

Fiyanda, F. N., Setyawati, R., Herdian, & Suwarti. (2024). The process of forming sensation-seeking behavior in online slot gambling players. *Indigenous: Jurnal Ilmiah Psikologi*, 9(3). 218-233. <https://doi.org/10.23917/indigenous.v9i3.6483>

The Process of Forming Sensation-Seeking Behavior in Online Slot Gambling Players

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Submitted: 29 August 2024

Accepted: 30 October 2024

Published: 30 November 2024

Abstract. Online slot gambling is a massive case, especially in Indonesia. In this context, individuals tend to develop repetitive habits in using the internet, which can lead to increased frequency of use and potentially trigger addictive behavior. Therefore, the rise of addiction cases in gambling behavior ultimately led to a sensation-seeking behavior in playing gambling. The purpose of this study is to determine sensation seeking behavior in online slot gambling players. This research uses a qualitative approach with a case study method, specifically a holistic single case study conducted by 5 primary and 3 secondary participants. Semi-structured interviews and observations were used as data collection techniques. The data analysis technique uses thematic analysis using NVivo 14 Plus software. The results of this study are that the research participants showed this tendency through the statement that playing online slot gambling provides fun, curiosity, and adrenaline that spurs them to continue to seek these sensations. This research highlights that thrill, adventure-seeking, and disinhibition in online slot gambling players are the most significant aspects in the sensation-seeking behavior of gambling players. It also found components namely moral disengagement, pleasure and gratification, and risk-taking behavior. This research highlights the formation of sensation-seeking behavior in online slot gambling players, as well as its implications for online gambling behavior. This research is expected to be a reference for overcoming online gambling addiction and the dynamics of sensation-seeking in addictive behavior.

Keywords: Addiction; online slot gambling; sensation seeking; qualitative.

INTRODUCTION

Online gambling has had a detrimental impact on society. In Indonesia alone, the estimated loss caused by online slot gambling, based on the latest report from PPATK in 2024, reached 600 trillion rupiah from one online gambling site (PPATK, 2024). This high figure shows that online gambling players have a significant movement and market share in Indonesia. According to Narasi (2023) Indonesia occupies the first top position as a country with the largest number of slot and *gacor* gambling players globally, reaching 2.32 million people. Based on survey results submitted by Drone Emprit, as a social media monitoring and analysis system, this achievement outperforms countries such as Cambodia, the Philippines, and Russia. The beginning of gambling as an activity inherent in Indonesian society began with Indonesia's independence. After its independence, Indonesia still experienced many problems in various fields, including education,

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economy, society, and other fields. Especially at that time, human resources were still low. Under the pretext of building the economy, lotteries and sweepstakes were legalized by the government, even though this contradicts the teachings of Islam, which is the majority in Indonesia (Zulfia et al., 2023).

Gambling, according to the view of Islam, is an act that is considered a sin and a forbidden act. However, with the conditions of society in Indonesia, gambling is regarded as an ordinary and normal occupation, and there is often an assumption that gambling is permissible. Controversy in society often arises that gambling is legitimate (Hardiansyah & Asriwandari, 2016). Alongside the rapid development of technology and communication systems, gambling can also be accessed through the field of technology and communication, which is often known today as online gambling. (Sitanggang et al., 2023). There are various types of online gambling, including soccer betting, online slots, online poker, online casinos, online dominoes, and online lotre (Cyrus Model, 2023).

Slot gambling itself is a game with a system of playing slot machines to try their luck in winning prizes that can be accessed through online sites (Agrippina, 2023). Addiyansyah & Rofi'ah (2023) suggested that internal and external factors influenced the rise of online slot gambling involving various age groups. Internal factors involve a strong urge and curiosity to engage in gambling activities (Sitanggang et al., 2023). Intense curiosity can also play a significant role when people are interested in trying new experiences, especially when online slot gambling offers easy and fast access through digital platforms (Sitanggang et al., 2023). Curiosity about the world of online slot gambling and the appeal of modern technology can encourage individuals to participate in this activity. McNicol & Thorsteinsson (2017) consider technology addiction as a subset of behavioral addiction that exhibits core characteristics of addiction, such as increased salience, mood swings, tolerance, withdrawal symptoms, conflict, and return to addictive behaviors after attempting to quit (relapse).

