

PEER CONFORMITY AND PROSOCIAL BEHAVIOR AMONG ADOLESCENTS IN SIDOARJO

Dwi Ramadhanie Eko Fiermansyah¹, Andik Matulesy², Nindia Pratitis³

Faculty of Psychology, August 17, 1945 University of Surabaya, Indonesia

Email: dwiramadhanieekofiermansyah@gmail.com

Abstrak

Keywords:

Peer Conformity,
Prosocial Behavior,
Adolescents,
Adolescents in Sidoarjo.

This study aims to determine the relationship between peer conformity and prosocial behavior among adolescents in Sidoarjo. The population in this study consists of adolescents in Sidoarjo, totaling 139,260 individuals. The participants in this study were 100 respondents selected using an accidental sampling technique, and the scale used included indicators of sharing, cooperating, donating, helping, and considering the rights and well-being of others. This study employed the Product Moment analysis technique with the assistance of the IBM SPSS version 27.00 for Windows software. The results of the study show that there is a relationship between peer conformity and prosocial behavior, with a correlation coefficient of $r = -0.990$ and a significance level of 0.000. These findings indicate that the higher the peer conformity, the lower the prosocial behavior among adolescents. This research is expected to serve as input for adolescents and parents to pay greater attention to peer group dynamics that may influence the development of social behavior.

This is an open access article under the [CC BY-NC-SA 4.0](https://creativecommons.org/licenses/by-nc-sa/4.0/) license



INTRODUCTION

Adolescence is a stage of human development that lies between childhood and adulthood, generally ranging from the ages of 13 to 16 years. This period is marked by various significant changes, whether physical, psychological, or social, and it is also a time for identity exploration and the development of social relationships. This stage is often considered a period of crisis because an individual's character and personality are still in the process of formation; therefore, without support from a positive environment, adolescents may experience difficulties in adapting.

In the context of social development, adolescents begin to view social interaction as a major concern. The quality of social relationships among individuals is strongly influenced by the presence of positive traits within them, one of which is prosocial behavior. Prosocial behavior is defined as actions carried out in the context of social



interaction to help others without expecting rewards or personal gain. These actions include altruism, cooperation, sharing, and considering the rights and well-being of others. Such behavior represents a moral standard in Indonesian society, which highly upholds the value of mutual cooperation (gotong royong).

However, current phenomena indicate a shift in adolescent behavior. Along with the development of the times, adolescents tend to become more individualistic and self-centered. On the other hand, various forms of juvenile delinquency have also been found, ranging from skipping school and smoking to actions that disturb public order, such as fighting and spreading false information. This phenomenon has become an urgent issue, especially in Sidoarjo Regency, an area experiencing rapid social development and urbanization. The complex dynamics of social interactions in Sidoarjo expose adolescents to diverse social backgrounds, which may increase group pressure.

One external factor strongly suspected to influence prosocial behavior is peer conformity. Sears (2015) states that social support, including from peers, plays an important role in prosocial behavior. Peer conformity refers to an individual's tendency to adjust their attitudes, values, and behavior to align with the norms of their peer group. Within friendship groups, there is pressure to comply with group norms in order to be accepted and to avoid social sanctions. If group norms support positive behavior, conformity may increase prosocial behavior. Conversely, if group norms tend to be antisocial or passive, conformity can hinder the emergence of helping behavior.

Previous research has shown mixed results. Allen and Antonishak (2008) emphasize the strong influence of peers in shaping social behavior. However, research specifically examining the direct relationship between peer conformity and prosocial behavior among adolescents in the Sidoarjo region remains limited. Considering that the adolescent population in Sidoarjo totals 139,260 individuals and is vulnerable to group dynamics, this study is important in understanding whether adolescents' strong desire to be "the same" as their group (conformity) may reduce their social concern (prosocial behavior).

