

From Doubt to Digital Presence: Insecurity and Self-Confidence on Intentions to Use Social Media in Students

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ARTICLE INFO

Keywords:

Confidence; Students;
Insecure;
Social Media; Intentions

Article history:

Received 2023-10-30

Revised 2023-12-25

Accepted 2023-12-31

ABSTRACT

This study seeks to analyse how feelings of uncertainty and self-confidence impact students' inclination to utilise social media. This research is quantitative. The study's population consisted of students. The sampling employed the cluster random sampling method with a total sample size of 376 students. The data collection technique uses an insecure scale developed from the theory of Kim Kim (2005, 2017) and Ting-Toomey (2005, 2015) with a validity of 0.314 – 0.884 and reliability $\alpha = 0.976$. The self-confidence scale was developed from Lauster's (1992) theory, with validity 0.402 - 0.676 and reliability $\alpha = 0.907$. The intention scale was developed from the theory of Fishbein & Ajzen (1975), validity 0.315 – 0.793 and reliability $\alpha = 0.896$. Data were analyzed using multiple linear regression analysis with the help of the SPSS application. The relationship between insecurity and intention to use social media is significant t-count 11.470, sig. = 0.000 and coefficient 0.227. The relationship between self-confidence and intention to use social media is significant, with a t count of 15.168, sig. = 0.000 and coefficient 0.388. The results of the regression analysis test $F = 405.248 > \text{table } 3.74$ and the Sig value. = 0.000 < 0.05. So, insecurity and self-confidence together have a significant effect on the Intention to Use Social Media. The determination analysis shows that the adjusted R-squared = 0.683. This shows that the variables of insecurity and self-confidence influence 68.3% of Social Media Use Intentions.

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1. INTRODUCTION

Social media has become an integral part of student life today. Students use social media to interact with friends, access information, share experiences, and build and expand their social networks. Social media also provides a platform for students to build their digital identity. Dijk in Setiadi (2016) states that social media is a platform for media that centers on its users' existence and helps them engage in activities and teamwork. As a result, social media can be viewed as an online tool (facilitator) that improves user connections and social ties. Social media is a tool to communicate with various parties worldwide using an internet connection Sikape (2014). According to Cookingham Ryan (2015), social media has become an inseparable part of today's culture.

Social media usage has grown significantly in recent years and is expected to persist in the future. This is a result of technical progress and the growing ease of access to the internet and mobile devices. The 2023 survey by the Association of Internet Service Providers in Indonesia (APJII) reported that internet penetration in Indonesia had reached 78.19%, which equates to 215,626,156 individuals out of a total population of 275,773,901. According to a survey by We Are Social (2023), individuals spend over 2.5 hours each day on social media. The survey indicates that there are 4.76 billion social media users globally, with the majority falling in the 20 to 24 age group. According to Bayu (2022), teens in Indonesia are the most frequent users of the Internet compared to other age groups. The internet usage rate among individuals aged 13-18 was 99.16% in 2021-2022. The 19-34 age group has the second highest internet penetration rate at 98.64%. These results indicate that teenagers are highly engaged social media users.

From the data above, it can be seen that the use of social media continues to increase rapidly, with the most significant number of users dominated by individuals aged between 13-34 years. From this age, it can be classified into the teenage and early adult age groups. According to Santrock (2020), they are usually 12 to 18 years old and early adults from 18 to early 30s. If we examine this further, it is the age range of students, as the researchers further chose students as research targets. Direktorat Jendral Pendidikan Tinggi (2020) stated that the average strata of one student is aged 18-23 years. According to Santrock (2002), 18-24 year olds are included in the early adulthood. Early adulthood is a transition period from adolescence to adulthood, which occurs in the late teens to 20s and only ends around the age of 30 (Santrock, 2002)

Early adulthood is an essential time in a person's development. Santrock (2011) states that early adulthood is used to designate the transition period from adolescence to adulthood. In the digital era and the increasingly widespread use of social media, early adulthood can be affected by the impact of social media in various aspects of life. While the use of social media can make it easier to interact and share information, the impact is not always positive. The negative impacts of using social media also need to be considered. Widowati & Syafiq (2022) the impact that occurs is negative if there is excessive information, which can cause emotional contagion so that social media users experience an increase in negative psychological impacts, the emergence of significant problems with other people, procrastination, poor time management, and a lack of self-control in using social media. Network. Excessive or unhealthy use can contribute to high levels of insecurity, as they often compare themselves to posts uploaded by others.

