

Analysis of the Happiness Index Compiler of Bandung City Residents in Increasing the Potential of Happiness Services

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ABSTRACT

This study aims to analyze the index of Bandung City's community happiness to identify and improve the potential of happiness services based on secondary data obtained from the Bandung Opendata platform. The analysis method used is quantitative descriptive using the Pearson correlation test technique through SPSS 26 software to determine the significance of the relationship between aspects that contribute to the level of community happiness. The results of the study indicate that aspects of social relationships, security, family harmony, health, availability of free time, environment, employment, income, education, and housing and housing facilities have a significant influence on community happiness. Based on these findings, service improvement strategies that focus on improving economic welfare, accessibility of health services, and sustainable environmental management are recommended. This study is expected to contribute to policy planning and the development of more effective happiness services in Bandung City.

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1. INTRODUCTION

Happiness is the joy and peace of life, both physical and spiritual. Happiness is also defined as a concept resulting from an evaluation of life, describing a good life and a meaningful life. Happiness is synonymous with life satisfaction, where both are defined as “overall appreciation of one's life as a whole,” meaning a comprehensive appreciation of one's life as a whole. The happiness index is the average of each individual's index scores, measured annually (*Buku Indeks Kebahagiaan, 2021*). A higher index value indicates a happier life. The happiness index is a composite index composed of levels of satisfaction with 10 essential aspects of life. These ten aspects substantially and collectively reflect levels of happiness, including satisfaction with: 1) health, 2) education, 3) employment, 4) household income, 5) family harmony, 6) availability of free time, 7) social relationships, 8) housing and assets, 9) environmental conditions, and 10) security (*Buku Survei Indeks Kebahagiaan Kota Bandung, 2018*).

A person's productivity and effectiveness can be highly dependent on their state of happiness. People with high levels of happiness tend to be more productive and effective than those with low levels of happiness (*Wulandari & Widyastuti, 2014*). Bandung, a center of the creative and technology industries with a population of 2,693,500, has made efforts to improve the happiness of its residents. However, several challenges remain to be overcome to achieve the ideal level. Progress in Bandung's development is also accompanied by increasingly complex challenges. These include significant economic inequality among residents, frequent social conflicts in several areas of the city, and worsening environmental problems, with air pollution and waste becoming issues that the government and community must address. Although the city government has taken several actions, a comprehensive strategy is

needed to address Bandung's development challenges. Economically, Bandung has become a rapidly growing center for the creative and technology industries. However, challenges remain, such as low-quality human resources and infrastructure that does not support sustainable economic growth (*Putri, 2023*). The ideal condition is to achieve a high and equitable level of public happiness throughout Bandung. This encompasses several key components of happiness, such as social relationships, health, the environment, education, and income.

Despite improvements in some areas, gaps remain that need to be addressed to achieve the ideal. Increased access to healthcare still presents disparities in service quality between the city center and the suburbs. Furthermore, crime and unemployment rates in the community demonstrate the gap between the ideal level of happiness and the current situation. From the above discussion, there is an urgent need to conduct research measuring the happiness index of Bandung residents. This research brings innovation by exploring the factors that contribute to Bandung residents' happiness and identifying potential happiness services that can be implemented to reduce disparities and improve the quality of life for the community

2. LITERATURE REVIEW

2.1 Components of Happiness

The components of happiness include satisfaction with the past, optimism for the future, and happiness in the present (*Herawaty, 2015*). Happiness consists of two main aspects: (1) Affective Aspect, which refers to emotional experiences such as joy, pleasure, satisfaction, and other positive emotions. This affective aspect is divided into positive affect and negative affect; and (2) Cognitive Aspect, which refers to satisfaction in various areas of life, such as

family and work domains, and other life experiences (*Tanjung et al., n.d.*).

More specifically, happiness is explained through three dimensions:

1. Emotional (hedonic) aspect – happiness resulting from emotional reactions to life events, such as feelings of joy, gratitude, peace, positivity, pleasure, and tranquility;
2. Cognitive (eudaimonic) aspect – happiness arising from cognitive evaluations of life, such as a sense of life satisfaction and fulfillment;
3. Behavioral aspect – divided into social and religious behaviors. Social happiness is based on social values such as helping and supporting others, while religious happiness includes closeness to God, sincerity, and doing good deeds (*Dewi, 2016*).