Efforts to predict and describe gambling behavior that appears in individuals is to understand the intention of gambling behavior (Flack & Morris, 2017). The intention is a subjective possibility of individuals in performing a specific behavior by considering the information, implications and resources that individuals have (Ajzen, 1991). The problem of slot gambling itself is motivated by the problem of gambling behavior, according to St Quinton (2020) gambling behavior in each type of gambling game shows the results of various drives and underlies the emergence of gambling behavior, one of which is the winning pattern. The erratic pattern of victory and defeat in online slot gambling games is based on a variable-ratio reinforcement schedule mechanism that cannot be predicted by players and creates a feeling of pleasure from waiting to win the game (Dixon et al., 2014).

A variable-ratio reinforcement schedule is a reinforcement given after a specific number of responses, such as giving reinforcement every second action or every tenth action. The amount of reinforcement given for a certain number of responses will be determined based on a pre-selected ratio (Haw, 2008). The unpredictable and occasional mechanism of online slot gambling winnings reinforces the sense of continuing to play in gamblers, besides strengthening the gamblers' belief that the next action will get a big win (Dixon et al., 2019). The mechanism underlies that the varying reinforcement of each action or round in playing slot gambling tends to trigger the level of response of slot gambling players (Dixon et al., 2019).

Dixon et. al. (2019) argued that online slots offer bonuses, free spins, and other rewards that create a visceral sensation of winning. This reward system reinforces playing behavior and can make players feel rewarded every time they win something. Just one win can encourage players to try the game again by using the winning money as playing capital (Hardiansyah & Asriwandari, 2016). Williams et al. (2016) revealed that the tendency of repetitive behavior in problem gambling is related to sensation-seeking behavior. In line with this option, Zuckerman & Glicksohn (2016)

suggest that sensation seeking is a personality trait characterized by a desire to seek things that are diverse, new, complex, and thrilling experiences and feelings. It also includes the desire to take physical and social risks to achieve these thrilling experiences. Sensation-seeking is characterized by a strong desire to experience exciting new sensations in the form of risky activities in order to gain new and exciting experiences (Hu et al., 2017). Harris et al. (2013) revealed that sensation seeking is a supporting factor in gambling behavior, in their research it is also explained that sensation seeking has a relationship with a competitive attitude or competitiveness in seeking victory in gambling. Reardon et al. (2018) revealed that the tendency of addictive behavior in problem gambling is related to sensation-seeking behavior. Based on the previous research described above, the difference in research conducted by the author is that this research will be based on Skinner's theory and Bandura's Social Learning theory. Skinner's theory explains the consequences of the action influence online gambling behavior. Winnings, albeit small, act as positive reinforcement that associates gambling activities with positive outcomes. Meanwhile, Bandura's Social Learning theory highlights the role of observation and imitation in driving behavior. In the context of online gambling, seeing others win big.

METHOD

This research aims to reveal the process of forming sensation-seeking behavior in online slot gambling players. Therefore, the research conducted by the researcher this time used a case study method. The type of case study applied in this research is a holistic single-case study where a case becomes the main center of attention of the research (Yin, 2018). Holistic Single-case is a method that is only aimed at one specific case (Yin, 2018). This study uses purposive sampling techniques to collect research participants who match the required criteria. This research plan requires 5 primary participants with the criteria of understanding online slot gambling games, having played online slot gambling for at least 1 year, playing online slot gambling at least 3-5 times a week. This study also requires 3 secondary participants to support the questions given by the primary research participants with the criteria of having a close relationship with the participants, knowing the participants' habits of playing online slot gambling, and having a reasonably frequent meeting intensity with the participants. In this research, the researcher goes directly to the object of research to get valid results. The researcher in this study is the main instrument and tries to collect research data using semistructured interview techniques.

