%) had mothers with the same percentage at the last level of high school and higher education.

The next result, the most percentage in the type of work of fathers from both men and women is self-employed with percentages of 28.1 percent and 19,1 percent, respectively. The type of maternal work of both men (56,3%) and women (66,3%) showed the largestpercentage in non-working mothers or Housewives. Family incomes of male and female examples vary quite a bit. Sequentially, it showed the largestpercentage of family income, for example, men and women at 37.5 percent and 45.6 percent in the total family income <IDR4.237.728. Overall in family characteristics, there was a significant difference between men and women in paternal education with a p-value of 0,026. Other family characteristics showed insignificant results because they had a p-value of >0,1.

Coping Behavior

The Covid-19 pandemic has triggered various problems that have caused a reduction in the happiness of the millennial generation. Coping behavior is needed as one of the individual's efforts to regulate problems and achieve happiness. Based on the distribution of answers to examples of coping behavior item levels, almost some examples sometimes seek help or support from nuclear families (45%) and neighbors or other parties (49%). Thirty-seven percent of examples also mentioned sometimes discussing with siblings or parents to reduce stress. On the other hand, more than half of the examples (63%) never spoke to a lecturer or counselor about the problem and quite often sought a solution to their own problems (46%). Some activities that are quite often carried out, for example as a form of coping, include: watching TV/reading/listening to music (44%), eating/doing hobbies (41%), sleeping (57%), and using social media for positive purposes (61%). In addition, physical exercise is sometimes done as a form of coping in 60 percent of research examples.

Other coping behaviors such as accepting stressful things as facts of life (39%) and regulating his life (49%) are also quite often carried out examples. On the other hand, negative behaviors such as coping such as smoking (87%), drinking alcoholic beverages (92%), and blaming others for the problems that occur tend never to be carried out by example. Almost some examples also mentioned never playing video games (46%). Other efforts made by examples in dealing with problems are to always believe in God, pray and pray (78%) and always try to improve yourself or think positively (55%). However, behaviors such as crying, getting angry quickly, yelling, or yelling at people are sometimes carried out, for example in responding to problems.

Based on the coping behavior variables in Table 1, most men (90,6%) and women (82,4%) have coping behaviors at moderate levels. This shows that the coping behavior carried out in dealing with problems during the Covid-19 pandemic has not been maximized. The average index of female coping behavior was 64,37, higher than men, with an average index of 63,71. However, there was no significant difference between the male and female index results (p=0,698) regarding coping behavior.

Table 1 Distribution of examples based on coping behavior between men and women, difference tests, averages, standard deviations, and minimum and maximum values

Categories of coping behavior	Law (n=32)		Female (n=68)	
	n	%	n	%
Low (0-50,0)	2	6,3	3	4,4
Medium (50,1-75,0)	29	90,6	56	82,4
High (>75,0)	1	3,1	9	13,2
Min-max	49,12-80,70		49,12-85,96	
Average ± Elementary School	63,71±7,39		64,37±14,38	
P-value test		0,698		

Note: +) significant at p<0,1; *) significant at p<0.05; **) significant at p<0,01

Online Lifestyle

During the Covid-19 pandemic, various activities carried out online have intensified in the community. The largestpercentage of several types of online activities that are often carried out, for example, reading news or obtaining information (47%), conducting banking or financial transactions (43%), communicating with friends or colleagues (41%), and playing games or listening to music online (38%). The online activities carried out by the millennial generation during the pandemic in men tend to be low to moderate, with the same percentage of 46,9 percent. However, women have moderately categorized online activity with 45,6 percent. These results show that the increase in online activities during the pandemic has not yet reached a high category. During the Covid-19 pandemic, the male millennial generation had an average index of e-activities dimensions of 51,93; smaller than women with an average index of 55,95. Furthermore, the test results of the difference between men and women in the e-activities dimension did not show a significant difference (p=0,216).