Two essential aspects that must be fulfilled to achieve happiness are affection and life satisfaction. These consist of (1) Feelings and Emotions, which are inseparable components of affective experiences ranging from pleasant to unpleasant emotions, and (2) Life Satisfaction, referring to an overall evaluation of one's life based on personal standards (*Ayu, 2017*). The more a person's needs and desires are fulfilled, the higher their life satisfaction will be.

There are ten life satisfaction indicators used as core components of the happiness index: health, education, employment, household income, family harmony, availability of leisure time, social relationships, housing and assets, environmental conditions, and security (*BPS, 2017*). According to BPS data (2015), the three highest contributing aspects to happiness are household income (14.64%), housing and assets (13.22%), and employment (13.12%) (*BPS, 2015*).

Happiness consists of material, psychological, social, and spiritual elements

(*Yudhawati, n.d.*). These elements may arise simultaneously or individually, influencing a person's level of happiness. Thus, happiness is a subjective emotional state that varies across individuals and contributes positively to social and community well-being.

2.2 Happiness Service Interventions

Happiness service interventions or positive psychological services are structured efforts to enhance individuals' happiness and well-being by focusing on human strengths and potentials, including activities such as gratitude practice, optimism development, and strengthening social relationships (*Seligman & Csikszentmihalyi, 2000*).

Within the PERMA model (Positive Emotion, Engagement, Relationships, Meaning, Achievement) happiness services aim to strengthen these pillars through programs designed to improve personal development and emotional well-being (*Seligman, 2011*).

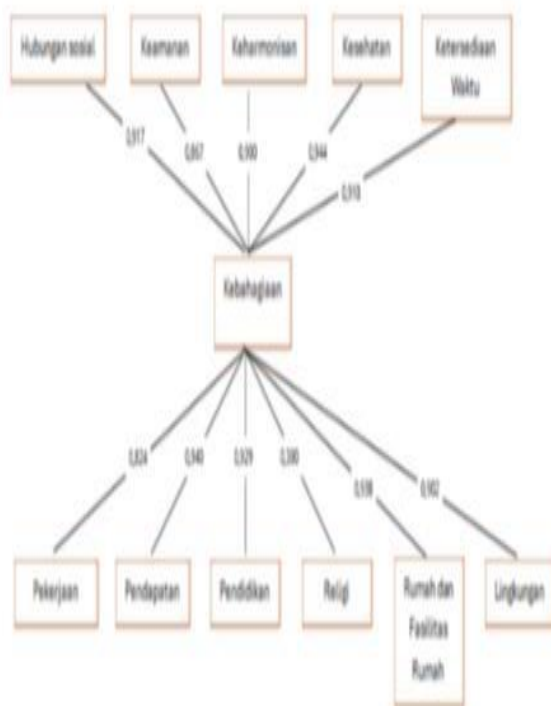
Another perspective emphasizes that happiness results from combining pleasure and meaning in life (*Umah & Huda, 2018*). Happiness services therefore help individuals find meaning and joy through activities they enjoy and that provide purpose. Examples of happiness services include:

1. Counseling and Positive Therapy – helping individuals discover and improve their capabilities to achieve personal happiness and social benefit. Cognitive Behavioral Therapy (CBT) is also used to transform negative thinking into positive thinking.
2. Happiness Training Programs – such as mindfulness training, gratitude journaling, and emotional well-being workshops, offered by initiatives like *The Happiness Project*.
3. Community and Volunteer Programs – where engagement in volunteer work enhances meaning and social connectedness.

Overall, happiness service interventions employ various strategies and activities to support individuals in achieving positive mental and emotional states, increasing happiness, and cultivating a meaningful life (Miletzki & Broten, 2017).

3. METHODS

The research model of the study is visualized in Figure 1 below:



Source: Data Processing Test Results (2024)

Figure 1. Research Model

Figure 1 shows the correlation between variables and happiness. It can be seen that social relationships, security, harmony, health, availability of free time, employment, income, education, housing and facilities, and the environment have correlations of >0.05 with happiness, while religious aspects have correlations of <0.05 with happiness.

This study employed a descriptive quantitative research method with a Secondary Data Analysis (SDA) approach. SDA is a method that utilizes secondary data as the primary data source. Utilizing secondary data involves employing

appropriate statistical testing techniques to obtain the desired information from existing data or existing data obtained from specific agencies or institutions (such as the Statistics Indonesia, departments, or educational institutions), which are then processed systematically and objectively. The secondary data used was from the official Bandung Opendata website, which included the 2018 Bandung City Happiness Index by District.

