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Get Off Your Phone: Does Self-Esteem Moderate the Relationship Between Social Media Use and Life Satisfaction

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Abstract

The increasing use of social media among university students has raised concerns regarding its potential relationship with life satisfaction. However, the psychological factors that may influence this relationship remain unclear. This study aimed to examine whether self-esteem moderates the relationship between social media usage duration and life satisfaction among university students. A quantitative, cross-sectional research design was employed. Data were collected through an online questionnaire administered to university students. Social media usage duration was assessed based on participants' average daily screen time, while self-esteem was measured using the Rosenberg Self-Esteem Scale (RSES), and life satisfaction was measured using the Satisfaction With Life Scale (SWLS). The data were analyzed using moderation analysis to determine whether the association between social media usage duration and life satisfaction differed according to levels of self-esteem. The results showed that the interaction between social media usage duration and self-esteem was not statistically significant, indicating that self-esteem did not significantly moderate the relationship between social media usage duration and life satisfaction. However, self-esteem demonstrated a significant positive association with life satisfaction, suggesting that students with higher self-esteem tended to report greater life satisfaction. These findings indicate that self-esteem may be more directly related to life satisfaction than to the effects of social media usage duration on life satisfaction.

Keywords: *Social media, life satisfaction, self-esteem, emerging adults*

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Abstrak

Meningkatnya penggunaan media sosial di kalangan mahasiswa menimbulkan perhatian terhadap kemungkinan hubungannya dengan kepuasan hidup. Namun, faktor psikologis yang dapat memengaruhi hubungan tersebut masih belum sepenuhnya dipahami. Penelitian ini bertujuan untuk mengetahui apakah self-esteem memoderasi hubungan antara durasi penggunaan media sosial dan kepuasan hidup pada mahasiswa. Penelitian ini menggunakan pendekatan kuantitatif dengan desain penelitian potong lintang (cross-sectional). Data dikumpulkan melalui kuesioner daring yang diberikan kepada mahasiswa. Durasi penggunaan media sosial diukur berdasarkan rata-rata waktu penggunaan media sosial per hari, sedangkan self-esteem diukur menggunakan Rosenberg Self-Esteem Scale (RSES) dan kepuasan hidup diukur menggunakan Satisfaction With Life Scale (SWLS). Data dianalisis menggunakan analisis moderasi untuk mengetahui apakah hubungan antara durasi penggunaan media sosial dan kepuasan hidup berbeda berdasarkan tingkat self-esteem. Hasil penelitian menunjukkan bahwa interaksi antara durasi penggunaan media sosial dan self-esteem tidak signifikan secara statistik, yang menunjukkan bahwa self-esteem tidak memoderasi hubungan antara durasi penggunaan media sosial dan kepuasan hidup. Namun, self-esteem menunjukkan hubungan positif yang signifikan dengan kepuasan hidup, sehingga mahasiswa dengan self-esteem yang lebih tinggi cenderung memiliki kepuasan hidup yang lebih tinggi. Temuan ini menunjukkan bahwa self-esteem mungkin lebih berkaitan secara langsung dengan kepuasan hidup dibandingkan sebagai faktor yang mengubah hubungan antara durasi penggunaan media sosial dan kepuasan hidup.

Kata kunci: *Media sosial, kepuasan hidup, self-esteem*