Based on this background, this study aims to empirically examine the relationship between peer conformity and prosocial behavior among adolescents in Sidoarjo. The hypothesis proposed is that there is a negative relationship between peer conformity and prosocial behavior, meaning that the higher the level of conformity, the lower the prosocial behavior demonstrated.

LITERATURE REVIEW

1. Adolescence and Social Development

Adolescence is a transitional stage from childhood to adulthood characterized by rapid physical, psychological, and social changes. At around 13–16 years old, adolescents begin expanding their relationships beyond family, exploring identity, and increasing their need for social acceptance. These changes make social interaction a central aspect of daily life, as adolescents often evaluate themselves based on peer feedback and group norms. Since personality and self-concept are still developing, adolescents may experience adjustment difficulties when their social environment is unsupportive.

In communities experiencing social change and urban development, peer groups become more diverse and influential. This situation may increase social pressure and encourage adolescents to conform in order to remain included. As a result, adolescents

frequently negotiate between their personal values and the demands of group acceptance, which can affect how they behave toward others in social settings.

2. The Concept of Prosocial Behavior in Adolescents

Prosocial behavior refers to voluntary actions intended to benefit others without expecting immediate rewards. It includes helping, sharing, cooperating, donating, and showing concern for others' well-being. In the Indonesian cultural context, prosocial behavior is commonly associated with moral values and social norms such as mutual cooperation (*gotong royong*). However, modernization and changing lifestyles may contribute to more individualistic attitudes among adolescents, which can reduce their social concern. Prosocial tendencies are influenced by internal factors such as empathy, moral reasoning, and personal motivation, as well as external factors like family support, school climate, and peer relationships. During adolescence, the strong desire to be accepted by friends may either strengthen or weaken prosocial behavior. If prosocial actions are appreciated within the peer group, adolescents may become more willing to help others. Conversely, if the group discourages caring behavior, adolescents may hesitate to act prosocially.

3. Peer Conformity

Peer conformity is the tendency of individuals to adjust attitudes, values, and behaviors to match group expectations. Conformity may occur due to normative influence, where individuals conform to gain acceptance and avoid rejection, or informational influence, where individuals believe the group provides correct guidance in uncertain situations. In adolescence, peer influence often increases because adolescents strive for independence from parents while simultaneously seeking social identity among friends. This makes them more likely to follow group behavior patterns, whether positive or negative. Peer conformity can shape everyday choices, including how adolescents respond to others in need. When a peer group promotes supportive and caring actions, conformity may encourage prosocial behavior. However, if a peer group values indifference, selfishness, or emotional distance, conformity may reduce prosocial acts because adolescents fear appearing different. Therefore, peer conformity plays an important role in shaping adolescents' social attitudes and actions.

4. The Relationship Between Peer Conformity and Prosocial Behavior

The relationship between peer conformity and prosocial behavior is highly dependent on the norms held by the peer group. When a group emphasizes solidarity, helping, and cooperation, conformity may increase prosocial behavior because adolescents follow the dominant supportive norms. In contrast, when group norms promote apathy, self-interest, or avoidance of involvement, conformity may suppress prosocial actions. In the study conducted among adolescents in Sidoarjo, peer pressure was considered significant due to diverse social interactions and the need for adaptation in their environment. The research findings showed a very strong negative correlation between peer conformity and prosocial behavior ($r = -0.990$; $p = 0.000$). This indicates that higher peer conformity tends to be associated with lower prosocial behavior. These findings suggest that strengthening positive peer norms and encouraging independent decision-making could help increase adolescents' willingness to engage in prosocial acts.

RESEARCH METHOD

This study employed a quantitative approach with a correlational research design to examine the relationship between peer conformity and prosocial behavior. The population of this study consisted of adolescents in Sidoarjo Regency aged 15–19 years, totaling 139,260 individuals. From this population, a sample of 100 respondents was selected using the Slovin formula. The sampling technique applied was accidental sampling, which involves selecting participants who were encountered by chance and met the research criteria.