The semi-structured interview technique uses an interview guide based on the aspects of the study under study, namely the sensation-seeking aspects proposed by Zuckerman & Glicksohn (2016): thrill and adventure seeking, experience seeking, disinhibition, and Boredom Susceptibility. Qualitative research conducted by the author, in order to have good credibility, it is necessary to triangulate the data. The data triangulation used in this study is source triangulation, which is to explore the truth of certain information using various data sources such as documents, archives, interview results, observation results or also by interviewing more than one subject who is considered to have a different point of view (Flick et al., 2017). The data analysis used in this research is thematic analysis by coding the interviews that have been verbatim and descriptions from observation notes. The researcher decided to use thematic analysis with theory analysis because theory-driven analysis can produce a framework based on theory so that it is clear, systematic and sequential (Boyatzis, 1998). Thematic analysis with a theory-driven approach, according to Boyatzis (1998), involves several key stages. The process begins with repeated reading and rereading of interview transcripts to understand the data in depth. Next, initial coding was conducted,

which included synthesizing the data, identifying keywords, and reflecting on the experience. At this stage, the researcher used NVivo 14 Plus software to transfer and analyze the transcripts.

RESULTS AND DISCUSSION

This study involved 5 primary participants with the criteria: (1) Men and women, (2) Have an understanding of online slot gambling games, (3) Have been playing online slot gambling for at least 1 year, (4) Playing online slot gambling at least 3-5 times a week, and (5) Average bet amount of 1 million rupiah. These criteria are used to determine whether participants are really seriously involved and have a cycle of addiction to online slot gambling games, as shown in Table 1. According to the DSM-5, a diagnosis of gambling addiction requires at least four of the nine criteria to be present within one year. These criteria involve behaviors that reflect impaired control, such as frequent gambling of large amounts or an inability to reduce or stop the behavior. If all of these criteria are met, an individual is considered to have a gambling addiction of varying severity (Rennert et al., 2014).

Table 1.
Distribution of Respondents Based on Demographic Criteria

Description	Participant A	Participant G	Participant H	Participant AR	Participant P
Gender	Male	Male	Male	Male	Female
Age	21	24	23	20	26
Education	Undergraduate	Undergraduate	Bachelor's degree	Undergraduate	Bachelor's degree
Occupation	College student	College student	College student	College student	Construction Supervisor
SES	middle to upper	middle to upper	middle to upper	middle to upper	middle to upper
Experience	4 years	2 years	4 years	4 years	2 years
Frequency	3-4 times a week	3-5 times a week	Most days of the week	Most days of the week	5 times a week
Average bet amount	100.000 rupiah -5 million rupiah	50.000 rupiah -30 million rupiah	1 million rupiah -100 million rupiah	100.000 rupiah -10 million rupiah	50.000 rupiah -10 million rupiah
Amount spent	+/-100 million rupiah	300 million rupiah	4 billion rupiah	900 million rupiah	+/- 200 million rupiah

The two phases are the beginning of the formation of sensation-seeking behavior in the participants. The initial phase of the formation of sensation-seeking behavior in each participant begins with their social environment, especially the friendship environment, which ultimately influences participants to try online slot gambling games and start exploring online slot gambling games. The second phase of the formation of sensation seeking behavior in the five participants was the victory and defeat in playing slot gambling that they experienced. It ultimately had a significant influence on the curiosity and search experienced, so that more adrenaline and continue to look for ways to get victory. This shows the beginning of the formation of sensation-seeking behavior while they play online slot gambling. It is shown from the information given by the five participants that slot gambling provides a sense of pleasure and curiosity that spurs adrenaline, and they continue look for these sensations when they feel bored. The five participants also continue to look for new

experiences while playing online slot gambling, such as the estimated winnings in each round of online slot gambling games. Sensation-seeking behaviour stems from a personality characteristic that tends to engage in stressful and interesting activities, intending to seek risk and avoid boredom or boredom. This characteristic is reflected in a higher motivation to engage in risky activities or work that involves high risk.

Sensation-seeking behavior in gamblers is an important aspect in understanding the behavior and motivation of gamblers. Gamblers with the sensation-seeking trait tend to be more willing to take risks, namely financial risks. Sensation seeking behavior is formed through several aspects, namely thrill and adventure seeking, experience seeking, disinhibition, and boredom susceptibility. In each aspect of sensation-seeking behavior, subthemes are found, namely in the aspect of thrill and adventure seeking, there are subthemes of encouragement, sensation, and desire. In the aspect of experience seeking, there are subthemes of the shadow of victory, curiosity, and strategies to seek victory. Regarding disinhibition, there are subthemes of impulsivity and delay discounting. In the aspect of boredom susceptibility, there are subthemes of how to overcome boredom and strategies to overcome boredom. The subthemes in this aspect are the components of each aspect that ultimately form sensation-seeking behavior in online slot gambling players. The following are the results of the analysis of the five primary participants.