The data collection method in this study employed the documentation method, a technique that utilizes data derived from existing documents. Data collection was carried out by searching and recording necessary information in secondary data related to the research via the internet. Data analysis for this study was conducted using Statistical Package for Social Science (SPSS) version 26 software, presenting data using Pearson correlation tests and descriptive statistical tests in tabular form.

4. RESULTS AND DISCUSSION

Based on the results of the correlation analysis in table 1, it shows that the variables "House and Home Facilities", the variable "Income" and the variable "Health" have the highest significance value, this indicates that these variables greatly influence the level of happiness of the people in Bandung City. The variables "House and Home Facilities" and the variable "Income" are obtained with a significance value of 0.000, then when compared with the probability value of Sig or ($0.005 > 0.000$), then H_0 is rejected and H_1 is accepted. So there is a significant relationship between the variables Income, Health variables and variables House and Home Facilities. The image of the results is visualized in table 1 below:

Table 1. Pearson Test Correlation

		Correlations										Descriptive Statistics	
		KESEHATAN	KEPERAWATAN	KEBERSIHAN	KESELATAN	KEBERSIHAN	KESELATAN	KEBERSIHAN	KESELATAN	KEBERSIHAN	KESELATAN	KEBERSIHAN	KESELATAN
KESEHATAN	Pearson Correlation	1	.857	.859	.864	.864	.751	.724	.895	.857	.817	.838	
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000	.046	.000	
	N	30	30	30	30	30	30	30	30	30	30	30	
KEPERAWATAN	Pearson Correlation	.857	1	.867	.838	.817	.815	.747	.795	.795	.746	.738	
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.000	.017	.000	
	N	30	30	30	30	30	30	30	30	30	30	30	
KEBERSIHAN	Pearson Correlation	.859	.867	1	.838	.817	.815	.747	.828	.795	.746	.738	
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.000	.017	.000	
	N	30	30	30	30	30	30	30	30	30	30	30	
KESELATAN	Pearson Correlation	.864	.838	.817	1	.815	.815	.747	.795	.795	.746	.738	
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.000	.017	.000	
	N	30	30	30	30	30	30	30	30	30	30	30	
KEBERSIHAN	Pearson Correlation	.864	.817	.815	.815	1	.747	.795	.795	.746	.738	.738	
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000	.017	.000	
	N	30	30	30	30	30	30	30	30	30	30	30	
KESELATAN	Pearson Correlation	.817	.815	.815	.815	.747	1	.795	.746	.738	.738	.738	
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000	.017	.000	
	N	30	30	30	30	30	30	30	30	30	30	30	
KEBERSIHAN	Pearson Correlation	.817	.747	.795	.795	.746	.738	1	.795	.746	.738	.738	
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000	.017	.000	
	N	30	30	30	30	30	30	30	30	30	30	30	
KESELATAN	Pearson Correlation	.815	.747	.795	.795	.746	.738	.795	1	.746	.738	.738	
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		.000	.017	.000	
	N	30	30	30	30	30	30	30	30	30	30	30	
KEBERSIHAN	Pearson Correlation	.747	.795	.795	.746	.738	.738	.795	.746	.738	.738	.738	
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.017	.000	
	N	30	30	30	30	30	30	30	30	30	30	30	
KESELATAN	Pearson Correlation	.746	.738	.738	.738	.738	.738	.738	.738	.738	.738	.738	
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30	30	30	30	30	30	
KEBERSIHAN	Pearson Correlation	.738	.738	.738	.738	.738	.738	.738	.738	.738	.738	.738	
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30	30	30	30	30	30	
KESELATAN	Pearson Correlation	.738	.738	.738	.738	.738	.738	.738	.738	.738	.738	.738	
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30	30	30	30	30	30	

Source: Data Processing Test Results (2024)

Table 1 shows the results of the Pearson correlation test. The variable "Religion" has the lowest significance value. This indicates that religious aspects do not significantly influence the happiness of the people of Bandung City. The variable "Religion" obtained a significance value of 0.249. When compared with the probability value of Sig (0.005 < 0.249), H0 is accepted and H1 is rejected. Therefore, there is no significant relationship between the variable "Religion" and the other variables.

To measure the extent of the correlation coefficient, the coefficient interpretation table was used to obtain the following level of relationship:

Table 2. Guidelines for Interpreting Correlation Coefficients

Interval Koefisien	Tingkat Hubungan
0,00 – 0,119	Sangat Rendah
0,20 – 0,399	Rendah
0,40 – 0,599	Sedang
0,60 – 0,799	Kuat
0,80 – 0,000	Sangat Kuat

Source: (Sugiono, 2019)

Table 2 shows that the Pearson correlation value for the "income" and "Housing and Facilities" variables is 0.953, or 95.30%. This indicates a very strong relationship between income and housing and facilities. This indicates a very strong relationship between income and housing and facilities, meaning that as income increases, housing and facilities tend to improve significantly, and vice versa. This very strong relationship indicates that higher income can provide a person with greater ability to improve or enhance their housing conditions or facilities.

