

Daftar Pustaka

- Ayres, P., Lee, J. Y., Paas, F., & van Merriënboer, J. J. G. (2021). The validity of physiological measures to identify differences in intrinsic cognitive load. *Frontiers in Psychology, 12*. <https://doi.org/10.3389/fpsyg.2021.702538>
- Beerendonk, L., Mejías, J. F., Nuiten, S. A., de Gee, J. W., Zantvoord, J. B., Fahrenfort, J. J., & van Gaal, S. (2025). Adaptive arousal regulation: Pharmacologically shifting the peak of the Yerkes-Dodson curve by catecholaminergic enhancement of arousal. *Proceedings of the National Academy of Sciences of the United States of America, 122*(28), e2419733122. <https://doi.org/10.1073/pnas.2419733122>
- Bhandari, U., Neben, T., Chang, K., & Chua, W. Y. (2017). Effects of interface design factors on affective responses and quality evaluations in mobile applications. *Computers in Human Behavior, 72*, 525–534. <https://doi.org/10.1016/j.chb.2017.02.044>
- Børsting, C. K., Batuev, A., Shalvi, S., & Orquin, J. L. (2024). Choosing not to see: Visual inattention as a method of information avoidance. *Journal of Experimental Social Psychology, 115*, 104661. <https://doi.org/10.1016/j.jesp.2024.104661>
- Boucsein, W. (2012). *Electrodermal activity*. Springer US. <https://doi.org/10.1007/978-1-4614-1126-0>
- Bradley, J. V. (1958). Complete counterbalancing of immediate sequential effects in a Latin Square design. *Journal of the American Statistical Association, 53*(282), 525–528. <https://doi.org/10.2307/2281872>
- Bradley, M. M., & Lang, P. J. (1994). Measuring emotion: The self-assessment manikin and the semantic differential. *Journal of Behavior Therapy and Experimental Psychiatry, 25*(1), 49–59. [https://doi.org/10.1016/0005-7916\(94\)90063-9](https://doi.org/10.1016/0005-7916(94)90063-9)
- Broeren, R. (2022). *“Seeking a partner who is as joyful as the rainbow”: The effect of text creativity in online dating profiles on visual attention and impression formation* [MSc Thesis]. <https://arno.uvt.nl/show.cgi?fid=159047>

- Bruch, E., & Newman, M. (2018). Aspirational pursuit of mates in online dating markets. *Science Advances*, 4. <https://doi.org/10.1126/sciadv.aap9815>.
- Charness, G., Gneezy, U., & Kuhn, M. (2012). Experimental methods: Between-subject and within-subject design. *Journal of Economic Behavior and Organization*, 81, 1-8. <https://doi.org/10.1016/j.jebo.2011.08.009>.
- Cherepanova, M. (2023). Do you want to ride again? Understanding the cycle of dating application use [MSc Thesis]. <https://sphere.acg.edu/jspui/handle/123456789/2319>
- Comas, A., Synnes, K., Molina-Estren, D., Troncoso-Palacio, A., & Comas-Gonzalez, Z. (2021). Correlation analysis of different measurement places of Galvanic Skin Response in test groups facing pleasant and unpleasant stimuli. *Sensors*, 21. <https://doi.org/10.3390/s21124210>.
- Conley, Q. (2024). Attracting visual attention in a digital age. *International Journal of Cyber Behavior Psychology and Learning*, 14(1), 1-24. <https://doi.org/10.4018/ijcbpl.359336>
- Consensys GSR Development Kits. (2025, January 28). *Shimmer Wearable Sensor Technology*. <https://www.shimmersensing.com/product/consensys-gsr-development-kits/>
- Crivelli, D., Acconito, C., Balconi, M. (2024). Emotional and cognitive “route” in decision-making process: The relationship between executive functions, psychophysiological correlates, decisional styles, and personality. *Brain Science*, 14, 734. <https://doi.org/10.3390/brainsci14070734>
- Dai, M., & Robbins, R. (2021). Exploring the influences of profile perceptions and different pick-up lines on dating outcomes on Tinder: An online experiment. *Computers in Human Behavior*, 117, 106667. <https://doi.org/10.1016/j.chb.2020.106667>
- Degen, J. L., & Kleeberg-Niepage, A. (2023). Profiling the self in mobile online dating Apps: A serial picture analysis. *Human Arenas*, 6. <https://doi.org/10.1007/s42087-021-00195-1>