The tendency to use and know information and communication-based technology-based services or products is explained through the distribution of answers on the e-interest dimension. Millennials during the pandemic often feel interested in gaining knowledge online (63%). In addition to this, millennials are often interested in browsing and searching websites (55%), interested in finding new things online (53%), often feel happy using the latest technology (49%) and often enjoy doing online shopping (45%). The most dominant category in the e-interest dimension is the medium category (men 59,4% and women 56,5%). The average e-interest index in the female example was 68,13. The figure is higher than the average male index (66,25). In the dimension of e-interest, through the test of the difference between men and women, it can be seen that there is no significant difference between the two (p=0,582).

Item-level analysis in the e-opinions dimension determines the distribution of sample answers regarding responses to using services or products based on information and communication technology. On the e-opinions dimension, the sample often feels that the development of online services/online systems is good for the economy (51%), often feel that the development of online services/online systems will benefit society (49%), and often feel that the development of online services/online systems is good for the education system (40%). Finally, 41 percent of respondents rarely feel that the development of online services/online systems brings more happiness in their daily lives. The largestpercentage in the e-opinions dimension was in the low category for some male examples (50%) and the medium category for women (48,5%). The low dimension of e-opinions means that individual responses to information and communication technology-based services or products are not good. The average e-opinions dimension index in the female example (62,38) was higher than the average male example index (55,73). However, through differential tests, it can be seen that there are no significant differences between men and women in the e-opinions dimension index.

Item analysis on the e-values dimension is used to determine the distribution of example answers regarding the fundamental beliefs of examples in using services or products based on information and communication technology. Sequentially, examples tend to feel often online services/online systems provide a useful learning environment (57%); feel online services/online systems increase efficiency at work (54%); feel online services/online systems increase comfort in daily life (46%); and feel online services/online systems increase interaction among people (43%). In the e-value dimension, the overall distribution of example answers shows the largestpercentage in frequent levels. Foreign-each gender example is dominant in a different category for the e-values dimension. The largestpercentage of male examples is in a low category (43,8%). In comparison, the largestpercentage of female examples are categorized as medium (54,4%). The average index of e-values in the female example was 61,89. This figure is higher than the average index value of male examples, which is 56,51. Although there was a difference in the average index value, the test value of the difference between men and women did not have a significant difference (p= 0,200) in the e-values dimension. In total, the largest percentage of online lifestyle is in the moderate category (men 65,6% and women 60,3%). The average

online lifestyle index of female instances (61,47) was higher than that of male examples (57,19). In line with previous dimensions, in the total value of the online lifestyle index there was no significant difference (p=0,135) between men and women.

Table 2 Distribution of examples based on online lifestyle dimensions and variables between men and women, difference tests, averages, standard deviations, and minimum and maximum values

Dimension and variable categories	Law (n=32)		Female (n=68)	
	n	%	n	%
E-activities				
Low (0-50.0)	15	46,9	27	39,7
Medium (50.1-75.0)	15	46,9	31	45,6
High (>75,0)	2	6,3	10	14,7
Min-max	14,29-90,48		128,57-95,24	
Average ± Elementary School	51,93±14,330		55,95±16,400	
P-value test		0,216		
E-interest				
Low (0-50.0)	4	12,5	7	10,3
Medium (50.1-75.0)	19	59,4	40	58,8
High (>75,0)	9	28,1	21	30,9
Min-max	33,33-93,33		33,33-100,00	
Average ± Elementary School	66,25±14,56		68,13±15,45	
P-value test		0,555		
E-opinions				
Low (0-50.0)	16	50,0	19	27,9
Medium (50.1-75.0)	10	31,3	33	48,5
High (>75,0)	6	18,8	16	23,5
Min-max	16,67-100,00		16,67-100,00	
Average ± Elementary School	55,73±21,42		62,38±21,43	
P-value test		0,153		
E-values				
Low (0-50.0)	14	43,8	19	27,9
Medium (50.1-75.0)	13	40,6	37	54,4
High (>75,0)	5	15,6	12	17,6
Min-max	8,33-91,67		8,33-100,00	
Average ± Elementary School	56,51±18,90		61,89±20,38	
P-value test		0,200		
Total				
Low (0-50.0)	8	25,0	16	23,5
Medium (50.1-75.0)	21	65,6	41	60,3
High (>75,0)	3	9,4	11	16,2
Min-max	36,67-83,33		28,33-95,00	
Average ± Elementary School	57,19±12,62		61,47±14,38	
P-value test		0,135		