Data were collected online using Likert-scale questionnaires consisting of two psychological scales. The first instrument was the Prosocial Behavior Scale, developed based on the aspects of sharing, cooperating, donating, helping, and considering others' rights according to the theory of Mussen and Eisenberg. The second instrument was the Peer Conformity Scale, which referred to the aspects of normative and informational social influence based on Baron and Byrne's theory.

Before being used, both instruments underwent validity and reliability testing. The validity test results showed that the Prosocial Behavior Scale contained 18 valid items, while the Peer Conformity Scale contained 28 valid items. Reliability testing using Cronbach's Alpha produced coefficients of 0.965 for the Prosocial Behavior Scale and 0.943 for the Peer Conformity Scale, indicating that both instruments were highly reliable. Data analysis was conducted using Pearson's Product Moment correlation with the help of SPSS version 27.0, after meeting the prerequisite tests of normality (Kolmogorov–Smirnov) and linearity.

RESULT AND DISCUSSION

1. Research Implementation

Data collection for this study was conducted from July 12, 2025 to July 21, 2025. The data were collected online by distributing questionnaires to participants who were adolescents aged 15–19 years and resided in Sidoarjo. Based on the collected and analyzable data, the total number of respondents was 107 individuals.

2. Demographic Data

The participants' demographic data were grouped based on gender and age. The details are presented in the following tables.

Table 1
Demographic Data Based on Gender

| Category | Frequency | Percentage (%) |
|----------|-----------|----------------|
| Male | 59 | 55% |
| Female | 48 | 45% |
| Total | 107 | 100% |

Source: SPSS 27.0 for Windows Output

Based on Table 1, the majority of respondents were male, totaling 59 individuals (55%), while female respondents totaled 48 individuals (45%).

Table 2
Demographic Data Based on Age

| Age | Frequency | Percentage (%) |
|--------------|------------|----------------|
| 15 years | 17 | 15.9% |
| 16 years | 18 | 16.8% |
| 17 years | 28 | 26.2% |
| 18 years | 24 | 22.4% |
| 19 years | 20 | 18.7% |
| Total | 107 | 100% |

Source: SPSS 27.0 for Windows Output

Based on Table 2, most respondents were aged 17 years (28 individuals; 26.2%), followed by those aged 18 years (24 individuals; 22.4%).

3. Descriptive Analysis

Descriptive analysis was conducted to describe the statistical characteristics of the data (mean, standard deviation, minimum, and maximum values) and to categorize the level of the research variables among participants.

Table 3
Descriptive Statistics

| Variable | Minimum Value | Maximum Value | Mean | Standard Deviation |
|--------------------|---------------|---------------|-------|--------------------|
| Prosocial Behavior | 19 | 62 | 39.73 | 12.21 |
| Peer Conformity | 27 | 88 | 57.30 | 17.65 |

Source: SPSS 27.0 for Windows Output

Furthermore, participants' scores were categorized into High, Moderate, and Low levels based on hypothetical statistical calculations.

A. Prosocial Behavior

Based on the analysis, the categorization of prosocial behavior among adolescents in Sidoarjo is as follows:

Table 4
Prosocial Behavior Categorization

| Category | Interval | Frequency |
|--------------|------------------|------------|
| High | $X > 55$ | 28 |
| Moderate | $26 \leq X < 55$ | 59 |
| Low | $X < 26$ | 20 |
| Total | | 107 |

Source: SPSS 27.0 for Windows Output

The table shows that the majority of respondents, 59 individuals (55.1%), had a moderate level of prosocial behavior.

B. Peer Conformity

The categorization of peer conformity is presented in the table below:

Table 5
Peer Conformity Categorization

| Category | Interval | Frequency |
|--------------|---------------------|------------|
| High | $X > 43$ | 46 |
| Moderate | $39 \leq X \leq 43$ | 42 |
| Low | $X < 39$ | 19 |
| Total | | 107 |

Source: SPSS 27.0 for Windows Output

Based on the table, most respondents, 46 individuals (43%), were classified as having high peer conformity.

