

# THE RELATIONSHIP BETWEEN NARCISSISM AND EMPLOYEE PERFORMANCE: STUDY ON CIVIL SERVANTS IN KUPANG CITY

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## ABSTRACT

The purpose of this study was to find out how the influence of narcissistic personality on employee performance. To achieve the purpose of the study, data will be collected through questionnaires that will be distributed to civil servants in Kupang City. This population was chosen because the performance of civil servants is often highlighted and considered to be still improvable. Previous studies have noted that excessive use of the internet and social media can lead to mental exhaustion of a person, and in terms of work, can decrease the person's performance. This study aims to highlight the personality of employees, in this case narcissism, which can affect the performance of civil servants. The results of this study show that narcissism can negatively affect an employee's performance.

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## 1. INTRODUCTION

In general, narcissism is known as a personality that considers oneself to be very high so that it is admired by others [1]. Narcissism is something dynamic, socially defining with two key elements: positive, exaggerated and such a high view of the self; Self-regulation strategies to maintain and promote a positive outlook [2]. This personality type is associated with a tendency to feel more physically attractive than others [3], more worthy of being a leader than anyone else [4], smarter than anyone else [5] and more creative than anyone else [6]. Previous studies have described narcissism as a negative personality type because it perceives itself as better than others, even though it is not. In addition, religious norms and social norms that exist in Indonesian society always encourage individuals to humble themselves, something that a narcissist cannot do. Thus, narcissism although it exists in society as a personality that is difficult to avoid but is not very socially supported [4].

Narcissism thrives in the age of the internet and social media. Modern human life, especially in urban areas is very difficult to separate from the internet and social media. In general, social media is an online-based environment that is accessed by users when they want to interact with others by sharing ideas, feelings and responses in the form of text, photos and videos [7]. Individuals who have high levels of narcissism get full support from internet technology and social media. Social media websites like Facebook, Twitter, Instagram or Tik-Tok are like a narcissist's dream come true. At any time, a narcissist can share content that he thinks will attract the attention of others, such as interesting self-images and videos, or stunning words. A potentially millions of social media audiences may provide immediate feedback in the form of "likes" and comments from followers that please the narcissistic individual [8]. In short, social media becomes a narcissist's channel to admire and satisfy feelings of "being better" than others.

The use of social media can also occur in the work environment. Using social media sites might actually increase employee productivity. Numerous studies show that employees who use social media sites are more productive than those who don't. Employees who are more social and connect with others through social media sites are better people at work, meaning they are skilled at interacting with others and able to solve problems [9]. However, excessive use of social media can decrease employee productivity

[10]. This study aims to determine the extent of the influence of narcissism on employee productivity mediated by excessive use of social media. As far as we observe, similar research conducted in Indonesia has never been conducted even though the development of social media in a very rapid work environment can affect productivity. To achieve the objectives of this study, we will collect data with the population of civil servants in Indonesia. This is important because the performance of civil servants in Indonesia is often in the spotlight because it is considered that it still has to be improved [11].

Furthermore, the structure of this study will be delivered as follows. First, the authors conducted a literature review of previous studies related to narcissism, excessive use of social media and employee productivity. Second, the author team explained the method used in this study accompanied by data analysis techniques to be used. Third, after conducting data analysis, the results of this study are discussed and interpreted to answer the purpose of this study.

Since the late 19th century, scientists have been interested in human experience and behavior, describing excessive self-love with the term narcissism, which refers to the mythological figure Narcissus who, instead of accepting the angelic approach of Echo, fell in love with his reflection reflected off the surface of the pond [12]. Narcissism is characterized by a very high sense of self-love. Miller, Hoffman [13] reveals two different but inseparable types of narcissism. Grandiose narcissism, which involves self-importance, uniqueness, dominance, and grandeur. In addition, there is also vulnerable narcissism characterized by insecurity, interpersonal hypersensitivity, and withdrawal from the social environment. Both types of narcissism essentially require a statement to others that narcissistic individuals are superior in various parties compared to others, without having to get formal recognition from the other party.

