

The Effect of Loneliness on Narcissistic Tendencies with Self Disclosure As A Moderating Variable among Adult Social Media Users Pengaruh Kesepian Terhadap Kecenderungan Narsistik Dengan Self Disclosure Sebagai Variabel Moderasi Pada Individu Dewasa Pengguna Media Sosial

Intan Suraya⁽¹⁾, Diana Imawati⁽²⁾, Siti Khumaidatul Umaroh⁽³⁾

Fakultas Psikologi, Universitas 17 agustus 1945 Samarinda⁽¹⁾⁽²⁾⁽³⁾

intansurayaa04@gmail.com⁽¹⁾

diana_ima@yahoo.co.id⁽²⁾

khumaidatul@untag-smd.ac.id⁽³⁾

Article Info:

Received : 09-12-2025

Revise : 18-11-2025

Accepted : 19-11-2025

Published : 24-11-2025

Keywords:

Narcissistic tendencies,
loneliness, self disclosure,
social media

Abstract :

The development of digital technology increases each year, including the rise of social media use. Social media creates a new space for individuals to present themselves, which can lead to psychological challenges such as loneliness and narcissistic tendencies. This study aims to examine the effect of loneliness on narcissistic tendencies with self-disclosure as a moderating variable, as well as to enhance public understanding of social and mental health issues and provide references for future research on similar topics. Using a quantitative approach and survey method, the study employed a non-probability sampling technique, specifically quota sampling. Data were analyzed using Moderated Regression Analysis (MRA). The research involved 503 respondents aged 18–40 years who actively used social media platforms such as Facebook, Instagram, and TikTok. The results show that loneliness has a significant influence on narcissistic tendencies, with a significance value of 0.000 and an R Square of 0.187. This indicates that the higher an individual's level of loneliness, the higher their narcissistic tendency. Furthermore, the moderation test using self-disclosure revealed a significance value of 0.000 and an R Square of 0.580, suggesting that individuals who feel lonely and engage in high levels of self-disclosure tend to exhibit stronger narcissistic tendencies.

How To Cite : Suraya, I., Imawati, D., & Umaroh, S. (2025). The Effect of Loneliness on Narcissistic Tendencies with Self Disclosure As A Moderating Variable among Adult Social Media Users. MOTIVA: JURNAL PSIKOLOGI, 8(2), 212-223. <https://doi.org/10.31293/mv.v8i2.8924>

1. Introduction

The development of digital technology and social media has not only brought convenience in communication and information access but has also created complex psychological dynamics within its users. A survey conducted by the Indonesian Internet Service Providers Association (APJII, 2024) recorded that the number of internet users in Indonesia reached 221.56 million out of a total population of 278.69 million in 2023. Social media has a strong appeal because it offers opportunities for users to gain social recognition through likes, comments, and followers, all of which can temporarily boost self-confidence. This aligns with the findings of Puspitasari (2016), who stated that social support in the form of virtual appreciation can influence an individual's psychological state, making them feel valued even more than support received in real-life interactions. However, the constant pursuit of validation often encourages narcissistic behaviors, characterized by self-enhancement, the display of an idealized self-image, and an excessive need for attention from others (Utami et al., 2020).

The phenomenon of narcissistic tendencies in social media has become increasingly apparent, with many users competing to display the best versions of themselves through polished photos, videos, and daily activities (Dewi, 2019). Individuals commonly use filters, aesthetic arrangements, and selective content to obtain social acknowledgment. A person with narcissistic tendencies often views themselves as superior to others and shows limited regard for others' feelings. Although they may appear highly confident, such individuals generally have low self-esteem and are easily offended by criticism (Saudah, 2022). Elliya and Rahma (2020) explained that individuals often struggle to

<https://doi.org/10.31293/mv.v8i2.8924>



fully accept themselves and tend to hide their weaknesses. Narcissistic individuals seek praise and expect attention concerning their appearance, achievements, and behaviors in order to feel better about themselves. Their sense of self-confidence frequently depends on external support, attention, and recognition. In contrast, individuals with healthy self-esteem are aware of their strengths and do not rely on praise to feel secure; they also tend to be more receptive to criticism.

Furthermore, Kohut's psychodynamic theory (2009) suggests that narcissism is an expression of an individual's basic need to maintain self-esteem. When self-confidence is formed in an unstable manner, individuals tend to seek excessive validation from their social environment. This concept is relevant in the context of social media, where individuals often express themselves through posts intended to gain public recognition. A recent study by Brummelman and Sedikides (2020) emphasizes that healthy self-esteem enables individuals to feel sufficient as they are, while fragile self-esteem can foster narcissistic tendencies.