4. Assumption Tests

Before conducting hypothesis testing, assumption tests were performed, including normality and linearity tests.

A. Normality Test

The normality test was conducted using the Kolmogorov–Smirnov method. The results showed a significance value of 0.78. Since the significance value was $p > 0.05$, the data were concluded to be normally distributed.

B. Linearity Test

The linearity test was conducted to examine whether the relationship between variables was linear. The results showed an F value of 1.882 with a significance value of 0.71. Since $p > 0.05$, the relationship between prosocial behavior and peer conformity was concluded to be linear.

5. Hypothesis Testing

Hypothesis testing was conducted using Pearson's Product Moment correlation to examine the relationship between the independent variable and the dependent variable.

Table 6
Hypothesis Test Results

| Variables | Pearson Correlation (r) | p-value | Interpretation |
|----------------------------------------|-------------------------|--------------|--------------------|
| Prosocial Behavior and Peer Conformity | -0.990 | 0.000 | Significant |

Source: SPSS 27.0 for Windows Output

Based on Table 6, the analysis resulted in a correlation coefficient (r) of -0.990, with a significance value (p) of 0.000. Since $p < 0.05$, the research hypothesis was accepted. The negative correlation indicates an inverse relationship. In other words, there is a significant negative relationship between peer conformity and prosocial behavior: the higher the peer conformity, the lower the prosocial behavior among adolescents in Sidoarjo.

Discussion

Based on the results of data analysis using Pearson's Product Moment correlation, this study found a significant negative relationship between peer conformity and prosocial behavior among adolescents in Sidoarjo. The correlation coefficient ($r = -0.990$) with a significance level of $p = 0.000$ indicates strong support for the acceptance of the research hypothesis. This negative relationship suggests that the higher the level of peer conformity among adolescents, the lower their tendency to demonstrate prosocial behavior. Conversely, when adolescents show lower conformity to peer group pressure, they tend to display higher levels of prosocial behavior. These findings strongly illustrate that social dynamics within peer groups play a highly dominant role in determining whether adolescents are encouraged to help others or become passive in order to adapt to group norms.

Peer conformity in this study refers to an individual's tendency to adjust attitudes, values, and behaviors to align with the norms prevailing in their social group in order to gain acceptance. The descriptive data showed that most respondents were in the high conformity category, reflecting how strongly adolescents in Sidoarjo seek recognition and inclusion in their peer environment. According to Baron and Byrne's theory, conformity arises as a response to group pressure, whether real or imagined, in which individuals feel compelled to follow group rules to avoid social sanctions or exclusion. During adolescence, peer influence tends to peak because individuals are in the process of searching for identity and developing independence beyond the family environment. Therefore, approval from peers is often considered more important than personal values.

Prosocial behavior, on the other hand, is defined as voluntary actions intended to benefit others without expecting direct rewards for the actor. Although adolescents in Sidoarjo showed high levels of peer conformity, the research results indicated that their prosocial behavior generally fell into the moderate category. This suggests that although the motivation to help others such as sharing, cooperating, and assisting still exists, it is often hindered by external factors, one of which is group norms. As proposed by Mussen and Eisenberg, prosocial behavior is strongly influenced by internal motivation and empathy. However, in adolescent social environments, such actions often need to be compromised by the desire to remain "equal" or to follow group lifestyles that may not highly value altruistic behavior.

The inverse relationship between high peer conformity and prosocial behavior is consistent with Hoorn's view that the impact of conformity depends greatly on the type of norms adopted by the peer group. If peer groups uphold norms that are apathetic, individualistic, or even antisocial, conforming individuals may restrain themselves from performing prosocial actions because such behavior is perceived as irrelevant or may create social discomfort within the group. Conversely, prosocial behavior is likely to increase only if the group explicitly values social concern and mutual help. In the context of adolescents in Sidoarjo, these findings indicate that the pressure to follow the majority more often suppresses the emergence of independent helping initiatives, as adolescents may choose to remain silent when others in their peer group do not engage in helping behavior.