Maslow (1942) posits that insecurity is characterised by a lack of self-confidence, a pervasive fear of the unknown, and an assumption that the majority of people are hostile and self-centered. Those who struggle with insecurity often feel lonely and rejected, as well as nervous, pessimistic, miserable, guilty, self-centered, and even neurotic. This can have negative effects on a person's mental health by interfering with their healthy development in early adulthood, reinforcing societal pressure to attain unrealistic standards, and creating feelings of insecurity. Anxiety, poor self-esteem, defensiveness, ambivalence, or ambiguity are some of the symptoms of identity insecurity, according to Kim (2005) and Ting-Toomey (2015). Secondly, according to both theorists, dissociative communication behaviour, particularly towards those who are different, is associated with higher degrees of identity insecurity.

An individual's self-confidence and degree of insecurity are both influenced by the amount of time spent on social media. A self-confident person is one who isn't overly worried about what other people think of them, who acts in accordance with their own desires and takes responsibility for their actions, who is courteous when interacting with others, who has a strong desire to succeed and who is aware of their own strengths and shortcomings (Lauter, 2003). The traits of self-confident people include, according to Lauster (1992), the following: a) belief in one's own skills, b) optimism, c) objectivity, d) responsibility, and e) rationality and realism. Using social media wisely, especially to make new friends and broaden one's social circle, can boost one's self-esteem.

Ramadhani and Putrianti (2017) state self-confidence is a mindset and trust in one's own capabilities, stemming from a positive outlook on one's skills, enabling one to make judgements without hesitation and remain unaffected by other influences. Ghufroon and Risnawita (2020) emphasised that self-confidence is a crucial element of an individual's character, and its absence can lead to numerous

challenges. Self-assurance is the most crucial quality for an individual in social interactions. Self-confidence enables individuals to realise their full potential and effectively engage with their surroundings. Oney and Guven (2015) assert that self-confidence is equivalent to self-esteem. Self-esteem and self-confidence pertain to how an individual assesses their different abilities and personal traits.

In line with research conducted by Daulay et al. (2023), it is explained that using social media to increase self-confidence greatly influences self-confidence and the ability to be optimistic, responsible, realistic, and rational. Daulay et al. (2023) also mention the impact of using social media on teenagers' sense of self-confidence, namely with extensive social media where a teenager will be able to find friends who are the same as him, starting from hobbies, fashions or maybe friends exchanging stories, likes and finding friends. There are many things in social media. This can build self-confidence and pride in themselves when they get appreciation and support from their online community. Apart from that, social media also allows individuals to feel supported, inspired, and socially accepted. This can increase their confidence in interacting and contributing to the online environment. Social media also provides opportunities for individuals to express themselves creatively.

The level of self-confidence and level of insecurity are closely related to an individual's intention to use social media. Self-confidence and insecurity can influence why someone uses social media and how they interact with it. Andreassen et al. (2012) found that high self-confidence is negatively correlated with social media addiction. Individuals with high self-confidence tend to have good self-understanding, adequate life satisfaction, and adequate social skills.

Regarding the use of social media, the TPB theory (Theory of Planned Behavior) can provide a valuable framework for understanding the factors that influence students' intentions to use social media. Planned behavior theory, put forward by Ajzen (2020), explains that attitude towards behavior is a basic view regarding an individual's sense of agreement with the stimulus for his response, both positive and negative. The Theory of Planned Behavior enhances the reasoned action theory. According to empirical data supporting reasoned action theory, two factors—subjective norms and attitudes toward behavior—cause an individual's intention to carry out particular behaviors (Fishbein & Ajzen in Seni, 2017). Several years later, (Ajzen in Seni, 2017) added one factor: individual perceived or perceived behavioral control. The existence of these factors changes reasoned action theory into planned behavior theory. TPB theory suggests that the intention to use social media is influenced by three main variables: attitude, subjective norm, and perceived behavioral control.

Feelings of uncertainty or low self-esteem can impact attitudes toward using social media. This is especially true when it comes to degrees of insecurity and confidence. The inclination to react positively or negatively to aspects of an entity, individual, organization, or occasion is known as an attitude toward behavior (Ajzen, 2020). Students who feel insecure may rely on social media to obtain validation and support from others. Others, so that the intention to use social media becomes higher. Subjective norms can also influence students' intentions to use social media. Subjective norms are benefits that are based on beliefs, which are called normative beliefs. Normative belief is a belief in the agreement or disagreement of a person or group that influences an individual's behavior. The crucial social influence of several behaviors stems from family, life partners, relatives, colleagues at work, and other references related to behavior (Ajzen, 2006). There is also behavioral control; perceived behavioral control is a measure of a person's beliefs about how simple or complex it is to act (Hogg and Vaughan in Seni, 2017). The most crucial aspect of behavioral control is the presence of supportive variables. However, if a person experiences little in the way of support, it will be difficult for them to comprehend the actions taken (Ajzen, 2005). Perceived behavioral control also plays an essential role in the intention to use social media.