According to Twenge and Campbell (2018), social media indirectly reinforces narcissistic behavior by providing a space for comparison, validation seeking, and the creation of an illusion of popularity. This condition reflects a paradox in social media use: individuals may feel externally confident while internally experiencing emotional instability. Interview results conducted by researchers revealed that all three subjects displayed narcissistic tendencies through how they used social media to showcase themselves, seek attention, and gain validation from others. Subject P exhibited vanity, superiority, and exhibitionism as described by Raskin (1988), shown through confidence that posts about places and food would attract attention, indifference to negative comments, and the habit of sharing only the best photos. Subject H displayed more complex narcissistic traits, including authority, self-sufficiency, vanity, superiority, entitlement, and exhibitionism, evident through confidence in leadership abilities, the belief that daily life deserves public attention, and refusal to follow other accounts, while using social media to increase public attention.

Early adulthood, between the ages of 18 and 25, is a transitional period from adolescence to adulthood, during which individuals leave formal education and face new developmental tasks such as building careers, establishing romantic relationships, and expanding peer relationships (Hurlock, 2015). At this stage, individuals are also expected to build healthy social connections to avoid loneliness or social isolation (Octaviany, 2019). Social media plays a significant role in fulfilling these needs by enabling communication without spatial or temporal limits through features such as chat, video calls, phone calls, and stories. In addition to facilitating communication, social media also serves as a platform for information sharing, socialization, and personal expression.

Individuals in early adulthood also tend to use social media to construct self-identity by posting their best photos or videos, following popular trends, or visiting viral locations to gain social recognition. This behavior reflects a desire to build a positive self-image and receive validation through online interactions. Social networking platforms, particularly Instagram, often become spaces for young adults to express who they are, what they value, and the beliefs they hold. Positive responses such as likes or comments can influence a person's emotions because they are perceived as a form of support (Puspitasari, 2016). As a result, individuals compete to present the ideal version of themselves through well-curated posts (Dewi, 2019).

Interviews with three research subjects revealed narcissistic tendencies consistent with Raskin's (1988) concepts. Subject P demonstrated vanity, superiority, and exhibitionism. Subject H demonstrated authority, self-sufficiency, vanity, superiority, entitlement, and exhibitionism, showing behaviors such as attracting public attention through posts, managing activities with confidence, and removing negative comments. Subject A showed vanity, entitlement, and exhibitionism by believing their posts would attract others, refusing to follow back, and sharing only aesthetic photos. Overall, the three subjects shared similar motives in using social media: seeking positive comments, gaining attention, and obtaining recognition from others. These behaviors reflect narcissistic characteristics such as exhibitionism, vanity, authority, self-sufficiency, superiority, and entitlement.

Social media has also created a new phenomenon: the pursuit of personal validation in digital spaces. Research such as Salsabila (2021) still emphasizes social media as a medium for strengthening interpersonal relationships, yet few studies have explored how narcissistic behavior develops in the

virtual interactions of Indonesian users. Despite its benefits, social media also presents psychological challenges, one of which is loneliness, which can trigger narcissistic tendencies. Loneliness affects various aspects of an individual's life, including affective factors such as emptiness, anxiety, and sadness, as well as cognitive aspects such as decreased motivation and hopelessness (Simanjuntak, 2021). Research also shows that loneliness can lead to social isolation, sleep disturbances, and impulsive behavior (Shankar, 2019). Field observations show that lonely individuals often express themselves on social media by repeatedly posting photos or videos to seek attention and validation.

Interview results revealed that feelings of being unnoticed, isolated, and lacking social support drive individuals to use social media as a compensatory tool. This corresponds with Russell's (1996) theory on social desirability, personality, and depression and is supported by Sabatini (2024), who found a significant positive relationship between loneliness and narcissism. The research gap that emerges involves understanding how narcissistic tendencies manifest in the daily lives of Indonesian social media users and how these behaviors affect their social relationships.

Previous research also shows that loneliness is a psychological factor that can trigger narcissistic behavior (Sabatini, 2024). Additionally, self-disclosure plays an important role in social interactions on social media and has been shown to correlate with narcissism (Nurnabila, 2018). However, studies that specifically position self-disclosure as a moderating variable between loneliness and narcissism are still limited.

Findings from interviews indicate that experiences of loneliness encourage individuals to be more active in self-disclosure on social media. Subjects mentioned that when they felt ignored, isolated, or unsupported, they were more likely to upload photos, create videos, or post about personal activities to gain attention and create social interaction. This behavior arises from a need to be seen, acknowledged, and to feel a sense of social presence—even in virtual spaces. This finding aligns with Russell's (1996) dimensions of loneliness related to social desirability, personality, and depression, highlighting that unmet social needs can trigger emotional distress. Social media then becomes a perceived safe space for expressing feelings and thoughts, making self-disclosure easier than in face-to-face interactions. This shows that loneliness affects not only emotions but also interpersonal communication patterns in digital environments.