Furthermore, the "income" and "health" variables have a value of 0.869, or 86.9%. This concludes that the relationship between income and health is between 0.80 and 0.000, or a very strong relationship. This indicates a very strong relationship between these two variables. This means that as income increases, health conditions tend to improve significantly, and vice versa. This very strong relationship indicates that higher incomes enable better access to healthcare services, better nutrition, and healthier living conditions, thus positively impacting an individual's overall health.

The "Health" and "Housing and Housing Facilities" variables have a value of 0.899, or 89.9%, indicating that the relationship is at the 0.80-0.000 level, or at a very strong level. This indicates a very strong relationship between these two variables. In other words, the better a person's housing and housing facilities are, the better their health will be. This very strong relationship indicates that improvements in housing and housing facilities can contribute significantly to improving an individual's health.

Meanwhile, for the religion variable, the Pearson correlation value was 0.223, or 22.3%. This indicates a low level of correlation between 0.20 and 0.339,

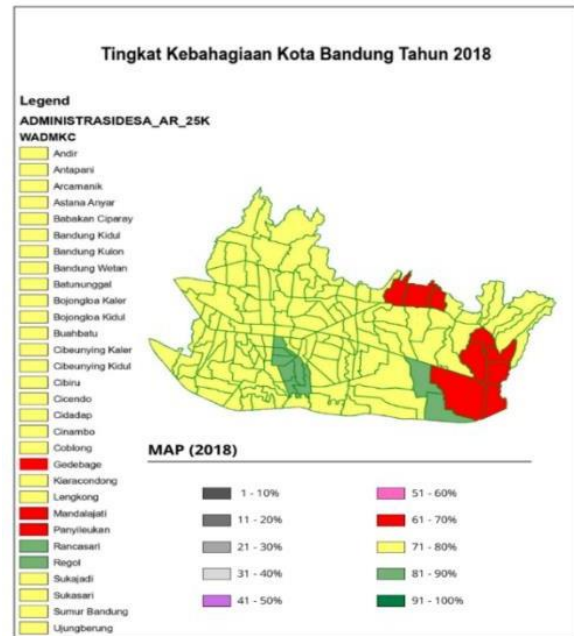
meaning that increasing religiosity also increases happiness, but not as strongly. This low correlation indicates that, although there is a positive influence between religiosity and happiness, other factors may play a more significant role in determining an individual's happiness level.

Table 3. Descriptive Statistics Test

	Descriptive Statistics				
	N	Minimum	Maximum	Mean	Std. Deviation
HUBUNGAN SOSIAL	30	64	82	73.68	4.029
KEAMANAN	30	70	84	76.73	3.629
KEHARMONISAN	30	63	83	76.93	4.590
KELUARGA					
KESEHATAN	30	64	82	74.37	4.096
KETERSEDIAAN WAKTU	30	64	80	72.87	4.272
LUANG					
LINGKUNGAN	30	69	86	77.21	3.451
PEKERJAAN	30	63	81	72.83	3.541
PENDAPATAN	30	57	78	69.74	4.812
PENDIDIKAN	30	61	79	69.94	4.136
RELIGI	30	77	100	89.92	5.052
RUMAH DAN FASILITAS	30	62	81	72.65	4.560
RUMAH					
Valid N (listwise)	30				

Source: Data Processing Test Results (2024)

Table 3 shows that 30 sub-districts in Bandung City were used as research subjects. These results indicate that each aspect has a different level of variability. The "Religion" aspect had the highest mean score of 89.92 and a standard deviation of 5.052, indicating that this aspect tends to contribute to high levels of happiness with considerable variation. Meanwhile, the "Income" aspect had the lowest mean score of 69.74 and a standard deviation of 4.739, indicating that this aspect contributes less to happiness with moderate variation.



Source: Data Processing Test Results (2024)

Figure 2. Happiness Distribution Map

Figure 2 shows the distribution of happiness levels among residents of Bandung in 2018. The figure shows that the districts of Gedeage, Mandalajati, and Panyieleukan, located on the outskirts of the city, ranked lowest in happiness, with a range of 71-80%, indicated in red. Meanwhile, the district of Rancasari, located in the city, and the district of Regol, located on the outskirts, ranked highest in happiness, with a range of 81-90%, indicated in green. This difference in distribution may be influenced by differences in living standards, disparities in social facilities, and other factors that contribute to happiness.