Note: +) significant at $p<0,1$; *) significant at $p<0,05$; **) significant at $p<0,01$

Happiness

Based on the level analysis of the answer distribution item, more than half of the examples felt they had warm feelings towards almost everyone (63%); felt mentally alert (61%); did not feel well (61%); felt they had a lot of energy (57%); felt that their life was very beneficial (56%); and were delighted with everything that happened in their lives (54%). In addition to this, more than half of the examples agree that he laughs a lot (53%), is able to accept (52%), but has a gap between his desires and what he is doing (52%). Furthermore, some examples (50%) feel they have no particular meaning and purpose in their lives. Furthermore, more than half of the examples disagreed that they could not have fun with others (63%). Examples also feel quite happy with the way he lives their daily life (56%), feels quite attractive (54%), thinks that the world is a good place (50%), and feels quite optimistic about the future (49%).

The largest percentage in the happiness index category is at the moderate level of happiness, both men and women. This can be seen from the largest percentage in the index category, which is sequentially 69,1 percent of women and 68,8 percent of men are in the medium happiness category. The average happiness index of the male generation (42,22) was higher than that of women (33,33). Based on the test analysis of the difference in the happiness index between men and women, there was no significant difference (p= 0,847).

Table 3 Distribution of examples based on total happiness between men and women, difference test, average, standard deviation, and minimum and maximum values

Categories of happiness	Law (n=32)		Female (n=68)	
	n	%	n	%
Low (0-50,0)	4	12,5	8	11,8
Medium (50,1-75,0)	22	68,8	47	69,1
High (>75,0)	6	18,8	13	19,1
Min-max	42,22-88,89		33,33-84,44	
Average ± Elementary School	63,40±10,86		62,94±11,72	
P-value test		0,847		

Note: +) significant at p<0,1; *) significant at p<0,05; **) significant at p<0,01

The Influence of Gender, Coping Behavior, and Online Lifestyle on the Happiness of Millennials during the Covid-19 Pandemic

The test of the influence of sex, coping behavior, and online lifestyle on happiness was further carried out using the model in SEM-PLS. The model is created by compiling indicators on each variable according to the research framework. Furthermore, outer model measurements are evaluated through loading factors, AVE values, Cronbach alpha, and composite reliability values. Loading factor of more than 0,5 is used to determine convergent validity, the average variance extracted (AVE) value to determine the validity of discriminants with conditions greater than 0,5, the composite reliability value is used to determine reliability with conditions greater than 0,7, and the Cronbach alpha value >0,6. This research model shows that the variables of sex, coping behavior, online lifestyle, and happiness have been qualified with an AVE value of >0,5, a composite reliability value of >0,7, and a Cronbach alpha value of >0,6

Furthermore, the goodness of fit used to measure the model's fit is carried out using the value of r^2. The goodness of fit used to determine the contribution of the dependent variable (y) can be explained by the independent variable (x). The goodness of fit (GOF) in this study was measured using the following calculations:

$$Q^2 = 1 - (1 - R^2_1)(1 - R^2_2)(1 - R^2_3)$$

$$= 1 - (1 - 0,001)(1 - 0,268)(1 - 0,219)$$

$$= 0,429$$

Based on the results of this calculation, a Q^2 value of 0,429 was obtained. Therefore, it can be concluded that independent variables (coping behavior and online lifestyle) can explain around 43 percent of the happiness of the millennial generation during the Covid-19 pandemic, the remaining 57 percent is explained by other variables that are not included in this research model. Therefore, the higher the Q^2 value, the better the research model will be in various models.