Phenomena on social media often begin with unrestricted self-disclosure, which can create risks for users. According to Devito (1997), personality is a crucial factor influencing self-disclosure, especially narcissistic personality traits as explained by Nurnabila (2018) and Parsons (2017), who found strong relationships between narcissism and the intensity of self-disclosure on social media. Islamia (2023) also reported a positive correlation between narcissistic tendencies and self-disclosure, supported by the ease with which individuals can express themselves verbally and nonverbally on digital platforms. Individuals tend to present themselves through photos or videos to gain attention and responses from others (Devito, 1986), and in some cases, they adjust their disclosures based on their social objectives (Masur, 2019). However, excessive self-disclosure, such as continuously posting selfies, may reflect narcissistic tendencies (Cecilia, 2016). Other studies have also shown that loneliness is associated with narcissistic behavior (Jazilah, 2017), and that self-disclosure has a positive relationship with narcissism among social media-using students (Fuadi, 2021).

Only a few studies have examined the moderating role of self-disclosure; however, existing research suggests that self-disclosure significantly affects narcissistic tendencies (Siregar, 2025). This study is expected to provide theoretical, practical, and applied contributions. Theoretically, it expands the understanding of the role of self-disclosure in the relationship between loneliness and narcissism (Devito, 1997). This topic is important because social media, while beneficial for communication and entertainment, may also reinforce narcissistic attitudes that pose psychological and social risks. Research on narcissistic tendencies in social media use not only enriches knowledge in social and digital psychology but also offers practical benefits, such as raising public awareness about digital literacy and maintaining mental health amid rapid technological development.

2. Methods

This study employed a quantitative method with a survey approach. The quantitative method is grounded in positivist philosophy and is used to examine a specific population or sample, generally

<https://doi.org/10.31293/mv.v8i2.8924>



This work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

utilizing random sampling techniques. Data collection is conducted through research instruments, and data analysis is performed quantitatively or statistically to test hypotheses (Sugiyono, 2018). The survey was used as the research design, which is a method of collecting data by examining objects that represent the population to test hypotheses or answer research questions (Kerlinger, 2004).

The population in this study cannot be reached and is unknown because its number increases each year. The population consists of adults aged 18–40 years, both male and female, who are active social media users. The sample was determined using non-probability sampling, specifically quota sampling, which is a sampling technique that requires predetermined numbers and specific characteristics to be met. The sample consisted of 503 adults aged 18–40 years who actively use social media platforms such as Instagram, Facebook, and TikTok. The sample size aligns with the criteria for an adequate sample according to Sugiyono (2018), which ranges between 30 and 500, and was selected based on the consideration that the total population of social media users in Indonesia is very large and cannot be precisely determined.

Research data were collected using a Likert scale administered through an online questionnaire (Djaali & Muljono, 2007), with favorable items scored 4–1 and unfavorable items scored 1–4. The instruments used consisted of three primary scales. First, the Narcissistic Tendency Scale adapted and modified from Aqilah (2021), consisting of 28 items (16 favorable and 12 unfavorable) covering seven aspects: authority, self-sufficiency, superiority, exhibitionism, exploitativeness, vanity, and entitlement. Second, the Loneliness Scale using the adapted UCLA Loneliness Scale Version 3 (Russell, 1996), consisting of 19 items (10 favorable and 9 unfavorable) covering personality, social desirability, and depression (Putri, 2020). Third, the Self-Disclosure Scale adapted from Pohan (2017), consisting of 35 items (19 favorable and 16 unfavorable) covering amount, valence, accuracy/honesty, intention, and intimacy.

Instrument quality was examined through validity and reliability testing. Content validity was used, where an item is considered valid if it has a correlation value greater than 0.30. Reliability was tested using Cronbach's Alpha, with a scale considered reliable if the value exceeds 0.70 (Ghozali, 2018). The results showed that the narcissistic tendency scale contained 28 valid items with a reliability score of 0.942, the loneliness scale contained 19 valid items with a reliability score of 0.973, and the self-disclosure scale contained 35 valid items with a reliability score of 0.963.

Data were analyzed using Moderated Regression Analysis (MRA) based on linear regression to test the moderating effect of the self-disclosure variable on the relationship between loneliness and narcissistic tendencies (Hayes, 2013). The analysis was conducted using SPSS 23.0 for Windows.

3. Results

In this study, there were 503 adult subjects residing in Indonesia. The following is an overview of the research subjects' data:

Table 1. Overview of Respondents Based on Gender

Gender	Amount	Persentase
Male	161	32%
Female	342	68%
Total	503	100%

Based on the table above, it can be seen that 161 respondents (32%) are male, and 342 respondents (68%) are female.

Table 2. Overview of Respondents Based on Age

Age	Amount	Persentase
18 - 20	48	9,5%
21 - 30	400	79,5%
31- 40	55	10,9%
Total	503	100%

Based on the table above, it can be seen that 48 respondents (9.5%) are aged 18–20 years, 400 respondents (79.5%) are aged 21–30 years, and 55 respondents (10.9%) are aged 31–40 years. Thus, it can be concluded that the respondents are dominated by those aged 21–30 years.

