

Self-esteem, subjective well-being, and narcissistic behavior among instagram users

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ABSTRACT

The significant number of Instagram users exhibiting narcissistic behavior is a real phenomenon that underpins this study. Factors such as self-esteem and subjective well-being are known to influence narcissistic behavior. The main objective of this research is to empirically examine the relationship between self-esteem and subjective well-being with narcissistic behavior among Instagram users. Using a purposive sampling approach, 503 active Instagram users (aged between 24-45 years) comprised the study population. This research employed a quantitative methodology based on a correlational approach. Data collection instruments included the self-esteem scale, the subjective well-being scale, and the narcissistic behavior scale. Data analysis revealed an R value of 0.823, an F value of 3.021, and a p-value of 0.000 ($p < 0.01$). The results indicate a significant relationship between self-esteem, subjective well-being, and narcissistic behavior. This study highlights the importance of enhancing self-esteem and subjective well-being among social media users to reduce excessive social comparison and envy.

Keywords: Narcissistic behavior, Self-esteem, Subjective well-being

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INTRODUCTION

Since the widespread use of social media, researchers in contemporary psychology have focused on the psychological functions and impacts of these platforms. Instagram dominates the social media landscape and has a significant impact, particularly among younger generations, as reported by kaskus.news. Instagram is the second-highest daily active user (DAU) social media platform, with over 500 million users every day [1]. Unlike other social networks, Instagram prioritizes self-promotion over the creation and maintenance of connections [2]. The emphasis on user-uploaded photos and videos is the

main distinction between Instagram and other social networks [3]. As of May 2024, Instagram had 90,183,200 users, making it the most popular social networking site in the world. The estimated percentage of the Indonesian population in this group is 32%. The majority of Instagram's 36,000,000 users are in the 25–34 age group [4].

There are two primary uses of Instagram, both of which are narcissistic. The first is as a proxy for social status and prestige (the number of likes serves as this metric), and the second is as a medium for signaling and posturing in interpersonal interactions [5]. Among those surveyed, 53.21 percent said they use Instagram to document their daily lives. Photos of themselves and their favorite activities are the most frequently shared. Candid selfies and images of personal belongings are shared by 33.02% of users. They post pictures and videos of food and drinks at a rate of 7.36 percent. Up to 5.66 percent of users send humorous images, such as memes or online quotes. A total of 0.38 percent of users share humorous videos or those found on the internet. At the same time, 0.38 percent of users post videos introducing themselves [6].

The majority of Instagram users are adults, and their various actions indicate that they seek attention and validation from other users, measured by the number of "likes" they receive. Adults, according to experiential data, engage in various like-seeking activities, including scheduling image posts, editing photos to enhance their appearance, and even purchasing likes or Instagram followers from third-party sources [7]. It is likely that narcissistic individuals struggle to use mature defense mechanisms. This is due to their high desire for praise and fear of rejection, necessitating stronger self-protection mechanisms [8].

Subtle narcissistic traits such as self-portraits, likes, and reposting/sharing attempts to control users' self-esteem [9]. Like other forms of self-promotion on social media, posting selfies can be a way for individuals to express their narcissistic demands. Some people may think that sharing selfies is an excellent way to boost their self-esteem by drawing attention to themselves [10]. Individuals suffering from narcissism also tend to edit or use filters on their selfies, which can enhance their self-esteem [11]. How a person presents themselves in online images is a good indicator of narcissism. The tendency to take and share selfies correlates positively with narcissism [12,13].

A narcissist acts in ways characterized by a lack of empathy for others, an unhealthy fixation on self-interest, and an incessant need to prove their own superiority [14]. An excessive preoccupation with one's own attractiveness, a sense of power, and the extent to

which others praise one's achievements are hallmarks of narcissistic behavior [15].