- Egele, V. S., Kiefer, L. H., & Stark, R. (2021). Faking self-reports of health behavior: a comparison between a within- and a between-subjects design. *Health Psychology and Behavioral Medicine*, 9(1), 895–916. <https://doi.org/10.1080/21642850.2021.1991803>
- Ehlers, J., Alfonso, S., & Mazumder, A. (2024). Towards automated decision making in dating apps through pupillary responses. *Proceedings of the 19th International Joint Conference on Computer Vision, Imaging and Computer Graphics Theory and Applications*. <https://doi.org/10.5220/0012471100003660>
- Ellison, N., Heino, R., & Gibbs, J. (2006). Managing impressions online: Self-presentation processes in the online dating environment. *Journal of Computer-Mediated Communication*, 11(2), 415–441. <https://doi.org/10.1111/j.1083-6101.2006.00020.x>
- Faisal, C. M. N., Fernandez-Lanvin, D., De Andrés, J., & Gonzalez-Rodriguez, M. (2020). Design quality in building behavioral intention through affective and cognitive involvement for e-learning on smartphones. *Internet Research*, 30(6), 1631–1663. <https://doi.org/10.1108/intr-05-2019-0217>
- Faudzi, M. A., Cob, Z. C., Ghazali, M., Omar, R., & Sharudin, S. A. (2024). User interface design in mobile learning applications: Developing and evaluating a questionnaire for measuring learners' extraneous cognitive load. *Heliyon*, 10(18), e37494.
- Faul, F., Erdfelder, E., Lang, A.-G., & Buchner, A. (2007). G*Power 3: A flexible statistical power analysis program for the social, behavioral, and biomedical sciences. *Behavior Research Methods*, 39(2), 175–191. <https://doi.org/10.3758/bf03193146>
- Finkel, E. J., Eastwick, P. W., Karney, B. R., Reis, H. T., & Sprecher, S. (2012). Online dating: A critical analysis from the perspective of psychological science. *Psychological Science in the Public Interest*, 13(1), 3–66. <https://doi.org/10.1177/1529100612436522>

- Fiore, A. T., Taylor, L. S., Mendelsohn, G. A., & Hearst, M. (2008). Assessing attractiveness in online dating profiles. In *Proceedings of the SIGCHI conference on human factors in computing systems* (pp. 797-806).
- Gale, M., Torbay, R., & Lykins, A. D. (2024). Visual attention to evolutionarily relevant information by heterosexual men and women while viewing mock online dating profiles. *Archives of Sexual Behavior*, 53, 3073–3085. <https://doi.org/10.1007/s10508-024-02950-1>
- Gleichauf, K., Wagner-Hartl, V., Ackner, G. J., & Pfeffer, S. (2025). Understanding visual attention to button design utilizing eye-tracking: An experimental investigation. *Applied System Innovation*, 8(2), 27. <https://doi.org/10.3390/asi8020027>
- Greco, A., Valenza, G., Lanatà, A., Scilingo, E., & Citi, L. (2016). cvxEDA: A Convex Optimization Approach to Electrodermal Activity Processing. *IEEE Transactions on Biomedical Engineering*, 63, 797-804. <https://doi.org/10.1109/tbme.2015.2474131>.
- Hanadian, N.-W. (2025). *Indonesia: online dating number of users 2029*. Statista. <https://www.statista.com/forecasts/1366926/indonesia-online-dating-users>
- Hall, R. H., & Hanna, P. (2004). The impact of web page text-background colour combinations on readability, retention, aesthetics and behavioural intention. *Behaviour & Information Technology*, 23(3), 183–195. <https://doi.org/10.1080/01449290410001669932>
- Henderson, J. M., Malcolm, G. L., & Schandl, C. (2009). Searching in the dark: Cognitive relevance drives attention in real-world scenes. *Psychonomic Bulletin & Review*, 16(5), 850–856. <https://doi.org/10.3758/pbr.16.5.850>
- Hennessey, C. (2024, September 25). *Understanding eye-tracking: A guide by Gazept*. Gazept. <https://www.gazept.com/blog/understanding-eye-tracking-a-guide-by-gazept/?v=b80bb7740288>