The five research participants have different processes in shaping sensation-seeking behavior in themselves. Participants A, G, H, and AR are dominated by disinhibition, which refers to a lack of self-control or self-control in the face of impulses, urges, or desires to do something without considering the possible consequences. The aspect of disinhibition in participants A, G, H, and AR is dominated by the impulsivity subtheme, which refers to the level of the tendency of participants A, G, H, and AR to act spontaneously without considering the consequences or long-term impact of these actions.

“Sometimes, I think to myself, 'Oh, this money is for tomorrow, why play with it now?' But on the other hand, it is like, 'Oh well, just play, just go for it” (A 609-610).

“This happened when I was starting out, enjoying myself, thinking, 'Why am I not winning? Why am I not breaking even? Why do I keep depositing again, depositing again, playing again, playing again?” (G 399-401).

“Suppose 1 million has been used up; we must find another 1 million, another 1 million, and another 1 million until I was eventually in debt. At that time, the highest amount I owed was 130 million” (H 300-302).

“If we want to buy a skater, for example, and we only have just enough money, say 2 million, we cannot buy an official skater. And even if we want to make a deposit, it is unnecessary to deposit that much, yet it is still done because it is impossible to resist” (AR 255-258).

Participants A, G, H, and AR continue to have the desire to play online slot gambling based on the inability of participants A, G, H, and AR to control their desire to continue playing online slot gambling. In the disinhibition aspect, there is also a delay discounting subtheme, which also dominates participants H and AR, which refers to the decrease in value or preference given by individuals to rewards or benefits received immediately, which means that participants H and AR tend to choose immediate or instant benefits through online slot gambling games.

“Sometimes we buy things, and then the rest is used to play again. But at some point, we will get into trouble again, so the items are sold off” (H 275-276).

“The most basic thing is that I need to have more money today. If not, I won't get the same sensation as before. For example, if I used to make only 1 million or 2 million, now it has to be more, like 5 million or 6 million” (AR 469-472).

Sensation-seeking behavior in Participant P is dominated by the thrill and adventure-seeking aspect, which refers to the participant's tendency to seek thrills and challenging experiences. Thrill and adventure-seeking often involve uncertainty and challenge, where the outcome of the activity is not always predictable.

“The adrenaline is really intense, especially when you have been playing and then make a big bet, buy a skater, and use turbospin. It's such a different feeling, really, like your heart is racing, but at the same time, it feels great” (P 252-254).

The aspect of thrill and adventure seeking in Participant P is dominated by the subtheme of the sensation of playing online slot gambling, the feeling of betting felt by Participant P when playing online slot gambling. The feeling of taking risks when placing bets can provide a satisfying sensation of courage and adventure for participant P.

“It is like, how should I put it? Maybe you could say I feel excited when I am about to play. Then, I get nervous, like anxious, you know? On the other hand, I am also excited, wondering how much I might win, just like participating in a competition” (P 292-294).

In addition, the sensation felt by participant P is based on each bet given, resulting in the desire to win large amounts of money from each bet given in one round of the game. The sensation felt by Participant P is also based on sensory stimulation, such as audio and visual stimulation designed with sparkling lights, sparkling sounds, and attractive graphics that stimulate the player's senses and enhance the gaming experience obtained by Participant P when playing online slot gambling. Sensory experiences in online gamblers have unique characteristics that can affect the sensation of play. This can be proven by the statement of participant P.

“Now, the sensation is mostly just seeing the fragments in the game, like when a symbol breaks apart” (P 366-368).

“So, I see those fragments, like this one breaks, this one breaks, this one breaks” (P 369).

Table 2.
Dominant Aspects of Participants

Participants	Dominant Theme	Dominant Subtheme
Participant A	Disinhibition	Impulsivity
Participant G	Disinhibition	Impulsivity
Participant H	Disinhibition	Impulsivity, delay discounting
Participant AR	Disinhibition	Impulsivity, delay discounting
Participant P	Thrill and Adventure Seeking	Sensation

Referring to Table 2, it is evident that participants A, G, H, AR, and P showed that sensation-seeking behavior in participants was dominated by aspects of thrill and adventure seeking and disinhibition. These two aspects dominate the participants in forming sensation-seeking behavior in playing online slot gambling. Thrill and adventure seeking and disinhibition in participants A, G, H, AR, and P form a behavior of seeking thrilling and adventurous experiences, which then this behavior will form a lack of self-control or a tendency to act impulsively without considering negative consequences which can cause participants to gamble impulsively, ignore financial limits, and continue gambling despite experiencing successive defeats.

