

The Relationship Between Binge-Watching Behavior and Sleep Quality among Generation Z Users of Streaming Platforms

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ABSTRACT

The development of digital technology has transformed people's media consumption patterns, particularly among Generation Z, who exhibit high levels of streaming platform usage. Easy access to streaming services has fueled the rise of binge-watching the practice of watching several episodes of a show back-to-back in a single session. This behavior is believed to be linked to a decline in sleep quality. This study aims to investigate the relationship between binge-watching behavior and sleep quality among Generation Z streaming platform users. The study employs a quantitative approach with a correlational design. The sample consisted of 105 Generation Z streaming platform users residing in Bekasi City, recruited using purposive sampling. Data were collected using the Pittsburgh Sleep Quality Index (PSQI) and the Binge-Watching Engagement and Symptoms Questionnaire (BWESQ). Data analysis was conducted using Pearson's product-moment correlation. The results of the study indicate a significant positive relationship between binge-watching behavior and sleep quality ($r = 0.318$; $p < 0.001$). These results indicate that the more an individual engages in binge-watching, the poorer their sleep quality becomes. However, the strength of the relationship falls into the "weak" category, suggesting that sleep quality is influenced not only by binge-watching behavior but also by various other factors acting simultaneously. These findings highlight the importance of managing viewing duration among streaming platform users to maintain optimal sleep quality.

Introduction

Advances in digital technology have brought about significant changes in the public's media consumption patterns, particularly among Generation Z. Generation Z refers to those born between 1995 and 2010 who grew up alongside the development of digital technology and consequently exhibit a high level of digital media usage in their daily lives

(Delfmann et al. 2024; Najmi, Ismail, and Romli B 2025). These technological advancements have driven a shift in entertainment consumption patterns from conventional media toward streaming platforms, which offer ease of access, flexibility in viewing times, and a wide variety of content that can be enjoyed anytime and anywhere (Schweidel & Moein Almaas, Aziz, and Nopriadi 2024; Anjani, Wicaksana, and Kuswanti 2023).

These changes in media consumption patterns have given rise to the phenomenon of binge-watching, which refers to the activity of watching several episodes of a show back-to-back in a single viewing session (Flayelle et al., 2019). (Srinivasan, Edward, and Eashwar 2021) explain that binge-watching is the behavior of watching a series or program for three to four hours continuously in a single sitting. The introduction of the autoplay feature on various streaming platforms has also encouraged individuals to continue watching automatically, thereby extending the duration of a single viewing session (Schaffner et al., 2025).

On the other hand, sleep quality is an important aspect of health to consider among Generation Z. (Buysse et al., 1989) define sleep quality as a concept that encompasses quantitative aspects of sleep such as sleep duration, sleep latency, and frequency of awakenings as well as subjective aspects, namely an individual's perception of sleep comfort and satisfaction. Good sleep quality is characterized by an individual's ability to maintain sleep, feel refreshed upon waking, and perform daily activities optimally (Hidayat and Uliyah 2004; Nelson, Davis, and Corbett 2022).

Various studies indicate that poor sleep quality is prevalent among Generation Z. A study by (Almaas, Aziz, and Nopriadi 2024) found that 84.0% of respondents experienced poor sleep quality. Other findings indicate that more than half of adolescents and young adults also experience sleep disturbances due to various factors related to digital lifestyles (Amalia et al. 2022; Azhari and Mulyani 2025). Theoretically, binge-watching behavior can affect sleep quality through several mechanisms. Physiologically, exposure to light from electronic device screens can inhibit melatonin production and disrupt the body's circadian rhythm. Behaviorally, long viewing sessions can cause individuals to delay their bedtime and reduce their sleep duration. Additionally, emotional engagement with the storyline can lead to cognitive pre-sleep arousal, which keeps individuals cognitively active before bedtime, making it harder to fall asleep (Cain and Gradisar 2010; Tenia and Nugraha 2023).

Several previous studies have found a link between binge-watching and sleep quality (Shri, Vinothkumar, and George 2022) found that binge-watching is associated with reduced sleep quality and increased fatigue. Studies by (Almaas, Aziz, and Nopriadi 2024; Hardianti et al. 2025; Zein, Sahrani, and Satyadi 2025) also indicate a significant association between binge-watching and sleep quality. However, most of these studies were conducted on limited populations, such as nursing students or specific groups, and therefore do not provide a comprehensive picture of Generation Z users of streaming platforms in general.