Excessive selfies (vanity) and exaggerated fame (exhibitionism) of narcissistic Instagram users may have detrimental effects on viewers by encouraging more social comparisons and, ultimately, envy [16]. In terms of organizational leadership, narcissistic leaders are known for their creativity and often laugh at their own tendencies, thanks to the self-awareness they possess [17]. Several authors have articulated the concept of "productive" and "destructive" narcissism.

One of the factors influencing narcissistic behavior is self-esteem [18]. Self-esteem refers to the self-concept derived from one's unique characteristics that distinguish an individual from others [19]. Narcissistic personality disorder may develop in a neglected child who has never learned to value themselves or accept their flaws. Their subsequent attempts to boost their self-esteem are marked by an obsession with gaining affection and acceptance from others [20].

Previous studies on narcissism among adolescents using the TikTok social media platform examined the correlation between self-esteem and narcissism. Researchers observed a negative correlation between the self-esteem of young TikTok users and narcissistic behavior during the COVID-19 pandemic, according to a survey of 349 participants. As a result, during the COVID-19 pandemic, narcissistic behavior among adolescents on TikTok was lower when their self-esteem was higher. Conversely, narcissistic behavior among adolescents on TikTok during the COVID-19 outbreak was more prevalent among those with lower self-esteem [21].

This study also explains that, in addition to self-esteem, another factor that can contribute to narcissistic behavior is subjective well-being. Another factor influencing narcissistic behavior is an individual's subjective well-being [22]. An individual's feelings and thoughts about their life are two sides of the same coin that form the broad concept of subjective well-being. Life satisfaction, pleasant feelings, contentment, life characteristics (such as marriage and work), and a decrease in negative emotions are all part of this category [23]. Emotionally stable individuals who can cope well with difficulties are considered to have high levels of subjective well-being. Conversely, those with low subjective well-being tend to be unhappy and troubled by negative emotions and thoughts, which may exacerbate their worries, anger, and despair [24].

Previous research on the topic of narcissism and subjective well-being has explored their relationship among university students. The Instagram on Campus study with 340 participants at the University of Muhammadiyah Sidoarjo found a negative correlation between students' subjective well-being and narcissistic behavior. If this occurs, narcissistic behavior among Instagram users correlates significantly with their subjective well-being, and vice versa. Thus, narcissism decreases as subjective well-being increases. On the other hand, narcissistic behavior appears to be more prevalent when subjective well-being is low [25].

This research aims to empirically investigate the relationship between self-esteem and subjective well-being on narcissistic behavior among Instagram users. The benefits of this research include providing a deeper understanding of the relationship between self-esteem, subjective well-being, and narcissistic behavior, which can enrich social psychology and mental health theories. The results of this study are expected to inform Instagram users about the importance of maintaining positive self-esteem and balanced subjective well-being for their mental health and provide a reference for future researchers who will explore the same field.

The hypotheses in this study include: (a) there is a significant relationship between self-esteem and subjective well-being and narcissistic behavior among Instagram users as the main hypothesis; (b) there is a negative relationship between self-esteem and narcissistic behavior, meaning that the more positive an individual's self-esteem, the lower their narcissistic behavior, and conversely, the more negative an individual's self-esteem, the higher their narcissistic behavior, as the first minor hypothesis; and (c) there is a negative relationship between subjective well-being and narcissistic behavior, meaning that the more positive an individual's subjective well-being, the lower their narcissistic behavior, and conversely, the more negative an individual's subjective well-being, the higher their narcissistic behavior.

Based on the background that has been identified, the author is interested in further exploring this topic through research titled "Self-Esteem, subjective well-being, and narcissistic behavior among instagram users," which specifically describes "The relationship between self-esteem and subjective well-being with narcissistic behavior among instagram users."