The results in the research model have an outer loading value that shows the magnitude of the latent variable that can explain the indicator. For example, the latent variable of coping behavior explains the index of coping behavior by 100 percent. This is inferred from the outer loading value of the coping behavior index of 1,000. Furthermore, the outer loading value of the online lifestyle indicator is 1,000. Based on this, it is based on that the online lifestyle variable 100 percent explains the online lifestyle index. Similarly, the happiness index has an outer loading value of 1,000. This value can conclude that the happiness index can be explained by 100 percent of the latent variable of happiness.

Table 4 Results of the test match of empirical models of gender analysis to coping behavior, online lifestyle, and millennial generation happiness

Model match degree size	Category	Value
Goodness of Fit (GoF)	0,80 < GFI < 0,90	0,429
Standardized Root Mean Square Residual (SRMR)	SRMR < 0,5	0,000
Normed Fit Index (NFI)	0,80 < NFI < 0,90	1,000
Rms Theta	The more 0 the better	0,214

Table 4 shows model match measurements reviewed through Goodness of Fit (GFI), Standardized Root Mean Square Residual (SRMR), and Normed Fit Index (NFI). The results showed that the model in terms of the degree of model fit was not optimal. This is seen from the GoF value on the model of 0,429 and the NFI of 1,000 which is outside the cut off of the fit model. A simple model and a small number of examples

are thought to be one of the possible causes of the model not being optimal. Furthermore, the SEM-PLS Model in this study can be seen in Figure 1.
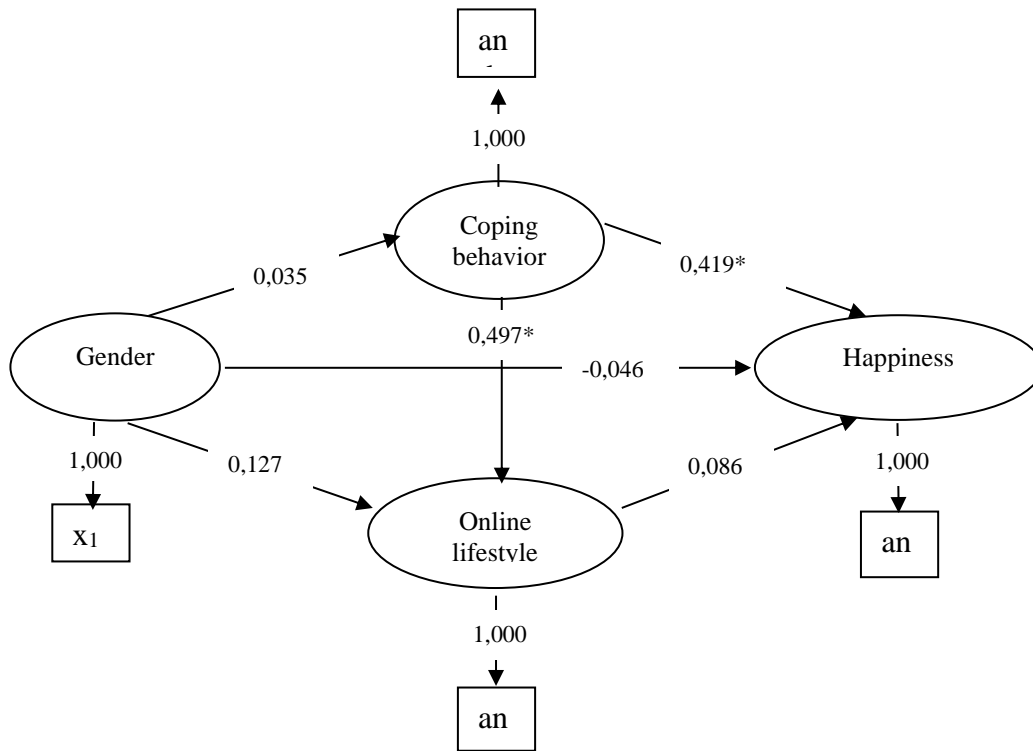

Figure 1 SEM-PLS Model

Table 5 is the result of the decomposition of effects showing both direct and indirect influences on the model. It is known that lifestyle is directly affected by coping behavior (β=0,497; t>1,96). Similarly, the happiness variable is directly affected by coping behavior (β=419; t>1,96). The results also showed that in the research model there was no indirect influence between latent variables.