Based on the above discussion, this study aims to examine the relationship between binge-watching behavior and sleep quality among Generation Z users of streaming platforms.

Method

This study employs a quantitative approach with a correlational design to examine the relationship between binge-watching behavior and sleep quality among Generation Z users of streaming platforms. The independent variable in this study is binge-watching behavior, while the dependent variable is sleep quality. The study sample consisted of 105 respondents selected using purposive sampling. The criteria for respondents included individuals born between 1995 and 2010, who use streaming platforms, reside in Bekasi City, and have experience binge-watching for at least three hours in a single viewing session.

Data collection was conducted using the Pittsburgh Sleep Quality Index (PSQI), adapted into Indonesian by (Hutasoit et al., 2024), and the Binge-Watching Engagement and Symptoms Questionnaire (BWESQ), adapted by (Utami and Arfensia 2024) The PSQI instrument consists of seven components of sleep quality, while the BWESQ consists of 40 items that measure seven dimensions of binge-watching behavior. The validity test results showed that 37 BWESQ items were deemed valid and three items were excluded. The reliability coefficient for the sleep quality instrument was 0.691, and for the binge-watching instrument, it was 0.926. Data analysis was performed using JASP software. Before hypothesis testing was conducted, the data were tested using the Kolmogorov-Smirnov normality test and a linearity test. The relationship between the variables was analyzed using Pearson’s product-moment correlation.

Results

Respondent Characteristics

Characteristics	Category	N	Percentage (%)
Gender	Male	27	25,7%
	Female	78	74,3%
Year Of Birth	1995-2010 (Generation Z)	105	100%
Streaming Platform Usage History	Yes	105	100%

Current Status	Student	87	82,9%
	Employee/Worker	18	17,1%
Binge-Watching Experience (≥ 3 Hours)	Yes	105	100%
Domicile	Bekasi	105	100%

This study involved 105 respondents who met the research criteria: Generation Z individuals born between 1995 and 2010, who use streaming platforms, reside in Bekasi City, and have experience binge-watching for at least three hours in a single viewing session. By gender, the majority of respondents were female, totaling 78 people (74.3%), while male respondents numbered 27 (25.7%). Based on employment status, the majority of respondents were college or high school students, totaling 87 people (82.9%), while 18 respondents (17.1%) were employed. All respondents (100%) used streaming platforms and had engaged in binge-watching for at least three hours in a single viewing session.

Descriptive Analysis

Variable	Mean	Median	SD
Sleep Quality	10.08	9.00	3.605
Binge-Watching	102.50	103.00	15.02

The results of the descriptive analysis show that the sleep quality variable has a mean of 10.08, a median of 9.00, and a standard deviation of 3.605. Meanwhile, the binge-watching behavior variable has a mean of 102.50, a median of 103.00, and a standard deviation of 15.02. These results indicate that respondents tend to have high sleep quality scores on the PSQI, suggesting poor sleep quality, as well as relatively high levels of binge-watching behavior.

Assumption Tests

Variable	Sig.	Interpretation
Sleep Quality	0.051	Normal Distribution
Binge-Watching	0.818	Normal Distribution

The results of the Kolmogorov-Smirnov normality test show that the sleep quality variable has a significance value of 0.051 ($p > 0.05$) and the binge-watching variable has a significance value of 0.818 ($p > 0.05$). Thus, both variables are normally distributed. Furthermore, the results of the linearity test show a significance value of less than 0.001 ($p < 0.05$), indicating that the relationship between the binge-watching variable and the sleep

quality variable is linear. Therefore, hypothesis testing was conducted using Pearson's product-moment correlation analysis.

Hypothesis Testing

Variable	Pearson's r	p-value	Strength	Interpretation
Binge-Watching Behavior and Sleep Quality	0.318	<.001	Weak	Significant Positive Correlation

The results of the Pearson product-moment correlation analysis showed a correlation coefficient of $r = 0.318$ with a significance level of $p < 0.001$. These results indicate a significant positive relationship between binge-watching behavior and sleep quality among Generation Z users of streaming platforms. The positive direction of the relationship suggests that the more an individual engages in binge-watching, the higher their PSQI score which indicates poorer sleep quality. Thus, the alternative hypothesis (H_a) is accepted, and the null hypothesis (H_0) is rejected.