Table 3. Overview of Respondents Based on City

Province	Amount	Persentase
Kalimantan timur	130	25,8%
Jawa barat	126	25%
Sumatera utara	17	3,4%
Jawa timur	80	15,9%
Jawa tengah	52	10,3%
DKI jakarta	33	6,6%
Kepulauan riau	2	0,4%
Jambi	5	1,0%
Lampung	7	1,4%
Papua	1	0,2%
Sulawesi tengah	1	0,2%
Sumatera barat	1	0,2%
Kalimantan barat	7	1,4%
Kalimantan utara	3	0,6%
Kalimantan selatan	4	0,8%
Bali	5	1,0%
Yogyakarta	12	2,4%
Kepulauan riau	6	1,2%
Sulawesi selatan	6	1,2%
Sulawesi utara	2	0,4%
NTT	1	0,2%
Aceh	2	0,4%
Amount	503	100%
Kalimantan timur	130	25,8%
Jawa barat	126	25%
Sumatera utara	17	3,4%
Jawa timur	80	15,9%
Jawa tengah	52	10,3%
DKI jakarta	33	6,6%
Kepulauan riau	2	0,4%
Jambi	5	1,0%
Lampung	7	1,4%
Papua	1	0,2%
Sulawesi tengah	1	0,2%
Sumatera barat	1	0,2%
Kalimantan barat	7	1,4%
Kalimantan utara	3	0,6%
Kalimantan selatan	4	0,8%
Bali	5	1,0%
Yogyakarta	12	2,4%
Kepulauan riau	6	1,2%
Sulawesi selatan	6	1,2%
Sulawesi utara	2	0,4%
NTT	1	0,2%
Aceh	2	0,4%
Total	503	100%

Based on the table above, it can be seen that the respondents came from East Kalimantan with 130 individuals (25.8%), followed by West Java with 126 individuals (25%), and East Java with 80 individuals (15.9%). These three regions contributed the largest portion of the total 503 respondents, followed by Central Java with 52 individuals (10.3%) and DKI Jakarta with 33 individuals (6.6%). This data indicates that most respondents originated from regions with large populations and high internet penetration rates.

Table 4. Overview of Respondents Based on Employment Status

Employee	Amount	Percentage
Student	123	24,5%
Private Employee	250	49,7%
Government Employee	66	13,1%
Entrepreneur	51	10,1%
Housewife	7	1,4%
Freelance	3	0,6%
freshgraduate	3	0,6%
Total	503	100%

Based on the table above, the majority of respondents in this study are private-sector employees, totaling 250 individuals (49.7%) out of 503 respondents. The second-largest category is university students, with 123 individuals (24.5%). This is followed by civil servants with 66 respondents (13.1%), entrepreneurs with 51 respondents (10.1%), housewives with 7 respondents (1.4%), freelancers with 3 respondents (0.6%), and 3 respondents (0.6%) who are fresh graduates.

Table 5. Overview of Social Media Usage Time

Social Media Usage Time	Amount	Percentage
More than 6 times a day	304	60,4%
3 times a day	173	34,5%
Less than 2 times a day	126	5,2%
Less than 2 times a day	-	-
Total	503	100%

Based on the table above, the majority of respondents use social media more than six times a day, totaling 304 individuals (60.4%) out of 503 respondents. This indicates that more than half of the participants have a very high frequency of social media use, reflecting a strong engagement or even potential dependency on digital platforms. Meanwhile, 173 respondents (34.5%) access social media three times a day, which is still considered quite intensive for communication, entertainment, or maintaining an online social presence. Only 126 respondents (5.2%) reported accessing social media fewer than two times a day, and none reported not using social media at all.

Narcissistic Tendency

Table 6. Overview of Narcissistic Tendency Categorization

Interval	Score	Category	F	Percentage
$M - 1,5SD < X \leq M - 0,5SD$	$4 < 57$	Low	30	6%
$M - 0,5SD < X \leq M + 0,5SD$	$58 < 86$	Medium	441	87,7%
$M + 0,5SD < X \leq M + 1,5SD$	$89 < 116$	High	32	6,4%
Total			503	100%

Based on the score categorization results, it is known that most respondents fall into the medium category of narcissistic tendencies, totaling 441 individuals (87.7%) out of 503 respondents. Meanwhile, 30 respondents (6%) fall into the high category, and 32 respondents (6.4%) fall into the low category.

