

# The Effect of Satisfaction with Digital Photos on Instagram on Narcissistic Behavior

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## ABSTRACT

Along with the increasing development of digital communication technology, especially on social media, people experience changes in communicating. Now social media is used as a tool to communicate and perform various other activities such as uploading photos. One of the social media used by the millennial generation to share digital photos is Instagram. Millennials' satisfaction in sharing digital photos reflects narcissistic behavior. Based on this background description, the problem of this research is to see if there is an effect of user satisfaction in sharing digital photos on Instagram on narcissistic behavior in the Tiberias Choirs Pluit Village Community? This study uses the uses and gratifications theory and the theory of narcissism. The research methodology uses a quantitative approach and survey method. The sampling technique used saturated sampling with a total sample of 45 people. Data collection techniques through questionnaires. Data were analyzed quantitatively by using simple linear regression method. The results showed that user satisfaction in sharing digital photos on Instagram was in the agree or satisfied category. Narcissistic behavior in the Tiberias Choirs Pluit Village community shows the category of agreeing or showing narcissistic behavior. User satisfaction in sharing digital photos on Instagram has a strong and significant effect on narcissistic behavior.

**Keywords:** Digital photo sharing, Instagram, satisfaction, social media, narcissistic behavior

## 1. INTRODUCTION

Social networking sites are one of the most widely used social media tools for people to communicate with each other [1]. However, they not only communicate with each other, but also share photos on social media with other people. One of the most widely used social media today for sharing photos, especially millennials, is Instagram social media. Based on research data conducted by the Statista Survey (Global Consumer Survey), involving 1,012 respondents ranging in age from 18 years to 64 years, the study was conducted on December 5 to December 27 2017, and the research findings published in 2018 [2] are clearly known. that it turns out that the social media that is widely used by respondents to share photos is Instagram social media as much as 69%. Teenagers nowadays love to take selfies with their cellphone cameras, then share the photos on Instagram social media to get responses from followers and other parties.

The use of social media influences users to behave narcissistically by displaying still images. The advantage of Instagram social media is that it can increase narcissism and jealousy among its users, this is because Instagram social media provides a place for its users to share the best (say the happiest or most successful) when uploading something

new (updates) [3]. Narcissism behavior is interesting to study because narcissism is significantly positively correlated with the frequency of posting self-portraits [4]. This suggests that narcissists prefer self-promoting features (e.g. updating Instagram status, changing profile photo) over posting photos in general.

The research was conducted on the Tiberias Choirs Pluit Village Community, the reason is because the Tiberias Choir Pluit Village community is a community of young people, and Instagram social media users are more likely to be used by young people.

Based on the background description above, the formulation of the research problem is as follows: (1) How much is user satisfaction in sharing digital photos on Instagram? (2) How big is the narcissistic behavior in the Tiberias Choirs Pluit Village Community? (3) Is there an effect of user satisfaction in sharing digital photos on Instagram on narcissistic behavior in the Tiberias Choirs Pluit Village Community?

The theory in research is uses and gratification has been widely used to explain the use and adoption of new media, including the internet, computers and online games [5]. According to the uses and gratifications perspective, each individual tends to be active in choosing certain media and

the individual begins to consume the existing content to fulfill his psychological satisfaction [6], which means that the individual can spend a lot of time in using certain social media networks as a way of satisfying specific needs. The Oxford Dictionary, awarding the word "selfie", self-portrait photograph, entitled "Word of the Year" in 2013, defines a selfie as "a photograph taken by a person himself, usually taken with a smartphone or webcam and shared via social media." ("Selfie", nd) [7]. After people shared selfies on SNS and received satisfactory comments, selfies turned into a social self-promotion tool for image construction that was described as "a performative act of brand or identity building".

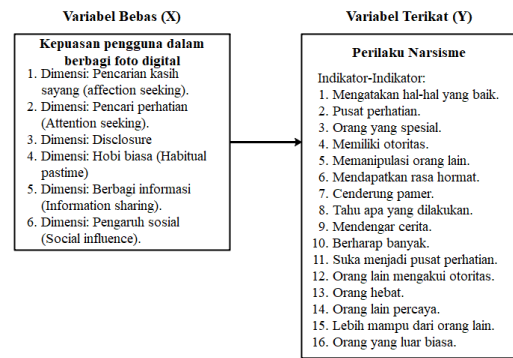
[8] User satisfaction in sharing digital photos on Instagram is measured by the following dimensions: affection seeking, attention seeking, disclosure, habitual pastime, information sharing, and social influence.

Online audiences who often upload digital photos on Instagram show narcissistic behavior. The personality structure of narcissism is divided into two types, namely grandiose and vulnerable narcissism [9]. The grandiose type is characterized by self-exaggeration, self-improvement, feelings of superiority, and a preoccupation with receiving admiration and attention from others. The vulnerable type is characterized by feelings of neglect, anxiety, reduced self-esteem, and insecurity. Both types share grandiose fantasies, a sense of entitlement, and a constant need for validation and admiration [9].