METHOD

This study is a quantitative correlational research. One way to determine whether there is a relationship between specific variables and how strong and significant that relationship is, is through correlational research [26]. Data collection was conducted from June 12 to June 26, 2024. The researcher utilized several social media platforms, including Instagram, WhatsApp, Telegram, Twitter, and TikTok, to distribute brochures and Google forms using the following criteria: (a) Adults (defined as individuals aged between 24 and 45 years). (b) Posting selfies at least four to six times a month. (c) Applying filters and editing photos. The study population comprised 503 Instagram users aged between 24 and 45 years. The sample that met the criteria for this study included 478 Instagram users. These criteria were selected to ensure that the study sample was homogeneous and unbiased, making the research results more representative and accurate. Furthermore, research transparency was enhanced by clearly explaining the sample criteria and the sampling method. The purposive sampling method was employed in this study. The researcher used predefined criteria to select participants in a process known as "purposive sampling" [27].

To collect data for this study, the researchers employed a scale. By utilizing inferred elements, the scale is capable of detecting emotional and psychological aspects [28]. The scale, tailored to specific aspects of the variables under consideration, was developed by the authors of this study. For this research, the Likert scale was utilized. The recognized research variables, considered as social phenomena, were evaluated using the Likert scale to measure people's or groups' views, attitudes, and perceptions [29]. As measures of narcissism, self-esteem, and subjective well-being, the behavior scale asked participants to rate how well their actions fit on a scale ranging from "highly appropriate" (SS) to "highly inappropriate" (STS). Positive item responses could be scored as follows: 4 for SS (Highly Appropriate), 3 for S (Appropriate), 2 for TS (Inappropriate), and 1 for STS (Highly Inappropriate). For the four possible responses to less favorable items, the scores are as follows: SS = Highly Appropriate, S = Appropriate, TS = Inappropriate, and STS = Highly Inappropriate. This study used three different scales: the narcissistic behavior scale, the self-esteem scale, and the subjective well-being scale.

In this research, three different types of measures were employed: one for self-

esteem, one for subjective well-being, and another for narcissism (behavioral scale). The narcissistic behavior scale developed by the authors includes several dimensions of narcissistic behavior, such as "authority, independence, superiority, exhibitionism, exploitativeness, arrogance, and entitlement," as outlined in the NPI scale by Raskin and Terry [30], to assess narcissistic behavior in the study participants. The narcissistic behavior scale contains a total of 40 items, with 39 being positive and 1 negative. The self-esteem scale, based on the work of Tafarodi and Swan, as detailed in the book by Donnellan et al. [31], was utilized by the authors to measure self-esteem in this study through the SLSC scale. This scale measures competence and self-liking. The self-esteem scale consists of 16 items in total, with 8 positive and 8 negative items. The Subjective Well-Being Scale, developed by the authors, incorporates ideas proposed by Diener and organized by Oishi et al. [32] through the SWLS and PANAS scales, was used to measure the subjective well-being of participants. Both affective and cognitive components are included. The entire subjective well-being scale comprises 25 positively valued items.

The researchers did not conduct a pilot test of the measurement tools, as they had already been validated and adapted in Indonesia by previous researchers. Validity is a test used to determine whether a psychological measurement tool can produce accurate data consistent with its intended purpose [33]. The validity of the NPI-40 scale has been tested in previous studies and has shown good results, with a correlation coefficient (r) of 0.90 [34]. The validity of the SLSC scale has also been tested in previous studies and has demonstrated good results, with total item correlation values for self-liking ranging from 0.74 to 0.88 and self-competence from 0.53 to 0.88 [35]. The validity of the SWLS and PANAS scales has been tested in previous studies and has shown good results, with item-total correlations across the three dimensions ranging from 0.413 to 0.699 [36]. The values of these three scales indicate a high level of validity, meaning that these scales accurately measure what they are intended to measure and are considered valid.