Discussion

This study aims to examine the relationship between binge-watching behavior and sleep quality among Generation Z users of streaming platforms. The results of the analysis indicate a significant positive correlation between binge-watching behavior and sleep quality ($r = 0.318$; $p < 0.001$). These findings suggest that the more an individual engages in binge-watching, the poorer their sleep quality. Thus, the research hypothesis stating that there is a relationship between binge-watching behavior and sleep quality among Generation Z streaming platform users is accepted.

The findings of this study are consistent with Excitation Transfer Theory, which explains that an individual's emotional engagement with a stimulus can persist even after the stimulus has ended. In the context of binge-watching, individuals who are emotionally engaged with the plot, conflicts, or characters in a show tend to experience increased emotional arousal that continues until just before bedtime. This condition makes it difficult for individuals to achieve the state of relaxation necessary for sleep, thereby reducing sleep quality. Additionally, the results of this study are also consistent with the Uses and Gratification Theory, which explains that individuals use media to fulfill various psychological needs, such as entertainment, escape from stress, and mood regulation. Binge-watching is often used as a means to gain emotional satisfaction or reduce stress felt after daily activities.

The relationship between binge-watching and sleep quality in this study can also be explained through physiological, behavioral, and psychological mechanisms. Physiologically, exposure to blue light from electronic device screens can inhibit the production of melatonin, a hormone that plays a role in regulating the body's circadian rhythm. Behaviorally, prolonged binge-watching can lead to a delayed bedtime and reduced

sleep duration. Meanwhile, psychologically, an individual's engagement with the storyline can increase pre-sleep cognitive arousal, keeping the individual cognitively active before bedtime and making it more difficult to fall asleep (Cain and Gradisar 2010). These three mechanisms work together and provide a theoretical explanation for the positive relationship between binge-watching behavior and sleep quality found in this study.

These research findings are supported by the results of the categorization of research variables. A total of 96 respondents (91.43%) fell into the poor sleep quality category, while only 9 respondents (8.57%) had good sleep quality. Regarding the binge-watching variable, the majority of respondents fell into the high (42.9%) and moderate (37.1%) categories. Furthermore, the proportion of respondents in the high and very high categories reached 52.4%. These results indicate that binge-watching is a common activity among the respondents in this study and is associated with a high proportion of poor sleep quality.

The results of this study are consistent with the research by (Shri, Vinothkumar, and George 2022), which found that binge-watching is associated with reduced sleep quality and increased fatigue among emerging adults. This study is also in line with the findings of (Alfonsi et al., 2023), which showed that binge-watching is associated with sleep quality and is influenced by various psychological factors. Furthermore, a study by (Zein, Sahrani, and Satyadi 2025) also found that individuals with higher levels of binge-watching tend to have poorer sleep quality. The consistency of these results suggests that the relationship between binge-watching and sleep quality is a relatively stable phenomenon across various populations and research contexts.

Nevertheless, the correlation coefficient obtained in this study falls into the weak category ($r = 0.318$). These results indicate that binge-watching is not the only factor affecting sleep quality among Generation Z. Sleep quality is a multifactorial phenomenon influenced by various other factors, such as academic stress, physical activity, social media use, caffeine consumption, health conditions, and an individual's sleep environment. For college students and workers, stress stemming from academic demands, work, or social pressures can also contribute to a decline in sleep quality. Additionally, sleep environment conditions such as noise, room temperature, ventilation, lighting, and humidity also play a role in determining a person's sleep quality. Therefore, the weak relationship found in this study can be understood as a consequence of the complexity of the factors influencing sleep quality.

The findings of this study have practical implications for Generation Z, as the group that is most active on streaming platforms. Given that binge-watching has been shown to be linked to sleep quality, streaming platform users are advised to manage their viewing time more wisely, limit late-night viewing, and disable the autoplay feature to reduce the tendency to watch excessively. In addition, efforts to maintain sleep quality should also include stress management and creating a comfortable sleep environment to ensure optimal sleep quality.

Conclusion

Based on the research findings, it can be concluded that there is a significant positive relationship between binge-watching behavior and sleep quality among Generation Z users of streaming platforms ($r = 0.318$; $p < 0.001$). These results indicate that the more an individual engages in binge-watching, the poorer their sleep quality. However, the strength of the relationship is relatively weak, suggesting that sleep quality is influenced not only by binge-watching behavior but also by various other factors such as stress, lifestyle, and sleep environment. Thus, binge-watching can be understood as one of the factors contributing to sleep quality, but it is not the sole determinant of Generation Z's overall sleep quality.

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