Narcissists can be characterized by behavior that feels 'charming', at least at first glance. They actively seek out others and are often perceived as fun, gregarious, and extra over-the-top. They also reported enjoying social interactions and rated themselves highly on many socially relevant characteristics, such as intelligence or attractiveness. On the other hand, vulnerable narcissists often feel inferior to others, shy, and shy. Since the person lacks or is vulnerable to the narcissistic self that characterizes these individuals, it is not surprising that they tend to feel less comfortable in social interactions given their insecurities, shyness, and anxiety.

The Narcissistic Personality Inventory-16 (NPI-16) is measured by the NPI-16 scale Grandiose narcissism [9] to the following indicators: 1) I know I'm good because everyone keeps saying that. 2) I like to be the center of attention. 3) I think I am a special person. 4) I like to have authority over people. 5) I find it easy to manipulate people. 6) I insist on earning the respect that is due to me. 7) I tend to show off if I get the chance. 8) I always know what I am doing. 9) Everyone loves to hear my story. 10) I expect a lot from other people. 11) I really like being the center of attention. 12) People always seem to acknowledge my authority. 13) I will be a great person. 14) I can make anyone believe whatever I want. 15) I am more capable than other people. 16) I am a wonderful person.

Based on the theoretical description presented, it can be described a framework of thought as shown in Figure 1.



**Figure 1** Framework of the research

Based on Figure 1 of the framework, the research hypothesis can be proposed as follows:

**1) Research Hypothesis**

There is a significant effect of user satisfaction in sharing digital photos on Instagram on narcissistic behavior in the Tiberias Choirs Pluit Village Community.

**2) Statistical Hypothesis**

H0 ( $\beta_{xy} = 0$ ): There is no effect of user satisfaction in sharing digital photos on Instagram on narcissistic behavior in the Tiberias Choirs Pluit Village Community.

Ha ( $\beta_{xy} \neq 0$ ): There is an effect of user satisfaction in sharing digital photos on Instagram on narcissistic behavior in the Tiberias Choirs Pluit Village Community.

**2. METHOD**

The research approach is quantitative with survey research methods through the distribution of questionnaires. The population of the Tiberias Choirs Pluit Village community is 45 people. Due to the small number of research populations, 45 people were used as research samples and the sampling technique used was saturated/census sampling or total sampling. Hypothesis testing using a simple linear regression formula and calculating the mean value. Furthermore, testing the validity of the study using the Pearson correlations formula. The research data is said to be valid if the calculated R value is greater than the R table (0.294 for Sig. 0.05 and n = 45).

Furthermore, the research data is declared reliable, if the result of Cronbach's alpha value is greater than 0.7. Based on the results of the research validity test on the user satisfaction variable in sharing digital photos on Instagram and narcissistic behavior, the research data is valid. While the results of the research reliability tests obtained the value of cronbach's alpha of user satisfaction in sharing digital photos on Instagram on Instagram of 0.938; and narcissistic behavior obtained = 0.953, which means that all research data is declared reliable or consistent in measuring research variables.

**3. FINDING AND DISCUSSION**

Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.	t tabel (α=43)	
	B	Std. Error				Sig. 0,05	Sig. 0,01
1 (Constant)	7.217	7.959		.907	.370	2.017	2.695
Kepuasan pengguna dalam berbagi foto digital di Instagram	.933	.142	.708	6.573	.000		

a. Dependent Variable: Perilaku narsisme pada Komunitas Tiberias Choirs Pluit Village

**Figure 2** Partial test results

From the findings of the table data above, the results of hypothesis testing can be seen from the partial test in columns t and sig. Based on the results of the partial test, it can be clearly seen that the partial effect of user satisfaction in sharing digital photos on Instagram on narcissistic behavior in the Tiberias Choirs Pluit Village community is obtained by a t-count value of 6.573 and Sig. 0.000. Where the results of the t count of 6.573 > t table of 2.017 and t table of 2.695. Or it can also be seen in the value of Sig. 0.000 < 0.05 and 0.01. Thus the hypothesis (Ha) is accepted which states that there is an effect of user satisfaction in sharing digital photos on Instagram on narcissistic behavior in the Tiberias Choirs Pluit Village Community.

*Coefficient Beta Test (β)*

The magnitude of the beta coefficient (β) for the influence of user satisfaction in sharing digital photos on Instagram on narcissistic behavior in the Tiberias Choirs Pluit Village Community obtained a standardized coefficients beta value (β) of 0.708 which based on the interpretation of the beta coefficient guidelines is in the interval between 0.60 - 0.799 [10] belongs to the category of strong influence.

*Determination Coefficient Test*

The percentage of narcissistic behavior in the Tiberias Choirs Pluit Village community after being influenced by user satisfaction in sharing digital photos on Instagram, the R square value is 0.501 converted in percentage 0.501 x 100% = 50.1% and the remaining 100% – 50.1% = 49, 9% is determined by other variables not examined, such as motivation to use social media.