Reliability testing is used to assess the extent to which the results of a measurement can be trusted or relied upon [37]. The reliability of the NPI-40 scale has been tested in previous studies and has shown satisfactory results, with a Cronbach's alpha score (α) of 0.72 [38]. The reliability of the SLSC scale has also been tested in previous studies and has shown satisfactory results, with Cronbach's alpha scores (α) for self-liking ranging from 0.70 to 0.98 and self-competence ranging from 0.56 to 0.92 [39]. The reliability of the SWLS

and PANAS scales has also been tested in previous studies and has shown satisfactory results, with Cronbach's alpha scores (α) for the life satisfaction dimension at 0.828, the positive affect dimension at 0.861, and the negative affect dimension at 0.853 [40]. All scales have alpha reliability above the established criteria, indicating that the items within these scales consistently measure the same construct and are considered reliable.

Finding and organizing information collected from various sources, such as observations and interviews, is central to data analysis. This process helps to better understand the existing issues and communicate findings to others. Further analysis is required to assess the significance of these findings [41]. X1 (Self-esteem) and X2 (Subjective well-being) were found to be related to Y (Narcissistic behavior) through the use of multiple regression analysis. By using the product-moment correlation technique, we can demonstrate a correlation between two variables; in this case, we observe that X1 (self-esteem) has a negative relationship with Y (narcissistic behavior), and X2 (subjective well-being) also has a negative relationship with Y (narcissistic behavior). The statistical package SPSS 26.0 for Windows will be used to perform the data analysis.

RESULTS AND DISCUSSION

In this study, it is crucial to understand the demographic characteristics of the respondents, including their age range, as this can influence the results and interpretation of the data. The research focused on Instagram users with an age range of 24 to 45 years, predominantly consisting of individuals aged 25 to 34. The age characteristics of the respondents indicate that the majority who completed the questionnaire were between 24 and 45 years old, accounting for 95% of the sample with a total of 478 respondents.

Data categorization for the narcissistic behavior variable showed that out of 370 respondents exhibiting narcissistic behavior, 60 were classified as high, 55 as moderate, 16 as low, and 2 as very low. The very high group predominated when classifying narcissistic behavior among the study participants.

Data categorization for the self-esteem variable revealed that out of the total respondents, 120 were classified as "very high," 134 as "high," 58 as "moderate," 173 as "low," and 18 as "very low." The majority of the study participants fell into the "low" self-esteem category.

From the categorization of the subjective well-being variable data, there were 255 respondents who rated their subjective well-being as very high, 72 respondents as high, 126 respondents as moderate, 45 respondents as low, and 5 respondents as very low. The very high group constituted the majority of the subjective well-being assessments among the study participants.

To determine the normality of data distribution, normality tests are conducted as part of the assumption testing. To ensure that the data for narcissistic behavior, self-esteem, and subjective well-being are normally distributed, this study employed normality testing. Data are considered normally distributed if $p > 0.05$. The Kolmogorov-Smirnov test, in its asymptotic form, was used to perform the normality test. Testing the normality assumption of research variables can be observed in Table 1 below.

Table 1. Testing the Normality Assumption of Research Variables

| Research Variables | Kolmogorov-Smirnov Z (K-SZ) | p-value ($\alpha = 0.05$) | Category |
|-----------------------|-----------------------------|-----------------------------|----------|
| Narcissistic Behavior | 4.587 | 0.213 | Normal |
| Self-esteem | 4.317 | 0.178 | Normal |
| Subjective Well-Being | 3.451 | 0.211 | Normal |

Table 1 shows the results of the normality assumption test for the distribution of research variables using the Kolmogorov-Smirnov (K-S) test. This table presents the Kolmogorov-Smirnov Z (K-SZ) values and p-values for each research variable, along with the data distribution category based on the normality test results. The Kolmogorov-Smirnov test was conducted to assess whether the distribution of data for the Narcissistic Behavior, Self-Esteem, and Subjective Well-Being variables deviates significantly from a normal distribution. The K-SZ values for Narcissistic Behavior, Self-Esteem, and Subjective Well-Being are 4.587, 4.317, and 3.451, respectively. The associated p-values for these variables are 0.213, 0.178, and 0.211, all exceeding the significance threshold of 0.05. This indicates that the distributions of the three variables do not deviate significantly from normality and can be categorized as normally distributed. Meeting the normality assumption suggests that the use of parametric statistical methods in further data analysis is justified.