These findings also reinforce previous research by Sidik (2023), which reported that conformity has a significant negative effect on prosocial behavior. This is further supported by Peña et al., who argued that the tendency to conform to the majority can inhibit the emergence of cooperative and altruistic behavior in complex social situations. Overall, this discussion emphasizes that improving prosocial behavior among adolescents requires efforts to develop positive group norms within peer environments. Without supportive environmental direction and strong internalization of moral values, adolescents may remain trapped in conformity pressure that gradually diminishes their empathy and social concern for others around them.

CONCLUSION

Based on the data analysis and discussion, it can be concluded that peer conformity is significantly and negatively related to prosocial behavior among adolescents in Sidoarjo ($r = -0.990$; $p = 0.000$). Higher levels of peer conformity are associated with lower prosocial behavior. Conversely, adolescents who show lower conformity to their peer group tend to display higher prosocial behavior. These findings indicate that pressures to align with peer norms may suppress helping, sharing, and cooperative actions, while greater independence from peer influence may support social concern and willingness to assist others in daily interactions within their communities and school environments.

BIBLIOGRAPHY

- Akbar, R. F., & Aufa, M. F. (2024). Pengaruh konformitas teman sebaya terhadap hasil belajar siswa. *NUSANTARA: Jurnal Ilmu Pengetahuan Sosial*, 11(1).
- Amseke, F. V., & Panis, M. P. (2020). Peran perkembangan moral terhadap perilaku prososial remaja. *PSYCHE: Jurnal Psikologi*, 2(2), 103–115.
- Ayu, S. (2021). Hubungan antara dukungan sosial orangtua dengan perilaku prososial pada siswa SMA N 1 Kubu Kabupaten Rokan Hilir [Skripsi, Universitas Islam Negeri Sultan Syarif Kasim Riau]. Repository UIN Suska Riau.
- Baron, R. A., & Byrne, D. (2005). *Social Psychology* (10th ed.). Allyn & Bacon.
- Dhari, W., Kusdaryani, W., & Lestari, F. W. (2022). Pengaruh konformitas teman sebaya terhadap perilaku prososial siswa kelas X. *Empati: Jurnal Bimbingan dan Konseling*, 9(1).
- Kushernanda, N. R., Pratitis, N. T., & Arifiana, I. Y. (2023). Perilaku prososial remaja: Bagaimana peran kelekatan orangtua. *Provita: Jurnal Psikologi Pendidikan*, 16(1), 32–40.
- Mulindra, A. B., & Ariani, L. (2023). Pengaruh konformitas teman sebaya terhadap perilaku konsumtif pada remaja. *J-P3K*, 4(2).
- Penulis. (2023). Hubungan pola asuh terhadap perilaku prososial pada remaja SMPN X di Kota Bekasi. *Jurnal Kajian Ilmiah*, 23(4), 389–396. <https://doi.org/10.31599/2qeweq32>
- Rahman, A., & Sari, M. (2023). Hubungan antara dukungan sosial orangtua dengan perilaku prososial pada siswa kelas X di SMA Negeri 1 Telaga Biru Kabupaten Gorontalo. *Scholar Journal of Guidance and Counseling*, 3(1), 45–53.
- Santrock, J. W. (2019). *Life-Span Development* (17th ed.). McGraw-Hill Education.
- Sari, P. P., & Kurniawan, A. (2023). Pengaruh konformitas teman sebaya terhadap

- perilaku pembelian impulsif pada remaja. *Dimensi*, 12(1).
- Watidah, Y. S., & Pahrul, Y. (2024). Peran konformitas teman sebaya dalam membentuk perilaku prososial remaja. *Jurnal Of Teacher Education (JOTE)*, 6(2).
- Yantiek, E. (2014). Kecerdasan emosi, kecerdasan spiritual dan perilaku prososial remaja. *Persona: Jurnal Psikologi Indonesia*, 3(01), 22–31.