Based on the results of hypothesis testing, it can be described the research discussion as follows:

1) User satisfaction in sharing digital photos on Instagram obtained a total mean of 3.95, meaning that the level of satisfaction of the Tiberias Choirs Pluit Village Community who shares digital photos on Instagram social media is included in the satisfied category. The findings of this study are in accordance with the theory used, namely the uses and gratifications theory. The uses and gratification theory is that the audience is considered the most active in using and adopting media [5].

From the research findings, it shows that there is satisfaction experienced by Instagram social media users from sharing their selfie photos. This is because digital photos on Instagram get a lot of responses (likes) and comments from followers on their personal Instagram accounts. The existence of this response (likes) and comments is a manifestation that followers like the selfie photos that they post and are considered interesting. Furthermore, every individual feels satisfaction from sharing digital photos on Instagram because they want to get wide attention from online audiences and want to be more popular so that they are famous like a celebrity. The more online audiences who give a positive response by giving 'likes', the happier Instagram users are. Furthermore, what makes respondents willing to share digital photos on Instagram because they want to reveal events around them, for example the respondent is on vacation to a destination in Bali, the respondent takes a selfie with a Balinese and beach nuanced background so that online audiences who see it are immediately interested. This selfie photo with a crowd of people in the background shows an incident that was around the respondent while on vacation. Respondents share digital photos on Instagram to reveal more about themselves such as walking, eating, buying daily necessities. Furthermore, respondents felt that it was just a hobby to share digital photos on Instagram. Then, respondents share photos on Instagram to share something informative and share something important and useful.

The description above is in line with previous research showing that individuals can identify certain motivations for sharing photos, such as the desire to update their children's activities [11]. Now that online photo sharing has become a mainstream activity as well as a highlight feature on massive social networking sites (SNS), it's worth understanding the appeal of this form of online communication and what social needs are uniquely catered for. Personal photography has always been driven by the need to share experiences, and the move to share photos online in person.

2) Narcissism behavior in the Tiberias Choirs Pluit Village community obtained a total mean of 3.68. This means that every individual who is a member of the Tiberias Choirs Pluit Village Community does show narcissistic behavior. The structure of a person's narcissistic personality is reflected in two types, namely grandiose and vulnerable narcissism [9]. The grandiose type is characterized by self-exaggeration, self-improvement, feelings of superiority, and

a preoccupation with receiving admiration and attention from others. The vulnerable type is characterized by feelings of neglect, anxiety, reduced self-esteem, and insecurity. Both types share grandiose fantasies, a sense of entitlement, and a constant need for validation and admiration.

From the findings of this study, it can be seen that individuals who are members of the Tiberias Choirs Pluit Village community tend to show grandiose narcissistic behavior because the photos distributed on Instagram social media are selfie photos with expressions of joy and happiness. Digital photos that are shared on Instagram with a trendy style are certainly the center of attention of online audiences and other people judge him as a special person. Respondents felt that they wanted to be praised and respected by others by displaying impressive and special photos. Respondents always know what to do, therefore respondents will always capture the moment (event) in every location that is considered interesting and special. Respondents really hope to get the attention of many people because they are extraordinary compared to other people.

3. Based on the results of hypothesis testing, it shows that there is a significant effect of user satisfaction in sharing digital photos on Instagram on narcissistic behavior in the Tiberias Choirs Pluit Village Community. Meanwhile, the magnitude of the influence of user satisfaction in sharing digital photos on Instagram on narcissistic behavior in the Tiberias Choirs Pluit Village Community obtained standardized coefficients beta ( $\beta$ ) results of 0.708 including a strong influence category.

#### 4. CONCLUSION

Based on the results of hypothesis testing and research discussion, the conclusions of this study can be described as follows: (1) user satisfaction in sharing digital photos on Instagram is in the category of agree or satisfied. This means that the community is happy with the presence of Instagram social media because users can share their digital photos on Instagram and get a positive response in the form of giving 'Likes' responses, and comments in the form of praise. Respondents were satisfied because the shared digital photos received wide attention from online audiences.

(2) Narcissistic behavior in the Tiberias Choirs Pluit Village Community shows the category of agreeing or in other words the Tiberias Choirs Pluit Village Community includes people who show narcissistic behavior on Instagram. This means that each individual exhibits self-indulgent behavior such as showing his specialty because the photo is in an elegant place in order to get praise from online audiences and show himself being superior to others. (3) There is an effect of user satisfaction in sharing digital photos on Instagram on narcissistic behavior in the Tiberias Choirs Pluit Village Community, which is significant with a strong influence category. This means that the increasing user satisfaction in sharing digital photos on Instagram, the

more narcissistic behavior in the Tiberias Choirs Pluit Village Community will increase. The percentage of narcissistic behavior in the Tiberias Choirs Pluit Village community after being influenced by user satisfaction in sharing digital photos on Instagram was 50.1% and the remaining 49.9% was determined by other variables not examined, such as motivation to use social media.

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