Loneliness

Table 7. Overview of Loneliness Categorization

Interval	Score	Category	F	Percentage
$M - 1,5SD < X \leq M - 0,5SD$	$4 < 27$	Low	30	6,0%
$M - 0,5SD < X \leq M + 0,5SD$	$28 < 51$	Medium	275	54,7%
$M + 0,5SD < X \leq M + 1,5SD$	$52 < 76$	High	198	39,4%
Total			503	100%

Based on the score distribution table, it can be seen that most respondents fall into the medium category, totaling 275 individuals (54.7%), followed by the high category with 198 individuals (39.4%). Meanwhile, 30 respondents fall into the low category.

Self disclosure

Table 8. Overview of Self Disclosure Categorization

Interval	Score	Category	F	Percentage
$M - 1,5SD < X \leq M - 0,5SD$	$4 < 48$	Low	5	1,0%
$M - 0,5SD < X \leq M + 0,5SD$	$49 < 94$	Medium	300	59,6%
$M + 0,5SD < X \leq M + 1,5SD$	$95 < 140$	High	198	39,4%
Total			503	100%

For the self-disclosure variable, the majority of respondents fall into the medium category, totaling 300 individuals (59.6%), followed by the high category with 198 individuals (39.4%), and 5 individuals (1.0%) in the low category.

Normality Test

The normality test is used to determine whether the data are normally distributed. Based on the questionnaire results, all variables were tested using the One-Sample Kolmogorov-Smirnov normality test with SPSS 23 for Windows.

Table 9. Normality Test Overview

Variable	sig	a	Interpretation
Narcissistic Tendencies - Loneliness - Self Disclosure	0,60	0,05	Normal

Based on the data above, the significance value for all variables is 0.60, which is greater than 0.05. Therefore, it can be concluded that the data are normally distributed and meet the assumptions required for the use of parametric statistical analytics.

Linearity Test

The linearity test is used to determine whether there is a linear relationship between variables. The researcher used the ANOVA Table for the narcissistic tendency scale and the loneliness scale to examine linearity. The results of the linearity test for the narcissistic tendency and loneliness scales can be seen in the following table:

Table 10. Linearity Test Overview

Variable	sig	a	Interpretation
Narcissistic Tendencies - Loneliness	0,000	0,05	Linear

Based on the results of the linearity test, the linearity value for the effect between loneliness and narcissistic tendencies was found to be significant, with a significance value of 0.000 (< 0.05), indicating that the two variables have a linear relationship.

The Effect of Loneliness on Narcissistic Tendencies

This hypothesis test uses simple regression analysis to determine the effect of loneliness on narcissistic tendencies, as shown in the following table:

Table 11. Figure of Hypothesis Test: The Effect of Loneliness on Narcissistic Tendencies

Variable	Sig	R	R Square
Loneliness - Narcissistic Tendencies	0,000	0,433	0,187

The analysis results show a significant effect between loneliness and narcissistic tendencies, with a significance value of 0.000, a correlation coefficient (R) of 0.433, and a coefficient of determination (R Square) of 0.187. This indicates that the higher a person's level of loneliness, the higher their tendency toward narcissistic behavior.

The Influence of Loneliness on Narcissistic Tendencies with Self-Disclosure as a Moderator

This hypothesis test uses moderated regression analysis to determine the effect of loneliness on narcissistic tendencies with self-disclosure as a moderating variable, as shown in the following table.

Table 12. Moderation Hypothesis Test Figure

Variable	Sig	R	R Square
Loneliness - Narcissistic Tendencies - Self Disclosure	0,000	0,762	0,580

The moderation test results indicate that self-disclosure significantly moderates the relationship between loneliness and narcissistic tendencies, with a significance value of 0.000, a correlation coefficient (R) of 0.762, and an R Square value of 0.580. This means that individuals who feel lonely and have high levels of self-disclosure tend to exhibit stronger narcissistic behaviors.

4. Discussion

This study demonstrates that loneliness has a significant influence on narcissistic tendencies among adult social media users, particularly those using platforms such as Facebook, Instagram, and TikTok. The first hypothesis shows that loneliness significantly predicts narcissistic tendencies. This indicates that the higher an individual's level of loneliness, the higher their narcissistic tendencies. Although the relationship falls within the moderate category, it remains statistically significant, suggesting that loneliness is a contributing factor to the emergence of narcissistic behavior.

The findings further show that individuals who experience higher levels of loneliness tend to display stronger narcissistic behaviors. This aligns with previous research by Aqilah (2021), Jazilah (2017), Prasetyo (2023), and Sabatini (2024), all of which confirm that loneliness is one of the key factors driving narcissistic tendencies. Lonely individuals are more likely to seek attention, validation, and recognition from their social environment. In the context of social media, this condition becomes even more pronounced because digital platforms provide instant opportunities for individuals to construct an ideal self-image and receive immediate feedback from others. As noted by Sirola (2019), loneliness arises from a lack of meaningful social connections, leading individuals to seek compensation through online activities.