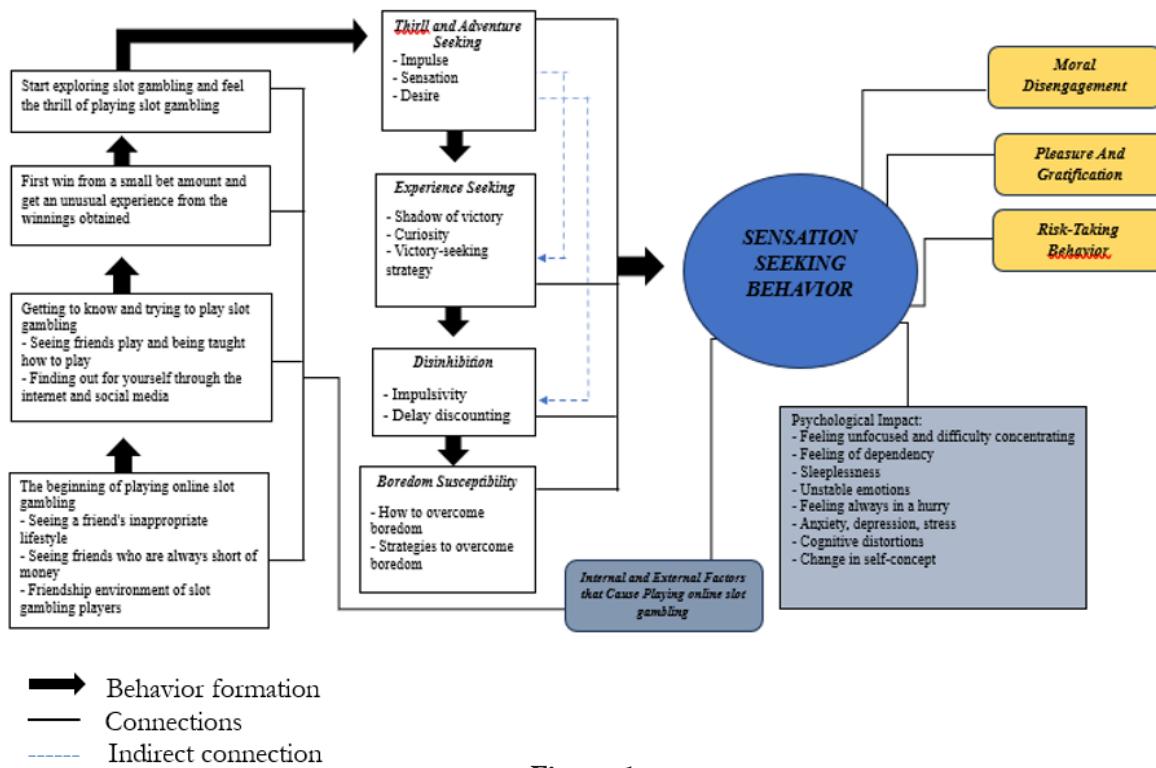


Figure 1.
Psychological Dynamics Scheme of the Process of
Forming Sensation-Seeking Behavior in Online Slot Gambling Players

The experience-seeking aspect of sensation seeking behavior which refers to the tendency of individuals to seek varied and intense new experiences is the third aspect that has a significant influence in shaping sensation-seeking behavior in participants A, G, H, AR, and P after thrill and adventure seeking and disinhibition, as shown in Figure 1. Individuals with experience-seeking tend to have a strong desire to try new and different things and enjoy unconventional and exciting situations. Gamblers with experience-seeking tendencies often seek new and different gambling experiences. They may prefer gambling activities that offer varied outcomes (Ring et al., 2022). As in this case, online slot gambling games are designed to provide constant novelty through different themes, bonus features, and uncertainty obtained from online slot gambling games.