- Huang, S. A., Hancock, J., & Tong, S. T. (2022). Folk theories of online dating: Exploring people's beliefs about the online dating process and online dating algorithms. *Social Media + Society*, 8(2), 205630512210895. <https://doi.org/10.1177/20563051221089561>
- Issever, D., Catalbas, M. C., & Duran, F. (2023). Examining factors influencing cognitive load of computer programmers. *Brain Sciences*, 13(8), 1132. <https://doi.org/10.3390/brainsci13081132>
- Itti, L., Koch, C., & Niebur, E. (1998). A model of saliency-based visual attention for rapid scene analysis. *IEEE Transactions on Pattern Analysis and Machine Intelligence*, 20(11), 1254–1259. <https://doi.org/10.1109/34.730558>
- Jacob, R.J.K., & Karn, K.S. (2003). Eye tracking in human-computer interaction and usability research: Ready to deliver the promises. In *The Mind's Eye: Cognitive and Applied Aspects of Eye Movement Research*. <https://doi.org/10.1016/B978-0444510204/50031-1>
- Just, M. A., & Carpenter, P. A. (1980). A theory of reading: From eye fixations to comprehension. *Psychological Review*, 87(4), 329–354.
- Zulfikri Khakim. (2023). Pengukuran aktivitas elektrodermal untuk penelitian psikologi. *Buletin Psikologi*, 31(2), 215–230. <https://doi.org/10.22146/buletinpsikologi.87294>
- Lavie, N., Hirst, A., de Fockert, J. W., & Viding, E. (2004). Load Theory of Selective Attention and Cognitive Control. *Journal of Experimental Psychology: General*, 133(3), 339–354. <https://doi.org/10.1037/0096-3445.133.3.339>
- Levy, J., Markell, D., & Cerf, M. (2019). Polar similars: Using massive mobile dating data to predict synchronization and similarity in dating preferences. *Frontiers in Psychology*, 10. <https://doi.org/10.3389/fpsyg.2019.02010>
- Liu, L., Preotiuc-Pietro, D., Riahi Samani, Z., E. Moghaddam, M., & Ungar, L. (2016). Analyzing personality through social media profile picture choice. *Proceedings of the International AAAI Conference on Web and Social Media*, 10(1), 211–220. <https://doi.org/10.1609/icwsm.v10i1.14738>

- Liu, J.-C., Li, K.-A., Yeh, S.-L., & Chien, S.-Y. (2022). Assessing perceptual load and cognitive load by fixation-related information of eye movements. *Sensors*, 22(3), 1187. <https://doi.org/10.3390/s22031187>
- Lockhofen, D. E. L., & Mulert, C. (2021). Neurochemistry of visual attention. *Frontiers in Neuroscience*, 15, 643597. <https://doi.org/10.3389/fnins.2021.643597>
- Markiewicz, R., Markiewicz-Gospodarek, A., & Dobrowolska, B. (2022). Galvanic Skin Response features in psychiatry and mental disorders: A narrative review. *International Journal of Environmental Research and Public Health*, 19. <https://doi.org/10.3390/ijerph192013428>.
- Mehrotra, S., & Gunalakshmi, K. (2020). Impact of Intrinsic Cognitive Load and Extraneous Cognitive Load over emotions. *International Journal of Scientific and Research Publications (IJSRP)*, 10(06), 318–328. <https://doi.org/10.29322/ijsrp.10.06.2020.p10237>
- Nourbakhsh, N., Wang, Y., Chen, F., & Calvo, R. (2012). Using galvanic skin response for cognitive load measurement in arithmetic and reading tasks. In *Proceedings of the 24th Australian Computer-Human Interaction Conference (OzCHI '12). Association for Computing Machinery*, 420–423. <https://doi.org/10.1145/2414536.2414602>
- Orquin, J. L., Lahm, E. S., & Stojić, H. (2021). The visual environment and attention in decision making. *Psychological Bulletin*, 147(6), 597–617. <https://doi.org/10.1037/bul0000328>
- Ouwehand, K., Lespiau, F., Tricot, A., & Paas, F. (2025). Cognitive Load Theory: Emerging trends and innovations. *Education Sciences*, 15(4), 458. <https://doi.org/10.3390/educsci15040458>
- Pereira, D. G., Afonso, A., & Medeiros, F. M. (2014). Overview of Friedman's test and post-hoc analysis. *Communications in Statistics - Simulation and Computation*, 44(10), 2636–2653. <https://doi.org/10.1080/03610918.2014.931971>