Researchers have done initial study on students, with a sample size of 119 respondents selected randomly. Information was gathered by the completion of a questionnaire comprising three sections: insecurity level, self-confidence, and social media usage intention. The questionnaire was designed using pertinent studies related to the research issue. The study results showed that insecurity, self-confidence, and intention to utilise social media were all rated at 63%, falling into the high group.

In this case, researchers are interested in researching the intensity and self-confidence of students' use of social media. This desire arises because, until now, there has been no research that specifically explores this aspect. Given the high use of social media among students, I wanted to understand more deeply how intensity, self-confidence, and insecurity play a role in their usage patterns of these platforms.

Some of the descriptions above are the basis for researchers' interest in investigating the relationship between the level of insecurity and self-confidence and the intention to use social media among students. This study attempts to address how students' intentions to utilize social media are influenced by their levels of insecurity and confidence. This study helps to understand how feelings of insecurity and confidence influence students' intentions to utilize social media.

2. METHODS

The purpose of this study is to examine the impact of insecurity (X1) and self-confidence (X2) on students' intentions to use social media (Y) using a quantitative technique with a regression type. The population in this study was students. Sampling used a cluster random sampling technique, with a sample size of 376. The measure utilized in this study was a five-point Likert model psychological assessment. The first scale, namely the insecurity scale, was developed from the theory of Kim (2005, 2017) and Ting-Toomey (2005, 2015) with a total of 25 items, validity of 0.314 - 0.884, and reliability $\alpha = 0.976$. The second scale, the self-confidence scale, was developed from Lauster's (1992) theory with a total of 23 items, validity 0.402 - 0.676, and reliability $\alpha = 0.907$. The third scale, namely the social media use intention to scale, was developed from the theory of Fishbein & Ajzen (1975) with 16 items, validity 0.315 - 0.793, and reliability $\alpha = 0.896$. In this research, the data analysis technique used is multiple linear regression with the help of the SPSS application.

3. FINDINGS AND DISCUSSION

An overall picture of the respondents' responses to the statements in the questionnaire is presented by descriptive data. The researcher will provide a detailed description of the respondents' answers, which are compiled into descriptive statistics based on the findings of 376 respondents' responses on research factors. To employ average values and frequencies in a descriptive statistical approach to provide an empirical description of the data used in the study. This description will reveal the degree to which the respondent's interpretation of the variables serves as a research indication. The quantitative descriptive analysis's findings provide information about three critical areas for students: 1) their degree of insecurity, 2) their degree of confidence, and 3) their intention to use social media:

Table 1. Descriptive Analysis Results

Variable	N	M	SD	Category
Insecure	376	77,09	25,17	Moderate
Self Confidence	376	72,56	19,48	High
Intentions to Use Social Media	376	51,71	14,21	High

Based on Table 1, the distribution of instruments from 376 respondents shows that the insecure variable (M=77.09; SD= 25.17) is included in the medium category, the self-confidence variable (M= 72.56; SD= 19.48) is included in the high category, and the intention variable (M= 51.71; SD= 14.21) is included in the high category.

Before testing multiple regression analysis, several conditions must be met, namely that the data is normally distributed, the data is linear, there is no heteroscedasticity, and no multicollinearity. The Sig value was calculated using the findings of the second Kolmogorov-Smirnov normality test. The regression model has a coefficient of determination of $0.200 > 0.05$. Thus, the regression model's

Kolmogorov-Smirnov test findings met the normality criterion with a Sig value ≥ 0.05 . This signifies that the data evaluated has a normal data distribution. The next assumption test is multicollinearity with the condition that the tolerance value is > 0.1 and $VIF < 10$, so multicollinearity does not occur. The results obtained were a tolerance value of 0.687 for the Insecure and Self-Confidence variables, and the VIF value for both variables was 1.457. As a result, it is possible to conclude that the data evaluated did not exhibit multicollinearity. Heteroscedasticity test with the condition that if the significance value is > 0.05 , then heteroscedasticity does not occur. The heteroscedasticity test result for the insecure variable is 0.231, and self-confidence is 0.061. The results of the aforementioned classical assumption test indicate that the study data fits the conditions for a multiple regression test.