Participants A, G, H, AR, and P this aspect of experience seeking is dominated by the winning shadow subtheme, where this winning shadow dominates the desire for exploration owned by participants A, G, H, AR, and P. Participants A, G, H, AR, and P continue to explore online slot gambling games to get new experiences, namely victory in playing online slot gambling by the winning shadow that exists in themselves.

The boredom susceptibility aspect of sensation-seeking behavior refers to the tendency of individuals to feel bored quickly when not engaged in challenging or varied activities, as well as their need to seek new stimuli to stay entertained and stimulated. Boredom susceptibility is the fourth aspect that has a significant influence in shaping sensation-seeking behavior in participants A, G, H, AR, and P after the aspects of thrill and adventure seeking, disinhibition, and experience-seeking.

Participants A, G, H, AR, and P in boredom susceptibility were dominated by the subthemes of how to overcome boredom and strategies to overcome boredom. The two subthemes evenly dominate participants in forming aspects of boredom susceptibility. In this context, gambling offers quick entertainment and stimulation through elements of uncertainty and potential winnings. Activities such as slot machines can provide the necessary stimulation to overcome boredom.

Disinhibition in the context of gambling behavior refers to the reduced self-control or behavioral barriers that typically limit an individual's gambling activity and is an important element in understanding why some individuals may engage in excessive or risky gambling (Blaszczynski & Nower, 2002). Impulsivity is often closely related to a lack of self-control over the urge or impulse to play online slot gambling (Prete et al., 2017). Impulsivity makes individuals more likely to gamble in response to sudden urges or desires, which can lead to uncontrollable and dangerous gambling patterns (Ravert & Donnellan, 2021). Impulsive individuals are more likely to take large risks in gambling, often without considering the odds or potential losses and often have difficulty stopping their gambling behavior, even though they are aware of the negative impact it can have (Ioannidis et al., 2019). Studies conducted by Moreno et al. (2022) identified that impulsivity, as measured by the delay discounting (DD) task, was related to gambling disorder severity and more risky gambling behavior. Research conducted by Weinsztok et al. (2021) shows that people who engage in addictive behaviors, such as gambling, often have higher levels of delay discounting. Gamblers are more likely to choose immediate gains despite knowing there are greater benefits in the future. In the context of gambling, delay discounting is often related to impulsive decisions and risky gambling behavior (Ring et al., 2022). Pathological gamblers tend to exhibit high levels of delay discounting, meaning they are more likely to choose short-term gains over considering long-term benefits (Alessi & Petry, 2003). Pathological gamblers are more likely to make impulsive decisions, prioritizing immediate rewards despite adverse long-term consequences (Alessi & Petry, 2003).

This uncertainty adds to the attraction and excitement for individuals seeking thrills and adventure (Zuckerman, 1984). In the context of gambling, individuals with high levels of thrill and adventure seeking may be more attracted to types of gambling that offer high risk and the potential for large rewards. Gamblers may engage more frequently in games that require courage and quick decisions, such as sports betting or high-stakes card games (Tani et al., 2020). Studies conducted by Mishra et al. (2010) showed that college students who scored high in thrill and adventure-seeking tended to gamble more often and showed higher levels of involvement in various forms of gambling. This highlights that thrill and adventure seeking is an important factor in gambling behavior in young populations.

Betting activities in gambling are interpreted as a way to fulfil the need for intense sensations and experiences (Zuckerman & Kuhlman, 2000). The experience of "almost winning" can produce sensations similar to actual winning, encouraging gamblers to continue playing (Quagliari et al., 2024). The uncertainty and unpredictable outcomes in online slots provide a sensation of high tension and expectation. This uncertainty can trigger dopamine release in the brain, which is associated with pleasure and motivation. The tension-relief cycle experienced during gambling can be particularly compelling, with tension peaking before the outcome and

relief afterward (Tani et al., 2020). Previous research conducted by Gori et al. (2022) reported experiences of dissociation or "flow" during intense gambling sessions, where they lost track of time and awareness of their surroundings. Over time, some gamblers may experience tolerance to the sensation of gambling, prompting them to increase the stakes or frequency of gambling to achieve the same effect (Barton et al., 2017).