In addition, psychological factors such as loneliness can trigger narcissism, while self-disclosure may strengthen or weaken this influence (Sabatini, 2024). Few studies have examined the moderating role of self-disclosure. The findings indicate that lonely individuals with high levels of self-disclosure tend to exhibit stronger narcissistic tendencies compared to those with lower levels of self-disclosure. This occurs because excessive self-disclosure on social media often becomes a tool to present oneself, attract attention, and obtain approval from others. Over time, this behavior can reinforce self-presentation patterns, increasing dependence on digital social interactions and potentially leading to weakened social relationships and vulnerability to low self-esteem and stress when expected responses are not received. These findings highlight that although self-disclosure is often viewed as a positive form of openness, in the context of loneliness it may actually reinforce narcissistic tendencies. Excessive self-presentation on social media as a means of coping with loneliness can lead to an inauthentic identity and negatively impact the quality of real-life social relationships.

Compared to previous studies, earlier research primarily used simple correlational approaches focusing only on direct relationships between variables, without considering moderating factors such

as self-disclosure. This study is also more relevant to current conditions as it examines popular social media platforms commonly used by young adults.

Furthermore, this study reveals that self-disclosure plays a significant role as a moderating variable that strengthens the relationship between loneliness and narcissistic tendencies. The second hypothesis demonstrates that self-disclosure significantly moderates this relationship. Individuals who feel lonely and engage in high levels of self-disclosure tend to display stronger narcissistic behaviors. Several studies have found that self-disclosure has a positive relationship with narcissistic tendencies on social media (Islamia, 2023). Instagram users who experience loneliness tend to engage more frequently in online self-disclosure (Nuraini & Satwika, 2023). Self-disclosure on social media may also help reduce feelings of loneliness (Ariani, 2019).

This study also finds that self-disclosure strengthens the effect of loneliness on narcissistic tendencies. Individuals with high self-disclosure tend to openly share personal aspects—emotions, daily activities, or self-presentation through photos and videos. When someone experiences loneliness and simultaneously shows high self-disclosure, their use of social media shifts from simple communication to a means of fulfilling needs for attention, acceptance, and social validation. In such cases, self-disclosure is no longer a healthy form of openness but becomes a tool to obtain external approval to boost self-esteem instantly. This pattern reflects a key characteristic of narcissism: dependence on social validation to maintain an idealized self-image. Excessive self-disclosure further intensifies narcissistic tendencies because the more an individual reveals, the greater the desire to gain recognition, reinforcing self-presentation behaviors. This ultimately creates a cycle that strengthens narcissism: loneliness encourages self-disclosure, self-disclosure generates attention and validation, and this validation reinforces narcissistic behavior.

In the long term, such patterns may negatively affect real-life social relationships, as narcissistic tendencies often lead individuals to focus more on self-presentation than on attending to others' emotional needs. High dependence on external responses may also cause fluctuations in self-esteem and increased stress when expected attention is not met. These findings are relevant in modern social media contexts, where platforms like Instagram and TikTok emphasize visuals, aesthetics, and popularity—factors that further facilitate self-presentation behaviors.

Unlike previous studies that only examined direct relationships between loneliness and narcissism, this research offers an important contribution by including self-disclosure as a moderating variable, creating a more nuanced understanding of the psychological dynamics among adult social media users. This highlights that although self-disclosure is often seen as a positive communication behavior, in the context of loneliness it can become a compensatory mechanism that increases narcissistic tendencies, especially when practiced excessively and oriented toward self-presentation.

In conclusion, this study not only supports earlier findings regarding the significant relationship between loneliness and narcissistic tendencies but also expands the understanding by incorporating self-disclosure as a moderating variable. This difference marks the novelty of the study, as prior studies typically examined only direct relationships between variables. Therefore, this research provides a more comprehensive understanding of the psychological dynamics experienced by social media users.

5. Conclusions

Based on the findings of this study, there is a significant relationship between loneliness and narcissistic tendencies among adults, where higher levels of loneliness tend to increase narcissistic behavior, especially when reinforced by excessive self-disclosure on social media. Therefore, adults are advised to use social media wisely, manage loneliness through direct social interactions, and practice healthy self-disclosure by maintaining privacy and building self-esteem through positive activities outside the online environment. Social support from family, friends, and community is also essential to prevent individuals from relying on social media as their primary source of self-validation.

For future researchers, it is recommended to expand the sample size, consider using mixed-method approaches, examine specific characteristics of different social media platforms, and include additional variables such as self-esteem, social comparison, or fear of missing out (FOMO) to gain a more comprehensive understanding. This study has several limitations, including the use of online

self-report questionnaires and a large number of items, which may lead to respondents completing the survey less seriously.

6. CRediT Authorship Contribution Statement

Intan Suraya: responsible for developing the research ideas, formulating the background and problem statements, and conducting the relevant literature review. In addition, she was in charge of the data collection process, data processing, and analysis of the research findings. **Diana Imawati:** provided conceptual guidance, methodological supervision, as well as direction during the preparation and refinement of the research. Meanwhile, **Siti Khumaidatul Umaroh:** contributed to the writing process, data analysis, interpretation of the research results, and improvements to the substance and editing of the manuscript.