Table 2. Multiple Linear Regression

Predictor	a	B	t	Sig.	R	R ²	Adjusted R ²	F
Insecure		0,227	11,470	0,000				
Self Confidence		0,388	15,168	0,000				
Insecure & Self Confidence	6,034				0,828	0,683	0,683	405,248

Interpretation and testing of the hypothesis (H) in Table 2 shows that the relationship between Insecure (X1) and Intensity of Social Media Use (Y) is significant with a t-count of 11.470 (t-count > 1.96) and a Sig. = 0.000, which is less than $\alpha = 0.05$. The coefficient value is 0.227. Thus, the hypothesis in this research is "Insecure (X1) has a significant effect on the intensity of social media use (Y)". The table above also shows that the relationship between Self-Confidence (X2) and Intention to Use Social Media (Y) is significant, with a t-count of 15.168 (t-count > 1.96) and a Sig. = 0.000, which is less than $\alpha = 0.05$. The coefficient value is 0.388. Thus, the hypothesis in this study states that "Self-Confidence (X2) has a significant effect on the Intensity of Social Media Use (Y)".

The results of the F-test regression analysis of the variables insecurity and self-confidence jointly influence the intensity of social media use. It is known that the F value = 405.248, and the Sig value. = 0.000, while the F table value with df (2,373) = 3.74. Thus, the F value is 405.248 $>$ F table 3.74, and the Sig value is. = 0.000 $<$ 0.05. As a result, it is possible to conclude that the variables Insecure and Self-Confidence have a significant effect on Intention to Use Social Media.

Determination analysis shows the Adjusted R Square equation = 0.683. This shows that 68.3% of Social Media Use Intentions (Y) are influenced by the variables Insecure (X1) and self-confidence (X2). In comparison, the remainder (100% - 68.3%) is 31.7% of Social Media Use Intentions (Y) influenced by other factors outside this research.

Discussion

The goal of this study was to find out if there is a link between feeling insecure, having faith in yourself, and wanting to use social media. There is a strong link between feeling insecure, having confidence in oneself, and wanting to use social media. This is because these three things can affect how a person acts and interacts on the site. We can say that the theory is true, which means that there is a link between feeling insecure and confident in yourself and wanting to use social media.

Teenagers' social media usage intentions towards insecurity were in the medium group, while intentions towards self-confidence were in the high category. Individuals with self-confidence are more likely to intend to utilise social media than those who feel insecure. Nevertheless, both still exert the same impact on the intention to utilise social media. People are more inclined to utilise social media since it brings them satisfaction. Ham et al. (2019) discovered that individuals who are content with

using social media are more likely to have strong intentions to use it. This is further evidenced by low levels of activity, infrequent social interactions, discomfort, seeking social support, seeking information, looking for entertainment, and seeking escape.

The results indicate a favourable correlation between insecurity and the intention to utilise social media. The results indicate a correlation between adolescents' intention to utilise social media and insecurity. In descriptive testing, unsecured data falls under the medium group. The research findings indicate that the markers for Individual Identity Insecurity, Public Presentation Insecurity, Dissimilar Other Insecurity, and Reactive Insecurity fall into the high range. The signs encompass feelings of insecurity related to self-understanding and self-acceptance, anxiety in public settings, difficulty in interacting with individuals from diverse backgrounds, and behaviours that induce anxiety. Insecure individuals often utilise social media to seek affirmation or praise from others.

Furthermore, individuals will be more susceptible to social comparison and the tendency to compare the lives of other people who look better on social media. Many individuals also feel dissatisfied with their physical condition. Khattab (2019) found results that show the role of body image and gender and sexuality issues. Both are seen as products of self-representational bodily performance that can be changed and shaped to conform to stereotypical ideas of beauty, masculinity, and femininity. Research by Burnette et al. (2017) in the United States also found that social media seems to contribute to body dissatisfaction in teenagers. Another thing that happens to social media users is that they can increase self-promotion; when they see other people uploading good photos or videos, individuals will try to upload even better ones. This method is used to control individual feelings and to demonstrate self-existence. This is in line with research conducted by Novitasari and Handoyo (2014), who found that the more frequently you upload photos or videos, the more popular they will be. Even when individuals feel they do not get enough likes, they will delete photos or videos. So, the individual will try their best when they want to upload a photo or video on Instagram, such as setting the right time to upload, and will even think about and note down the caption that will be used in uploading the photo Rizki (2017). This is a form of individual personal branding (Franzia et al., 2018)