A house is a building that functions as a place of residence and a space for family development and life formation. However, a house does not only serve as a shelter, but also provides security, comfort, and privacy for its occupants. Housing facilities include all aspects that improve quality of life, such as access to clean water, electricity, internet, safe surroundings, and adequate living space (Umah et al., 2018). A proper house with adequate facilities can improve quality of life

and social well-being, which in turn increases happiness. A house located in a good neighborhood with easy access to public services and community facilities can foster a sense of safety and comfort, which are essential for happiness (Polasari, 2022). This finding aligns with previous research which demonstrated that adequate housing facilities and a supportive environment positively contribute to happiness and well-being (Septian et al., 2021). Thus, these results reinforce earlier findings that emphasize the importance of housing and neighborhood conditions in influencing individual happiness.

Income is defined as money received by individuals, companies, or other organizations in the form of wages, salaries, rent, interest, commission, fees, or profit (Marbun, 2003). Meanwhile, in the Indonesian language dictionary, income refers to the results of work or effort (Departemen Pendidikan dan Kebudayaan, 1998). Income can be interpreted as the total revenue obtained during a certain period; therefore, it is defined as total earnings received by community members as compensation for factors of production contributed within a specific time frame (Reksoprayitno, 2004). The results of this study are consistent with previous findings, which indicate that income has a positive and significant effect on individual happiness (Wahyudi & Tiara, 2022). This supports the argument that higher income levels contribute to greater happiness, contradicting the notion that increased income does not always lead to higher happiness (Easterlin, 1974).

Health is defined as a condition of complete physical, mental, and social well-being, not merely the absence of disease or disability. A healthy condition reflects balanced physical, mental, and social states, along with optimal functional capacity and

empowerment (Fertman & Allensworth, 2010). This research is also aligned with Firmansyah (2017), who found that health has a significant positive effect on happiness, emphasizing that good health substantially contributes to higher happiness levels.

The concept of happiness, which includes life satisfaction, is supported by findings that housing and its facilities, income, and health significantly influence happiness. Life satisfaction across various aspects such as housing conditions, income, and health reflects a higher quality of life. Affective components of happiness—joy, satisfaction, and positive emotions—are associated with favorable living conditions, adequate income, and good health. Furthermore, social and religious happiness is influenced by income, health, and residential context, as individuals with financial stability and comfortable living conditions are more likely to participate in social and religious activities, increasing their happiness.

Happiness is shaped by various capabilities that allow individuals to live meaningful and valued lives. Factors such as health, environment, and social relationships represent these capabilities and collectively affect happiness and quality of life (Miletzki & Broten, 2017). In some cases, happiness is also associated with meaning derived from religion and adversity. Although religiosity was not statistically significant in correlation, descriptive analysis shows that religion provides strong emotional support and meaning, especially for residents of Bandung City. Meanwhile, income demonstrates a high significance in correlation, suggesting that economic improvement can further enhance happiness. These findings reflect the complexity of understanding happiness, supporting prior studies showing that religiosity may not always significantly influence happiness (Aulia, 2020), while also

highlighting the importance of socio-economic improvement for community well-being.

5. CONCLUSION

This research provides two important managerial insights. First, it demonstrates opportunities for happiness services to offer and deliver their services to the people of Bandung. Second, it provides a way for the Bandung City government to improve the level of happiness, which will impact the community's standard of living, by identifying key aspects that significantly influence the happiness of Bandung residents.

This research notes the significant influence of housing quality and facilities, income, and health on the happiness level of Bandung residents. Therefore, the government, along with happiness services, should focus on improving the city's environment and facilities, increasing regional income, and ensuring equitable access to healthcare. Therefore, the government is advised to develop policies and strategies that make land and housing more affordable and address environmental issues to create a comfortable environment. Furthermore, the government can collaborate with happiness service providers to create skills training programs to improve human resources in Bandung and support MSMEs to grow their businesses.

This study has limitations in the data used. The data obtained shows the level of happiness in Bandung City in 2018, so the study only focuses on the significance of aspects that shape the happiness of Bandung City residents. Therefore, future research will focus on the happiness trends of Bandung City residents in subsequent years to determine the increasing significance of aspects that shape happiness and the influence of social and environmental changes on the level of happiness of Bandung City residents.

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