Narcissists like to be the center of attention, tend to show off, believe they are special people, and prefer to be in leadership roles and roles filled with power [14]. From a theoretical point of view, it has been argued that narcissism is a self-regulation mechanism used to maintain unrealistically high levels of self-esteem by using mutually reinforcing systems of interpersonal and intrapersonal self-regulation strategies [2]. Although it is human nature to exalt oneself, among narcissistic people, the rate of self-exaltation is higher than others and is insensitive to developing social situations [15]. A narcissist consistently exalts themselves even though they know that their actions may offend others present. In addition, they also like to take advantage of the reputation of the success of the group they are in even though they know that their actions are harming the rest of the group [16]. In short, it can be said that narcissistic people can do many negative things in order to improve their reputation in front of others, even if they demean or harm others they know.

Social media addiction is not the only type of addiction found on the internet. Young [17] Suggest some of them, namely each: (a) sexual addiction, (b) addiction to interpersonal relationships online, (c) online gambling, (d) addiction to computer games (games). Social media offers a lot of features that can support a person to linger on the internet and enjoy the above types of addictions [18]. Interactive video, image and writing features can make people feel at home with their unusual hobbies [10]. This makes social media addiction very complex because everyone has their own specifications and is difficult to stop. Social media addiction itself is a condition in which individuals show a desire to use social media excessively so that they have uncontrolled behavior and always want to enter and use social media at every opportunity [19, 20].

Organizations initially introduced social media for employees to try new things that benefit management practices by reviewing new business models, reshaping communication, improving collaboration, and ensuring the search and sharing of new knowledge that can help management achieve its goals [21]. Various research reports show that the right use of social media can increase employee productivity and help companies achieve profits [22]. However, excessive use of social media can trigger addiction and other adverse consequences. Zivnuska, Carlson [23] revealed that employees who are addicted to social media tend to experience decreased performance at work. Recent research has also found that social media addicts experience decreased happiness and increased work stress [10]. In education, students who are addicted to social media often feel pressured in school, which reduces their academic

performance [24]. It is clear that the problem of social media addiction is a serious problem in the community so it needs to be addressed immediately.

Narcissism can increase addiction to social media use. Social media can be a useful platform to promote and improve yourself from a social media user to meet self-improvement needs [16]. Narcissistic individuals have a tendency to make more friends and produce more content on social media which is attributed to their extraversion. Conversely, those with low narcissism were associated with neuroticism which was characterized by more anxiety or discomfort associated with social media use [8]. Based on the literature review above, the first hypothesis we developed was:

**Hypothesis 1:** Narcissism positively affects social media addiction among employees.

Previous research has shown that social media addiction can affect employee performance in the work environment [10]. Yu, Cao [25] argues that when agencies instruct employees to use social media excessively, there are several negative things, including the availability of information, communication and excessive social relationships. Thus, employees find it difficult to focus on their main work so that the performance of employees and agencies as a whole decreases. Addiction to social media also affects a person's psychological and psychological state, Hou, Xiong [26] Finding that social media addiction can negatively affect a person's mood, ability to think clearly, even on a person's physical and emotional state. It is also possible that someone who is addicted to social media receives negative comments from fellow social media users that can affect his emotional state, which ultimately decreases his performance at work [27]. We hypothesize as follows:

**Hypothesis 2:** Social media addiction negatively affects employee performance.

**Hypothesis 3:** The relationship between narcissism and employee performance is mediated by social media addiction.

The framework of this study can be seen in the picture below.