Table 5 Results of decomposition of effects on models of direct and indirect influences

Variable	Total		
	Total Effect	Direct Effect	Indirect Effect
Coping behavior			
Gender	0,035	0,035	0,000
Online Lifestyle			
Gender	0,144	0,127	0,018
Coping behavior	0,497*	0,497*	0,000
Happiness			
Gender	-0,019	-0,046	0,027
Coping behavior	0,462*	0,419*	0,043
Online lifestyle	0,086	0,086	0,000

Note: *) significant at t> 1,96

DISCUSSION

The millennial generation in this study is an individual domiciled in Bogor with an average age of 24,44 years of men and 24,57 years of women. In the last distribution of education, most of the examples were male and more than half of the examples of women had the last education level of higher education. Based on this, through the results of different tests, it is known that there are significant differences between the education levels of men and women. This is in line with BPS data which states that the average length of schooling for men is higher than that of women in Bogor Regency and Bogor City in 2020-2021 (BPS, 2021). Furthermore, more than half of the examples have income or pocket money per month <IDR4.237.728 and based on the West Java Governor's Decree Number: 561/Kep.732-Kesra/2021 the income range is below

the average of Bogor City and Regency MSEs. The age of the parents is predominantly in the age group of 41-60 years and belongs to the middle adult age (Hurlock, 2011).

The Covid-19 pandemic has triggered various problems that have caused a reduction in the happiness of the millennial generation. Coping behavior is needed as one of the individual's efforts to regulate problems and achieve happiness. Well-done coping can protect themselves from changing depressing conditions during the Covid-19 pandemic and help individuals adapt to those changes. The application of coping behavior to a large number of examples of millennial generation men and women is classified as moderate. Judging from the distribution of the results of the example answers, the highest percentage of coping behavior indicators was found in 'believe to God/pray/pray'. According to Utami (2012), individual coping can be done through prayer, rituals and religious beliefs because there is hope and comfort. Likewise, Daulay (2020) who found that religious coping is useful for minimizing stress through religious activities and is able to improve mental health and resilience. In addition, the different tests showed no significant differences in male and female coping behavior. These findings are in line with the results of Thahir's research (2018) which stated that the coping mechanism carried out between men and women did not have significant differences.

In line with government regulations and policies since the beginning of the pandemic, various community activities have been carried out online. The new habit in the community has become a lifestyle that is familiar in society. An online lifestyle or e-lifestyle is something that consumers want and are interested in, as well as opinions and thoughts on the cyber world (Kim *et al.,* 2002). The online lifestyle has become an increasingly rampant trend due to the rapid development of technology and information during the Covid-19 pandemic. In this study, the online lifestyle has four dimensions, namely e-activities, e-interests, e-opinions, and e-values. Based on the results, the e-activities and e-interests of the millennial generation are categorized as moderate; this means that individual activities and interests in using information and communication technology-based services or products are categorized as moderate. According to Saputra (2019), most students become active users of social media with a duration of use of about 1-6 hours a day. Meanwhile, e-opinions and e-values in the male example are categorized as low. Supardi & Asamara (2015) found that the perceived usefulness of using information technology for the learning process is influenced by cognitive absorption, so it can be said that the overall experience experienced by individuals while using information technology is influenced by individual perceptions in using technology to improve their work performance. Overall, the results of research on online lifestyles on more than half of the examples of male and female millennials are classified as moderate. Komalasari (2020) concluded that during the Covid-19 pandemic, various digital information and communication technologies were widely used to improve work strategies, learning activities, and public health information. It was also found in the results of this study that there were no significant differences in men and women. This is in line with the results of Irwan's research (2016) which concluded that both men and women of generation Y did not have significant differences in implementing an online lifestyle. In addition, based on the time of use of social media, according to Saputra (2019), there is no significant difference between male and female users.