Table 2. Table 2. Linearity Assumption Test for Narcissistic Behavior with Self-Esteem and Subjective Well-Being

| Variable | F | Sig. (p) | Description |
|---|-------|----------|-------------|
| Narcissistic Behavior & Self-Esteem | 6.185 | 0.112 | Linear |
| Narcissistic Behavior & Subjective Well-Being | 1.168 | 0.066 | Linear |

Table 2 presents the results of the linearity assumption test between Narcissistic Behavior and Self-Esteem and Subjective Well-Being. The linearity test is conducted to ensure that the relationship between these variables is linear, which is an important assumption in regression analysis. The test results show an F-value of 6.185 with a p-value of 0.112 for the relationship between Narcissistic Behavior and Self-Esteem. This result indicates that the relationship between these two variables can be considered linear, as the p-value > 0.05 . Meanwhile, the relationship between Narcissistic Behavior and Subjective Well-Being has an F-value of 1.168 with a p-value of 0.066. Although the p-value is close to the significance threshold, the relationship can still be considered linear. Thus, both variables meet the linearity assumption required for further statistical analysis.

Multiple regression analysis with two variables was used to test the main hypothesis, which posits that narcissistic behavior significantly correlates with self-esteem and subjective well-being. Table 3 below shows the results of the hypothesis testing that are statistically significant.

Table 3. Results of the Main Hypothesis Test

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | F | Sig. (p) |
|------------|-------|----------|-------------------|----------------------------|-------|----------|
| Regression | 0.823 | 0.677 | 0.675 | 10.280 | 3.021 | 0.000 |

Table 3 presents the results of the main hypothesis test using regression analysis. This table shows the correlation coefficient (R), the coefficient of determination (R Square), Adjusted R Square, the standard error of the estimate, the F-value, and the significance (p-value).

The analysis indicates that the regression model has an R value of 0.823, reflecting a strong relationship between X1 (Self-Esteem), X2 (Subjective Well-Being), and Y (Narcissistic Behavior) as independent and dependent variables. The R Square value of

0.677 suggests that 67.7% of the variation in Y (Narcissistic Behavior) can be explained by this regression model. The slightly lower Adjusted R Square value of 0.675 accounts for the independent variables X1 (Self-Esteem) and X2 (Subjective Well-Being) used in the model. The Standard Error of the Estimate is 10.280, indicating the level of error in the model's estimates. The F-value of 3.021 with a p-value of 0.000 shows that the regression model is statistically significant overall, supporting the acceptance of the main hypothesis with high confidence. There is a significant relationship between X1 (Self-Esteem), X2 (Subjective Well-Being), and Y (Narcissistic Behavior). Therefore, this model is considered valid and significant in explaining the relationship between the tested variables.

The results of testing Minor Hypothesis 1 and Minor Hypothesis 2, which measure the relationship between Self-Esteem and Narcissistic Behavior, as well as Subjective Well-Being and Narcissistic Behavior, are presented in Table 4 below.

Table 4. Results of Minor Hypothesis 1 and Minor Hypothesis 2 Tests

| Variable | R | R Square | Sig. (p) |
|---|--------|----------|----------|
| Self-Esteem & Narcissistic Behavior | -0.328 | 0.108 | 0.000 |
| Subjective Well-Being & Narcissistic Behavior | -0.807 | 0.651 | 0.000 |

Table 4 presents the results of Minor Hypothesis 1 and Minor Hypothesis 2, which assess the relationship between Self-Esteem and Narcissistic Behavior, and Subjective Well-Being and Narcissistic Behavior. The results are displayed in terms of correlation coefficients (R), the coefficient of determination (R Square), and significance (p-value).