7. Declaration of Competing Interest

The author declares that there are no financial conflicts of interest or personal relationships that could influence the work reported in this manuscript.

8. Declaration of Generative AI and Assistive Technologies in the Writing Process

The author states that in the preparation of this manuscript, Generative AI technology was used in a limited manner as a supporting tool to assist in generating ideas, organizing the writing framework, improving grammar, and enhancing clarity. All writing, data analysis, interpretation of results, and research conclusions are the author's own contributions. In addition, the author also utilized other supporting technologies such as the SPSS statistical data processing software and the Mendeley reference management application.

9. Funding

This research did not receive any funding or financial support from any external party. All costs associated with this study were independently covered by the researchers.

10. Ethical Approval

All procedures in this study were conducted in accordance with established research ethics, including respect for participants' rights, the protection of personal data confidentiality, and the assurance that participation was entirely voluntary. Prior to completing the questionnaire, all participants received clear and comprehensive information regarding the purpose of the study, its potential benefits, and any possible risks, and they provided their consent through an informed consent form. No pressure, coercion, or incentives were used to influence participants' decision to take part in this research.

11. Acknowledgments

The author extends sincere gratitude to all respondents who participated and contributed to this study, as well as to the institutions that provided academic support and facilities. The moral support from family and colleagues also served as an important source of motivation, enabling the successful completion of this research.

12. References

- Ariani, M. D., Supradewi, R., & Syafitri, D. U. (2019). Peran kesepian dan pengungkapan diri online terhadap kecanduan internet pada remaja akhir. *Proyeksi*, 14(1), 12–21.
- Asosiasi Penyelenggara Jasa Internet Indonesia. (2024). *Hasil survei internet APJII*. <https://survei.apjii.or.id>
- Aqilah, T. M. (2021). *Hubungan kesepian dengan kecenderungan perilaku narsisme siswa pengguna Instagram pada masa pandemi COVID-19 di Madrasah Aliyah Negeri Kota Batu* [Undergraduate thesis, Universitas Islam Negeri Maulana Malik Ibrahim]. <https://etheses.uin-malang.ac.id/32141/>

- Brummelman, E., & Sedikides, C. (2020). Raising children with high self-esteem (but not narcissism). *Child development perspectives*, 14(2), 83-89. <https://doi.org/10.1111/cdep.12362>
- DeVito, J. A. (1997). *Komunikasi antar manusia*. Jakarta: Professional Books.
- Dewi, C. G., & Ibrahim, Y. (2019). Hubungan self-esteem (harga diri) dengan perilaku narsisme pengguna media sosial Instagram pada siswa SMA. *Jurnal Neo Konseling*, 1(2). <https://doi.org/10.24036/0099kons2019>
- Djaali, P., & Muljono. (2007). *Pengukuran dalam bidang pendidikan*. Jakarta: Grasindo.
- Ellyia, R., & Rahma, A. (2020). Hubungan harga diri dengan gejala narsistik (Narcissistic Personality Disorder) pada mahasiswa program studi pendidikan dokter Universitas Malahayati. *Malahayati Nursing Journal* 202), 305-316. <https://ejournalmalahayati.ac.id/index.php/manuju/article/view/159>
- Engkus, E., Hikmat, H., & Saminnurahmat, K. (2017). Perilaku narsis pada media sosial di kalangan remaja dan upaya penanggulangannya. *Jurnal Penelitian Komunikasi*, 20(2), 121-134. <https://doi.org/10.20422/jpk.v20i2.220>
- Ghozali, I. (2018). *Aplikasi analisis multivariate dengan program IBM SPSS 19*. Semarang: Universitas Diponegoro.
- Hayes, A. F. (2013). *Introduction to mediation, moderation, and conditional process analysis: A regression-based approach*. New York: Guilford Press.
- Hurlock, E. B. (2015). *Psikologi perkembangan: Suatu pendekatan sepanjang rentang kehidupan*. Jakarta: Erlangga.
- Islamia, I., Yanti, N. N., & Kartina, I. (2023). Self-disclosure on Instagram: Effects of narcissistic tendencies and needs for affiliation in university students. *Psikoislamedia: Jurnal Psikologi*, 8(2), 185. <https://doi.org/10.22373/psikoislamedia.v8i2.20504>
- Jazilah, N., & Astuti, K. (2017). Hubungan antara kesepian dengan ciri-ciri narsistik pada pelaku selfie di media sosial. *Naskah Publikasi Prodi Psikologi*.
- Kohut, H. (2009). *The analysis of the self: A systematic approach to the psychoanalytic treatment of narcissistic personality disorders*. University of Chicago Press.
- Utami, A. B., Ramadhani, H. S., & Letari, N. A. (2020). Subjective Well-Being dan Kecenderungan Narsisme Pada Individu Dewasa. *SUKMA: Jurnal Penelitian Psikologi*, 1(1). <https://jurnal.untag-sby.ac.id/index.php/sukma/article/view/3593>
- Nuraini, B. K., & Satwika, Y. W. (2023). Hubungan antara kesepian dengan pengungkapan diri pada remaja pengguna instagram di kota surabaya. *Character: Jurnal Penelitian Psikologi*, 10(01), 861-873. <https://doi.org/10.26740/cjpp.v10i1.54659>
- Nurnabila. (2018). *Hubungan antara kebutuhan afiliasi dan kepribadian narsisme dengan self-disclosure pada remaja pengguna Instagram* [Skripsi, Universitas Islam Sultan Syarif Kasim Riau].
- Octaviany, C. (2019). Dinamika kesepian pada wanita dewasa awal. *Calyptra*, 8(1), 1722-1741. <https://journal.ubaya.ac.id/index.php/jimus/article/view/3845>
- Pohan, F. A., & Dalimunthe, H. A. (2017). Hubungan intimate friendship dengan self-disclosure pada mahasiswa psikologi pengguna media sosial Facebook. *Jurnal Diversita*, 3(2), 15-24. <https://ojs.uma.ac.id/index.php/diversita/article/view/1256>
- Prasetyo, A. G. A., & Huwae, A. (2023). Kesepian dan kecenderungan narsisme pada remaja penyandang disabilitas fisik pengguna media sosial di Indonesia: Studi korelasi. *Journal of Community Mental Health and Public Policy*, 5(2), 50-64. <https://cmhp.lenterakaji.org/index.php/cmhp/article/view/92>
- Puspitasari, F. I. (2016). Kebutuhan yang mendorong remaja untuk memposting foto atau video pribadi dalam Instagram. *Jurnal Ilmiah Mahasiswa Universitas Surabaya*, 5(1), 1-15. <https://journal.ubaya.ac.id/index.php/jimus/article/view/2800>
- Putri, Q. A. S. (2020). *Hubungan Self-Compassion dan Loneliness (Studi Pada Mahasiswa Universitas Islam Negeri Sultan Syarif Kasim Riau)* [Skripsi, Universitas Islam Negeri Sultan Syarif Kasim Riau].
- Kerlinger, F. N. (2004). *Research design in behavioral science* (Revised ed.). Harcourt College Publishers.