Happiness based on Diener (1985) happiness is one of the aspects that shape subjective well-being in a person, namely the feeling of pleasure that comes from the results of an effective evaluation of his life. Based on the results of research data, the level of happiness of men and women is included in the moderate category. West Java as the location of this study, has a happiness index (70,23) below the national happiness index (71,49). Based on this figure, West Java is included in the five provinces with a low happiness index (BPS, 2021). The results of the different tests also showed that there was no significant difference between the happiness levels of men and women. These results are in line with research that states that the tendency of women to be happier and have life satisfaction than men to have a very small relationship (Wood *et al.,* 1989). Based on it can be concluded that both men and women have an equal degree of happiness with a combination of their strengths and weaknesses (Baumgardner & Crothers, 2010). In contrast to the results of this study, Rahayu (2016) in his research stated that the difference in views of happiness between men and women occurred due to differences in social roles experienced.

Analysis using SEM-PLS shows that coping behavior has a significant effect on the happiness of the millennial generation. These results are in line with previous studies that stated that coping strategies have a significant effect on subjective well-being (Odaci & Cikrikci, 2012; Simanjuntak *et al.,* 2010; Yilmaz *et al.,* 2013). Happiness becomes one of the factors that shape the subjective well-being of the individual. Another significant influence was found between independent variables, namely coping behavior which affects the online lifestyle. Individual efforts in managing burdensome situations, solving life problems with various efforts, and reducing/overcoming stress are a coping carried out by individuals (Santrock, 2007). Griffiths (2000) found that individuals can use the internet as a coping and build social support, so that individuals can feel better at coping with stress or problems. Types of coping behavior are also described in Thahir (2018) which divides coping behavior into two types, namely constructive and destructive coping. Constructive

coping mechanisms are defined as efforts to deal with stress in a healthy way. Meanwhile, destructive coping is an individual mechanism to avoid stressors without solving the problem. In this case, several indicators of coping behavior related to the online lifestyle include playing video games, using social media for positive purposes, listening to music, watching TV.

The limitations of this study include sampling techniques carried out by non-probability sampling, so that the results of this study cannot be generalized. The sampling technique in the study was carried out by voluntary sampling which relied on the willingness of the example to fill out the research questionnaire making the proportion of sexes unbalanced. In addition, data retrieval carried out online triggers bias or is prone to input errors and the data obtained is not detailed.

CONCLUSIONS AND SUGGESTIONS

Overall, the millennial generation in this study has an average age of 24 years with an income below the Bogor MSE and the majority of parents are middle adult. During the Covid-19 pandemic, the implementation of coping behaviors, online lifestyles, and happiness levels in more than half of millennials is categorized as moderate. Through the results of the different tests, it is known that there are significant differences between the education and education of fathers in the example of men and women. In addition, no significant differences were found between men and women in coping behavior, online lifestyle, or the level of happiness of the millennial generation. Based on the results of the influence test, it is known that coping behavior has a significant effect on the level of happiness of the millennial generation during the Covid-19 pandemic. It is also known that the coping behavior of the millennial generation has a significant effect on the online lifestyle. This research further proves that the happiness of the millennial generation during the Covid-19 pandemic can be achieved, one of which is through the application of good coping behavior.

Families are expected to pursue various activities that encourage the application of coping behavior in the millennial generation to increase happiness during the Covid-19 pandemic. Educational institutions need to develop research on happiness to encourage the subjective welfare of human resources in Indonesia. In addition, further research is needed with improvements in sampling methods so that gender analysis can be carried out more comprehensively because it has a balanced number of examples.

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