Minor Hypothesis 1: The relationship between Self-Esteem and Narcissistic Behavior shows a correlation coefficient (R) of -0.328, indicating a weak negative relationship between these two variables. The coefficient of determination (R Square) of 0.108 indicates that only 10.8% of the variability in narcissistic behavior can be explained by self-esteem. The p-value of 0.000 suggests that this relationship is statistically significant, indicating that the result is not due to chance. Thus, Minor Hypothesis 1 posits that there is a negative relationship between self-esteem and narcissistic behavior; meaning that higher self-esteem is associated with lower narcissistic behavior, while lower self-esteem is associated with higher narcissistic behavior.

Minor Hypothesis 2: The relationship between Subjective Well-Being and Narcissistic Behavior shows a correlation coefficient (R) of -0.807, indicating a strong

negative relationship between these two variables. The coefficient of determination (R Square) of 0.651 indicates that 65.1% of the variability in narcissistic behavior can be explained by subjective well-being. The p-value of 0.000 indicates that this relationship is highly significant statistically. Thus, Minor Hypothesis 2 posits that there is a negative relationship between subjective well-being and narcissistic behavior; meaning that higher subjective well-being is associated with lower narcissistic behavior, while lower subjective well-being is associated with higher narcissistic behavior.

These results indicate that both Self-Esteem and Subjective Well-Being have a negative relationship with Narcissistic Behavior. However, a stronger relationship is observed between Subjective Well-Being and Narcissistic Behavior, suggesting that higher subjective well-being is associated with a lower tendency towards narcissistic behavior. According to theory, narcissistic behavior decreases as X2 (subjective well-being) increases. Conversely, our findings show that narcissistic behavior increases as X2 (subjective well-being) decreases, reinforcing the theory that these two variables are negatively related. Subjective well-being effectively contributes 65.1% to the variability in narcissistic behavior.

The analysis of narcissistic behavior among Instagram users in relation to self-esteem and subjective well-being. According to Table 3, the regression analysis results indicate that narcissistic behavior, subjective well-being, and self-esteem are significantly correlated. Therefore, with an effective contribution of 67.7 percent, we can accept the null hypothesis that Instagram users' narcissistic behavior is associated with low self-esteem and subjective well-being. Consequently, "the levels of self-esteem and subjective well-being account for 67.7 percent of the variance in narcissistic behavior, while the remaining 32.3 percent is influenced by other factors not examined in this study."

The results of this study reinforce Salim's previous research, which investigated the relationship between Instagram users' narcissistic behavior, subjective well-being, and self-esteem. According to the study, individuals who use social media tend to be more narcissistic, possess higher self-esteem, and have elevated levels of subjective well-being. This provides further evidence that an individual's self-esteem and subjective well-being are related to the emergence of undesirable narcissistic behavior among social media users [42].

Narcissistic personality disorder is characterized by an increased self-centeredness that some individuals find difficult to manage, often stemming from early relationship issues and associated with unpleasant emotions such as shame and inadequacy. An individual's self-esteem is greatly influenced by their level of self-doubt. Research indicates that low self-esteem can lead to various negative emotions and behaviors, including diminished self-worth, general dissatisfaction with oneself, a tendency to feel ashamed, high reactivity to evaluative events, and overt arrogance and egotism [43].

Adults require more reliable defense mechanisms compared to the immature coping techniques often used by children, such as bullying, humor, sublimation, and anxiety about rejection. Consequently, individuals may develop poor self-esteem, which may be driven by narcissistic traits that continuously seek approval from others [44].

“There is a highly significant negative relationship between self-esteem and narcissistic behavior, with an effective contribution of 10.8%,” as found in the first minor hypothesis test in Table 4. Narcissism decreases as self-esteem increases. Narcissism is more prevalent among individuals with low self-esteem and vice versa. Consistent with previous research, this study found that 349 TikTok users in Indonesia during the COVID-19 pandemic exhibited narcissistic behavior and had low self-esteem. Researchers found a negative correlation between narcissistic behavior and self-esteem [45].

