

EFFECTS OF LOVE LANGUAGE AND RELATIONSHIP SATISFACTION IN RELATIONSHIP

ABSTRACT

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This study investigates the influence of love language preferences on relationship satisfaction among college students. Grounded in Gary Chapman's Five Love Languages and the Social Exchange Theory (SET), the research explores how the alignment or mismatch of love language expressions affects emotional connection and relationship fulfillment. By examining how individuals perceive and express affection, the study seeks to understand the role of communication styles in shaping the quality of romantic relationships. A descriptive-comparative research design was employed, involving 50 couples (100 individuals) from the BSBA Marketing Management program at Bestlink College of the Philippines. Participants, aged 18 to 35 and in relationships lasting at least one year, completed a structured survey assessing demographic data, preferred love languages, and relationship satisfaction levels. Quantitative data were analyzed using the Mann-Whitney U Test to examine gender differences and the Kruskal-Wallis test to assess variations based on relationship status. The majority of respondents (87%) were between the ages of 19 and 23. Most were dating (77%), followed by those cohabiting (21%) and married (2%). Relationship duration ranged primarily from one to two years. Among males, the most preferred love languages were quality time (14%) and physical touch (13%), whereas females prioritized words of affirmation (18%) and quality time (15%). A significant gender difference was observed in the preference for words of affirmation ($p = 0.01$). However, relationship status did not significantly influence love language preference. The study revealed that mismatched love language preferences often resulted in emotional disconnection (54%), miscommunication (48%), and emotional exhaustion (42%). Male participants reported more frustration from emotional distance, while female participants experienced greater difficulty in communication. These findings support the idea that compatibility in love languages enhances emotional intimacy and relationship satisfaction, while mismatches can lead to unmet emotional needs. This aligns with the principles of Social Exchange Theory, which emphasizes the importance of mutual understanding and emotional reciprocity in maintaining healthy romantic relationships.

RECOMMENDED CITATION

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