This can cause stress and dissatisfaction with yourself. Individuals show that insecurity can influence an individual's need to get validation and social support through social media. Individuals who are insecure or feel inadequately appreciated in real life may seek validation and attention through interactions on social media. Individuals may use social media to construct a more positive identity and seek social support. In line with this, Forest & Wood's (2012) research states that someone with low self-esteem considers social media as a safer place to express themselves. Research conducted by Floros & Siomos (2014) reported that college students affected by Internet addiction showed higher levels of impulsivity and aggression-hostility than healthy controls, indicating that they may use the Internet too much to vent their anger and negative emotions, such as anger and frustration. Research on a sample of Indian students aged 18 to 24 years found that adolescents with high levels of impulsive sensation seeking and hostility-aggression were more at risk of experiencing internet addiction (Kumar & Singh, 2014).

Furthermore, it was found that there was an influence between self-confidence and intention to use social media. In the descriptive test, self-confidence is in the high category. This research obtained different results from research by Baker & White (2010) and Ardari (2016), where the research stated that self-confidence did not appear as a factor influencing the frequency of use of social media. However, research results from Lenhart & Madden (2007) show that individuals with high self-confidence continue to use social media with high intensity to maintain and manage socially established friendships (face to face).

Someone who has strong self-confidence uses social media as a means to express themselves or share positive experiences. Moreover, if they show positive things, it will certainly increase their self-confidence. In line with research by Adawiyah (2020), someone who has self-esteem can develop and fulfill their potential appropriately. These individuals tend to share content that promotes their success, happiness, or accomplishments. According to Lauster (2002), self-confidence is an attitude or belief in

one's abilities so that one is not too anxious about one's actions, feels free to do things according to one's wishes, and is responsible for one's actions, is polite in interacting with other people, has encouragement. Achievements and can recognize one's strengths and weaknesses. In line with this, self-confidence is everything that can achieve goals in life, accompanied by positive beliefs about the advantages one has (Hakim in Kartini, 2019). Self-confidence is when someone can do something calmly and is filled with confidence (Hambly in Kartini, 2019). Believes that self-confidence is ability and self-esteem accompanied by strong self-awareness (Coleman in Kartini, 2019). When a person is confident, he dares to show himself with full confidence, dares to show his existence, dares to express differences of opinion with others, and can independently make decisions even in difficult conditions. High self-confidence can also help them to be more selective in filtering the information they consume on social media. Individuals with high self-confidence have good self-understanding, adequate life satisfaction, and adequate social skills. This can reduce the intention of excessive use of social media. They are better able to control their use of social media and use these platforms in a more balanced manner.

Intention refers to an individual's motivation or resolve to engage in a specific behaviour (Dayakisni & Hudaniah, 2015). Ajzen et al. (2018) stated that intentions are affected by three factors: subjective norms, attitudes towards behaviour, and perceived behavioural control. These elements may be associated with the utilisation of social media. Subjective norms refer to an individual's thoughts and responses to the use of social media, where users perceive utilising social media as being modern. Behavioural attitudes are individual responses that arise in response to internet advancements and individual actions when utilising Instagram social media. Perceived behavioural control is an individual's ability to control their behaviour based on their past experiences and their assessment of the ease or difficulty of using social media. Li et al. (2018) conducted research on the intention to use social media, finding that it is perceived as pleasant, has social value, and is attractive. People are typically drawn to using social media because they perceive it as enjoyable, which reinforces their decision to use it.

4. CONCLUSION

The findings in this research show that insecurity and self-confidence significantly affect students' intentions to use social media. Insecurity and self-confidence play an essential role in social media usage intentions because they can influence how individuals interact and act on these platforms. This research has limitations in generalizing the results because it focuses on a sample of students at one university. Future studies could expand the sample population to obtain a more holistic picture. Some external factors, such as changes in social media policies or global events, may influence social media usage intentions and cannot be fully taken into account in this research. Recommendations for further research are the development of psychological interventions. The study supports the idea of developing psychological interventions that can help students overcome feelings of insecurity and increase self-confidence. Such initiatives can have positive benefits on social media use. As well as adopting a longitudinal approach to understand changes in social media usage behavior over time. This will provide further insight into the dynamics of the interaction between psychological factors and social media usage intentions.

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