- Peterson, L. M., Clifford, C. W. G., & Palmer, C. J. (2025). Image saliency predicts the expected looking behaviour of other agents. *Cognition*, 263, 106222–106222. <https://doi.org/10.1016/j.cognition.2025.106222>
- Prendergast, C. (2024, July 16). Forbes Health Survey: 79% Of Gen Z Report Dating App Burnout. *Forbes Health*. <https://www.forbes.com/health/dating/dating-app-fatigue/>
- Prochazkova, E., Sjak-Shie, E., Behrens, F., Lindh, D., & Kret, M. E. (2021). Physiological synchrony is associated with attraction in a blind date setting. *Nature Human Behaviour*, 6(2), 269–278. <https://doi.org/10.1038/s41562-021-01197-3>
- Pronk, T., & Denissen, J. (2019). A rejection mind-set: Choice overload in online dating. *Social Psychological and Personality Science*, 11, 388–396. <https://doi.org/10.1177/1948550619866189>.
- Ranzini, G., Rosenbaum, J., & Tybur, J. (2022). Assortative (online) dating: Insights into partner choice from an experimental dating app. *Computers in Human Behavior*, 127, 107039. <https://doi.org/10.1016/j.chb.2021.107039>.
- Roca-Cuberes, C., Roig-Mora, A., & Álvarez-Cueva, P. (2023). “As a rule, I don’t have sex on the first date”: Gender and age differences in motivations, perceptions, and experiences on Tinder. *Profesional de La Información*, 32(3). <https://doi.org/10.3145/epi.2023.may.08>
- Sahid, H. (2023). It’s a match: Strategi pengurangan ketidakpastian oleh pengguna perempuan di aplikasi kencan online Bumble. *PERSPEKTIF*. <https://doi.org/10.31289/perspektif.v12i4.9873>.
- Şahin, M., & Aybek, E. (2020). Jamovi: An easy to use statistical software for the social scientists. *International Journal of Assessment Tools in Education*, 6(4), 670–692. <https://doi.org/10.21449/ijate.661803>
- Smith, S. M., & Krajbich, I. (2019). Gaze amplifies value in decision making. *Psychological Science*, 30(1), 116–128. <https://doi.org/10.1177/0956797618810521>

- Srinivasan, P., Oeldrof-Hirsch, A., & Joergensen, G. (2022). "Attention! It's the News." Cognitive load and news posts on Facebook: An eye-tracking study. *Journal of Communication Technology*, 5(3), 27–52. <https://doi.org/10.51548/joctec-2022-012>
- Sweller, J. (2011). Cognitive load theory. In J. P. Mestre & B. H. Ross (Eds.), *The psychology of learning and motivation: Cognition in education* (pp. 37–76). Elsevier Academic Press. <https://doi.org/10.1016/B978-0-12-387691-1.00002-8>
- Sweller, J., van Merriënboer, J. J. G., & Paas, F. G. W. C. (1998). Cognitive architecture and instructional design. *Educational Psychology Review*, 10(3), 251–296. <https://doi.org/10.1023/a:1022193728205>
- Thomas, M. F., Binder, A., & Matthes, J. (2022). The agony of partner choice: The effect of excessive partner availability on fear of being single, self-esteem, and partner choice overload. *Computers in Human Behavior*, 126, 106977. <https://doi.org/10.1016/j.chb.2021.106977>
- Toma, C. (2010). Perceptions of trustworthiness online: The role of visual and textual information. *Proceedings of the ACM Conference on Computer Supported Cooperative Work, CSCW*. 13-22. 10.1145/1718918.1718923.
- Toma, C. L., & Hancock, J. T. (2010). Looks and lies: The Role of physical attractiveness in online dating self-presentation and deception. *Communication Research*, 37(3), 335-351. <https://doi.org/10.1177/0093650209356437>
- Tong, S. T., Corriero, E. F., Wibowo, K. A., Makki, T. W., & Slatcher, R. B. (2019). Self-presentation and impressions of personality through text-based online dating profiles: A lens model analysis. *New Media & Society*, 22(5), 875-895. <https://doi.org/10.1177/1461444819872678>
- van der Veen, F. M., Burdzina, A., & Langeslag, S. J. E. (2019). Don't you want me, baby? Cardiac and electrocortical concomitants of romantic interest and rejection. *Biological Psychology*, 146, 107707. <https://doi.org/10.1016/j.biopsycho.2019.05.007>
- van der Zanden, T., Mos, M. B. J., Schouten, A. P., & Kraahmer, E. J. (2022). What people look at in multimodal online dating profiles: How pictorial and textual

