

**PERILAKU NARSISME DITINJAU DARI *SELF ESTEEM* DAN
SUBJECTIVE WELL BEING PADA SISWI SMA SULTAN ISKANDAR
MUDA MEDAN YANG MENGGUNAKAN AKUN SOSIAL MEDIA**

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INTISARI

Penelitian ini bertujuan untuk mengetahui hubungan *self esteem* dan *subjective well being* terhadap perilaku narsisme siswi SMA Sultan Iskandar Muda Medan yang menggunakan akun sosial media. Subjek penelitian yang digunakan pada penelitian ini berjumlah 115 orang siswi SMA Sultan Iskandar Muda Medan dengan metode *purposive sampling*. Data penelitian dikumpulkan dengan skala narsisme yang terdiri dari 30 aitem, skala *subjective well being* yang terdiri dari 23 aitem, serta skala *self esteem* yang terdiri dari 10 aitem. Hasil penelitian menunjukkan bahwa terdapat hubungan antara *self esteem* dan *subjective well being* pada remaja yang menggunakan akun sosial media dengan nilai $F = 14,335$ dan $p = 0.000$ ($p < 0.05$). Hasil penelitian menunjukkan terdapat hubungan negatif antara *self esteem* pada remaja yang menggunakan akun sosial media dengan perilaku narsisme dengan nilai koefisien beta -0.565 dan nilai $p = 0.000$ ($p < 0.05$) dan terdapat hubungan positif antara *subjective well being* pada remaja yang menggunakan akun sosial media dengan perilaku narsisme dengan nilai koefisien beta $0,488$ dan nilai $p = 0.000$ ($p < 0.05$). Uji asumsi terdiri dari uji normalitas, multikolinearitas, heteroskedastisitas dan autokorelasi. Data dianalisis dengan menggunakan analisis regresi linear berganda dengan bantuan *SPSS Statistics 19 for Windows*. Hasil penelitian menunjukkan bahwa sumbangan efektif yang diberikan oleh *self esteem* dan *subjective well being* terhadap narsisme adalah sebesar 19% dan selebihnya 81% dipengaruhi oleh faktor lain yang tidak diteliti.

Kata kunci : Narsisme, *Self esteem*, *Subjective Well Being*

**NARCISSISM BEHAVIOR REVIEWED FROM SELF ESTEEM AND
SUBJECTIVE WELL BEING IN SMA SULTAN ISKANDAR MUDA MEDAN
STUDENTS USING SOCIAL MEDIA ACCOUNTS**

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ABSTRACT

This study aims to determine the relationship between self-esteem and subjective well-being to the narcissistic behavior of students of Sultan Iskandar Muda Medan High School who use social media accounts. The research subjects used in this study were 115 students of Sultan Iskandar Muda High School Medan with the purposive sampling method. The research data were collected with a narcissism scale consisting of 30 aitems, a subjective well-being scale consisting of 23 aitems, and a self esteem scale consisting of 10 aitems. The results showed that there was a relationship between self esteem and subjective well-being in adolescents who used social media accounts with a value of $F = 14.335$ and $p = 0.000$ ($p < 0.05$). The results showed that there was a negative relationship between self-esteem in adolescents who used social media accounts and narcissistic behavior with a beta coefficient value of -0.565 and a p value = 0.000 ($p < 0.05$) and there was a positive relationship between subjective well being in adolescents who used social media accounts with narcissistic behavior with a beta coefficient value of 0.488 and a p value = 0.000 ($p < 0.05$). The results showed that there was a negative relationship between self-esteem in adolescents who used social media accounts and narcissistic behavior with a beta coeifisient value of -0.565 and a p value = 0.000 ($p < 0.05$) and there was a positive relationship between subjective well being in adolescents who used social media accounts with narcissistic behavior with a beta coefficient value of 0.488 and a p value = 0.000 ($p < 0.05$). The assumption test consists of normality, multicholnearity, heteroskedasticity and autocorrelation tests. Data were analyzed using multiple linear regression analysis with the help of SPSS Statistics 19 for Windows. The results showed that the effective contribution made by self-esteem and subjective well-being to narcissism was 19% and the remaining 81% was influenced by other factors.

Keywords: *Narcissism, Self esteem, Subjective Well Being*