- Raskin, R., & Terry, H. (1988). A principal-components analysis of the Narcissistic Personality Inventory and further evidence of its construct validity. *Journal of Personality and Social Psychology*, 54(5), 890. <https://psycnet.apa.org/buy/1988-25254-001>
- Russell, D. W. (1996). UCLA loneliness scale (version 3): Reliability, validity, and factor structure. *Journal of Personality Assessment*, 66(1), 20–40. https://doi.org/10.1207/s15327752jpa6601_2
- Sabatini, F. (2024). *Hubungan antara kesepian dengan narsisme pada mahasiswa pengguna media sosial di Sekolah Vokasi Universitas Diponegoro* [Skripsi, Universitas Islam Sultan Agung Semarang].
- Sirola, A., Kaakinen, M., & Oksanen, A. (2019). Loneliness and online gambling-community participation of young social media users. *Computers in Human Behavior*, 96, 155–162. <https://doi.org/10.1016/j.chb.2018.02.040>
- Salsabila, F., & Wideasavitri, P. N. (2021). Gambaran self-disclosure pada perempuan pengguna aplikasi online dating Tinder di tengah pandemi COVID-19. *Jurnal Psikologi Udayana*, 8(2), 48–57. <https://doi.org/10.24843/JPU.2021.v08.i02.p07>
- Shankar, A. (2020). Loneliness and sleep in older adults. *Social Psychiatry and Psychiatric Epidemiology*, 55, 269–272. <https://link.springer.com/article/10.1007/s00127-019-01805-8>
- Simanjuntak, J. G. L. L., Prasetyo, C. E., Tanjung, F. Y., & Triwahyuni, A. (2021). Psychological well-being sebagai prediktor tingkat kesepian mahasiswa. *Jurnal Psikologi Teori dan Terapan*, 11(2), 158. <https://dx.doi.org/10.26740/jptt.v11n2.p158>
- Sugiyono. (2018). *Metode penelitian pendidikan: Pendekatan kuantitatif, kualitatif, dan R & D*. Bandung: Alfabeta.
- Twenge, J. M., & Campbell, W. K. (2009). *The narcissism epidemic: Living in the age of entitlement*. Atria Books.
- Saudah, S. (2022). Problematika Prilaku Narsistik Pada Remaja Dalam Bermedia Sosial. *Society*, 13(2). <https://doi.org/10.20414/society.v13i2.6378>