- cues affect impression formation. *Communication Research*, 49(6), 009365022199531. <https://doi.org/10.1177/0093650221995316>
- Vogels, E. A., & McClain, C. (2023, February 2). *Key findings about online dating in the U.S.* Pew Research Center. <https://www.pewresearch.org/short-reads/2023/02/02/key-findings-about-online-dating-in-the-u-s/>
- Wang, C.-A., Baird, T., Huang, J., Coutinho, J. D., Brien, D. C., & Munoz, D. P. (2018). Arousal effects on pupil size, heart rate, and skin conductance in an emotional face task. *Frontiers in Neurology*, 9. <https://doi.org/10.3389/fneur.2018.01029>
- Wang, S. S., & Duh, Y. C. (2024). Non-single dating app use and the cognitive and psychological mechanisms of infidelity: gender differences. *Chinese Journal of Communication*, 1–23. <https://doi.org/10.1080/17544750.2024.2409651>
- Wang, Y., & Ruhe, G. (2007). The cognitive process of decision making. *Int. J. Cogn. Informatics Nat. Intell.*, 1, 73-85. <https://doi.org/10.4018/jcini.2007040105>.
- Wichary, S., Mata, R., & Rieskamp, J. (2015). Probabilistic inferences under emotional stress: How arousal affects decision processes. *Journal of Behavioral Decision Making*, 29(5), 525–538. <https://doi.org/10.1002/bdm.1896>
- Williams, E. J. (1949). Experimental designs balanced for the estimation of residual effects of treatments. *Australian Journal of Chemistry*, 2(2), 149–168. <https://doi.org/10.1071/ch9490149>
- Witmer, J., Rosenbusch, H., & Meral, E. (2025). The relative importance of looks, height, job, bio, intelligence, and homophily in online dating: A conjoint analysis. *Computers in Human Behavior Reports*. <https://doi.org/10.1016/j.chbr.2024.100579>.
- Woloszyn, M. R., Clyde, K., & Corno, D. (2020). The relative impact of looks, income, warmth, and intelligence on female online dating preferences. *Social Sciences & Humanities Open*, 2(1), 100089. <https://doi.org/10.1016/j.ssaho.2020.100089>
- Wu, Y., & Kelly, R. M. (2020). Online dating meets artificial intelligence: How the perception of algorithmically generated profile text impacts attractiveness and

trust. *32nd Australian Conference on Human-Computer Interaction*.

<https://doi.org/10.1145/3441000.3441074>

Zammarchi, G., Frigau, L., & Mola, F. (2021). Markov chain to analyze web usability of a university website using eye tracking data. *Statistical Analysis and Data Mining: The ASA Data Science Journal*, *14*(4), 331–341.

<https://doi.org/10.1002/sam.11512>

Zhou, S., Li, L., Wang, F., & Tian, Y. (2021). How facial attractiveness affects time perception: Increased arousal results in temporal dilation of attractive faces.

Frontiers in Psychology, *12*. <https://doi.org/10.3389/fpsyg.2021.784099>

Zimmerman, D. W., & Zumbo, B. D. (1993). Relative power of the Wilcoxon Test, the Friedman Test, and repeated-measures ANOVA on ranks. *Journal of Experimental Education*, *62*(1), 75–86.

<https://doi.org/10.1080/00220973.1993.9943832>