Supporting these findings, prior studies also indicate a negative correlation between narcissistic behavior and self-esteem [46]. Simply put, low self-esteem is associated with excessive narcissism, and the reverse is also often observed. Based on Instagram users' behavior, this study suggests that narcissism is more frequently associated with seeking followers, while extreme narcissism is more often linked to posting photos of one's physical appearance. Unlike system-generated content, users exhibit stronger emotional responses to Instagram comments and are more engaged with user-generated content on the platform. Individuals place high importance on gaining respect and popularity from others and will go to great lengths to achieve this, even if it means drawing attention to themselves. The idea that individuals seek validation from others to enhance their self-esteem aligns with the use of Instagram as a platform to seek encouraging comments, which in turn reflects a view of poor self-esteem.

Table 4 presents the findings from the second minor hypothesis analysis, which indicates a negative correlation between narcissistic behavior and subjective well-being. The

study shows that 56.9% of narcissistic behavior depends on an individual's self-perception. Previous research discussing the correlation between adolescent self-esteem and narcissistic behavior on social media among 340 Instagram users found a strong negative correlation between subjective well-being and narcissistic behavior [47].

Discrepancies between a person's online identity and their actual self can lead to a decline in subjective well-being, particularly among those who exhibit more narcissistic behavior on social media platforms [48]. Consequently, narcissistic self-presentation on social media, which is a byproduct of psychological distress, leads to a negative attitude toward subjective well-being.

This study demonstrates that the self-esteem levels of Instagram users are relatively low. Our findings from Table 4 reveal a significant negative relationship between self-esteem and narcissistic behavior among Instagram users, with an effective contribution of self-esteem to narcissistic behavior amounting to 10.8% of the total combined effect of the two independent variables, which is 67.7%. Further classification results indicate that many participants in this study have low self-esteem, manifested in feelings of shame, high emotional reactivity, distrust of others, and hypersensitivity to criticism. This impacts the self-esteem of Instagram users [49].

This study also found that Instagram users have low levels of subjective well-being. Our findings from Table 4 indicate a significant negative relationship between subjective well-being and narcissistic behavior among Instagram users, with an effective contribution of 56.9% to the total combined effect of the two independent variables, which is 67.7%. This suggests that many participants in this study have low subjective well-being. Highly narcissistic individuals often lack confidence in their own talents, including their intelligence. When they fail to meet their high standards, it can lead to uncontrollable ego damage and subsequent loss of self-confidence. Instagram users may experience negative sentiments as a result [50].

CONCLUSION

The results of this study reveal a highly significant relationship between self-esteem and subjective well-being with narcissistic behavior among Instagram users, with a p-value of 0.000 ($p < 0.01$) and an R^2 of 0.823. Based on the research conducted with 503

respondents, it can be concluded that there is a highly significant negative relationship between self-esteem and narcissistic behavior (coefficient of -0.328 and p-value of 0.000, $p < 0.01$), as well as a significant negative relationship between subjective well-being and narcissistic behavior (coefficient of -0.807 and p-value of 0.000, $p < 0.01$). Both variables exhibit a highly significant negative correlation, indicating that lower self-esteem is associated with higher narcissistic behavior, while higher self-esteem correlates with lower narcissistic behavior. Similarly, lower subjective well-being is associated with higher narcissistic behavior, and higher subjective well-being correlates with lower narcissistic behavior. Additional factors that may influence narcissistic behavior among Instagram users, such as self-efficacy and social media usage trends, should also be considered. Based on the findings, several recommendations can be made. First, Instagram users should be educated about the importance of maintaining positive self-esteem and balanced subjective well-being for their mental health. Future research should further explore factors contributing to narcissistic behavior beyond self-esteem and subjective well-being. It is also recommended to reconsider the subjects and items of the questionnaire to address potential issues and ensure the relevance of responses.

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