Sensory experiences in online gambling play an important role in enhancing the sensation of play and influencing player behavior (Dixon et al., 2019). Attractive visual design, pleasant sound effects, tactile feedback, reward systems, and outcome uncertainty all create an environment that stimulates and keeps players playing (Dixon et al., 2019). Research conducted by Dixon et al. (2014) found online slots often use brightly colored graphics, dynamic animations, and interesting visual effects to attract players' attention.

This design creates a visually appealing environment that can increase player engagement. Dixon et al. (2014) also suggested that slots have a specific theme (e.g., adventure, fantasy, popular movies) complemented by thematic symbols and characters. An interesting theme can make the gaming experience more enjoyable and motivate players to continue playing. In addition, responsive user interfaces and interactive button designs on online slot games can provide tactile feedback. Players often feel satisfaction from physical interactions with the game, such as pressing buttons or sliding the screen. Dixon et al. (2019) argued that online slots offer bonuses, free spins, and other rewards that create a visceral sensation of winning. This reward system reinforces playing behavior and can make players feel rewarded every time they win something.

Research conducted by Müller et al. (2016) on a group of pathological gamblers explained that pathological gambling behavior is dominated by aspects of thrill and adventure seeking and disinhibition. In the context of gambling, these two concepts can play an important role in the formation of sensation-seeking behavior in individuals with gambling behavior (Müller et al., 2016). Individuals with high thrill and adventure seeking may be more involved in gambling because they seek new sensations and intense experiences. Meanwhile, high levels of disinhibition may increase the risk of engaging in excessive or high-risk gambling, as they tend to be less able to resist urges and control their impulses (Tani et al., 2020).

The shadow of winning in gambling behavior, also known as the illusion of control, is an important psychological phenomenon that affects gamblers' behavior. It refers to the unrealistic belief that one can influence or predict gambling outcomes although such outcomes are random or beyond one's control (Ejova, 2019). The cognitive mechanisms that gamblers possess often develop irrational beliefs about their ability to predict or control gambling outcomes, which can reinforce gamblers' gambling behaviors (Toneatto, 1999). Research conducted by Gainsbury (2015) found that suggests that online gambling and mobile applications can increase the illusion of control because they provide more interactivity to players. Higher interactivity in gambling applications can increase the illusion of control among players, making them feel more capable of influencing the outcome of the game (Gonzalez et al., 2018). This shows how various cognitive biases and illusions can influence gambling behavior, creating a "winning shadow" that encourages people to continue gambling despite facing a high probability of losing (Goodie et al., 2019).

In the context of gambling behavior, boredom susceptibility plays an important role in understanding why some individuals engage in gambling. Individuals with boredom susceptibility often seek out activities that can provide constant stimulation and variety (Zuckerman & Glicksohn, 2016). Gambling offers such stimulation with its elements of uncertainty and the potential for big wins. For example, slot machines or card games that provide unpredictable outcomes can be particularly appealing to those who are quickly bored (Murch & Clark, 2021).

Rogier et al. (2021) found that boredom susceptibility is associated with more risky gambling behavior. Their study showed that individuals who feel bored more often seek out gambling activities as a way to gain interesting and challenging experiences. Susceptibility to boredom has been associated with an increased risk of problem gambling behavior. Individuals who have a low tolerance for boredom are likely to seek out stimulating activities, such as gambling (Vuorinen et al., 2021). Individuals with a high susceptibility to boredom may make more impulsive decisions in gambling, seeking short-term excitement rather than considering long-term consequences (Goldstein et al., 2016). Boredom susceptibility may contribute to an ongoing cycle of gambling, where individuals return to gambling to avoid feelings of boredom or emptiness (Barrault et al., 2019).

Research conducted by Blaszczynski and Nower (2002) showed that gambling could provide a short-term surge of dopamine, which may temporarily alleviate boredom to distract from underlying problems, such as depression or life dissatisfaction (Barrault et al., 2019). Gambling can create a cycle where boredom encourages gambling, which then causes guilt or anxiety, encouraging more gambling (Vuorinen et al., 2021). In the research conducted, several new themes were found in the results of the study, namely moral disengagement. Due to moral disengagement, the self-regulation found in individuals is inactive and can justify their behavior that violates norms. This causes a person to have no guilt when committing actions that are not in accordance with social norms (Maharani & Ampuni, 2020). In the context of gambling, moral disengagement can play an important role in enabling participants to continue to engage in gambling behaviors that they may recognize as harmful or unethical. Gamblers may justify their behavior by convincing themselves that their actions are acceptable in certain contexts. For example, they may perceive that gambling is a legitimate way of seeking entertainment or earning money quickly (Ciccarelli et al., 2016). Mechanisms such as moral justification and favorable comparison are often used, and problem gamblers tend to use moral disengagement to reduce guilt and justify their behavior (De Caroli & Sagone, 2014).

Pleasure and gratification refer to the pleasure and satisfaction that participants get from playing online slot gambling. Pleasure is the pleasure felt from gambling, often related to the sensation of pleasure that arises when gambling. Meanwhile, satisfaction in gambling is often related to feelings of achievement and self-validation. Pleasure in gambling behavior is created from a sense of pleasure that comes from winning gambling can produce a burst of dopamine in the brain, providing a feeling of euphoria. Norbury & Husain (2015) showed that dopamine activity in the brain increased significantly during gambling winnings. Gambling can provide a range of emotional experiences, from the excitement of winning a bet to the tension and anticipation of waiting for the outcome. Dixon et al. (2014) also suggested that gambling can induce a state of 'flow', where players become fully absorbed in the activity, resulting in deep satisfaction. Later studies by Bhate & Hannam (2014) found that gambling players often seek out these emotional experiences as a way to escape daily boredom or stress.

Risk-taking behavior in gambling behavior refers to the decision to risk money or other assets in the hope of making a larger profit. Risk-taking behavior in gamblers is often motivated by misperceptions about the chances of winning and the risks involved to overestimate the likelihood of winning or perceive losing as a greater chance of winning in the future (Spurrier & Blaszczynski, 2014). Risk-taking behavior is also motivated by excitement, tension, or desperation. These emotions can increase their tendency to take greater risks. In addition to adrenaline and the thrill of gambling, they are also factors that encourage gamblers to continue gambling, looking for a "high" from the experience (Williams et al., 2016). Risk-taking behavior is also formed because gamblers

have a high level of impulsivity, making them prone to making quick decisions without considering long-term consequences (Dayan et al., 2010).

CONCLUSION

The process of forming sensation-seeking behavior in online slot gambling players begins with getting to know online slot gambling from a friendship environment who is then interested and tries to play slot gambling with a small nominal bet that results in multiple wins. In sensation-seeking behavior there are four aspects of forming the first aspect of thrill and adventure seeking, namely the tendency to seek sensation, drive, and desire for challenging experiences from playing online slot gambling. Second, there is an aspect of experience seeking, which refers to the tendency of participants to seek new, varied, complex, and intense experiences that are described in curiosity, shadows of victory and strategies for winning in playing online slot gambling. Third, the inability / unwillingness to inhibit urges (disinhibition), which refers to the lack of self-control in the face of impulses, urges, or desires to do online slot gambling, which is described in impulsivity and delay discounting. Fourth, susceptibility to boredom (boredom susceptibility), disapproval of monotonous routines or monotonous activities tend to be predictable and do not change, which is illustrated by how to overcome boredom and strategies to overcome boredom by playing online slot gambling.

The result of this study is that the process of forming sensation-seeking behavior in slot players begins with playing online slot gambling, providing pleasure, curiosity, and adrenaline, which spurs them to continue looking for these sensations. This research highlights that thrill, adventure-seeking and disinhibition in online slot gambling players are the most significant aspects in the sensation-seeking behavior of gambling players. There are also components found, namely moral disengagement, pleasure and gratification, and risk-taking behavior. Moral disengagement refers to the cognitive process in which individuals disengage from their moral standards to justify unethical behavior or perform such actions without feeling guilty or ashamed. Pleasure and gratification refer to the enjoyment and satisfaction participants get from playing online slot gambling. Risk-taking behavior refers to the tendency of individual participants to engage in activities that have the potential for negative outcomes for the possibility of obtaining positive outcomes such as playing online slot gambling. Suggestions for future researchers can explore sensation-seeking behavior in different cases to increase the repertoire of knowledge and literature in clinical psychology studies, especially addiction psychology on the topic of sensation-seeking behavior. This research is expected to be a reference to overcome the problems of addictive behavior and the dynamics of sensation seeking in addictive behavior.

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