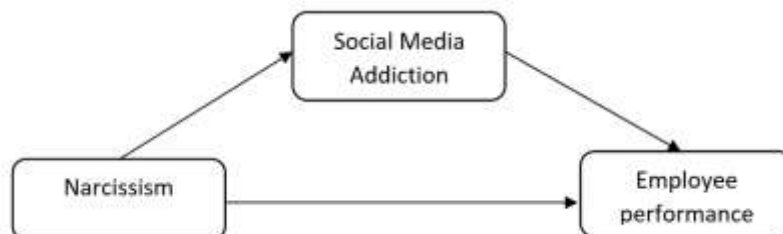


Figure 1. Research Model

## 2. METHOD

The respondents in this study were public servants in Kupang City. Respondents must meet several criteria, namely being willing without coercion to fill out a questionnaire, having a permanent job within the past year, and not knowing the hypothesis of this study. This is necessary so that the answers from respondents are not biased. The respondents were not rewarded for filling out the questionnaire and they were informed that at any time they could stop filling out if they felt uncomfortable. The number of respondents involved in this study was 162 people.

The respondents received an invitation to participate in filling out the questionnaire online. These invitations are sent via social media, and private messaging networks. Previously they were informed that the purpose of this scientific research was to determine the use of social media from employees.

### 2.1 Instruments

The questions in the questionnaire were adapted from previous studies that had passed validity and reliability tests. The construct of narcissism is measured by a scale developed by Ames, Rose [28]. The

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construct of social media addiction is measured by a measurement scale developed by Andreassen, Torsheim [29]. While employee performance variables are measured by a scale created by Williams and Anderson [30]. All variables were measured using the 5-point Likert scale.

## 2.2 Analysis Method

The purpose of this study was to find out the mediating role of social media addiction in the relationship between narcissism and employee performance. Thus, this research is categorized as quantitative type research. The analytical tool used to investigate the relationship between variables is Structural Equation Modelling (SEM). To facilitate the statistical calculation process, we use SmartPLS 3.0 software. The stages of analysis itself will be divided into early and advanced stage analysis. All variable measurement scales to be used in further analysis are first checked for validity and reliability and ascertained in advance whether all scales have met the requirements of multivariate statistical tests. At this stage, data cleaning is also carried out. Further analysis is basically done to test the correctness of hypotheses that have been built before.

## 3. RESULTS AND DISCUSSION

This study examines reliability, validity of convergent and discriminant by conducting confirmatory factor analysis. The item loading value and extracted average variance (AVE) are expected to exceed 0.50 to determine the convergent validity of items [31] Reliability thresholds as suggested by Fornell and Larcker [32] is a Cronbach alpha value and composite reliability (CR) higher than 0.70. Table 1 shows that all item loadings are above 0.60, Cronbach construct alpha ( $\alpha$ ) and Composite Reliability higher than 0.70, also AVE for each variable higher than 0.50 as recommended.

Table 1. Measurement analysis results

Construction	Loading Factors	Cronbach Alpha (a)	Composite Reliability (CR)	Extracted mean variance (AVE)
Narcissism (NAR)	0.72 - 0.84	0.82	0.82	0.52
Social Media Addiction (KMS)	0.70 - 0.79	0.77	0.83	0.51
Employee Performance (KP)	0.69 - 0.83	0.92	0.96	0.67

Furthermore, Fornell and Larcker [32] recommend to assess discriminant validity by evaluating the square root of AVE for each variable and the correlation between the variable and all variables in the conceptual model. Also, the value of the HTMT ratio should be lower than 0.90 as suggested by Henseler, Ringle [33]. As illustrated in Table 2, the requirements have already been satisfied.

Table 2. Discriminant Validity

Variables	NAR	KMS	EP
NAR	(.82)	.51	.25
KMS	.51*	(.86)	.17
EP	.22**	.18*	(.81)

Note : Diagonal values (in the brackets) are square root of AVE, values below the diagonal are correlations between variables, values above the diagonal are HTMT ratio.

We investigated the direct relationships in the research model. First, the relationship between narcissism and social media addiction was hypothesized as having a negative one. It was found that the first hypothesis was approved ( $b = -0.23, p < 0.01$ ). That is, when an employee is highly narcissist, he or she is addicted to social media. Second, the results showed that the social media addiction influenced the employee performance negatively ( $b = -0.27, p < 0.01$ ). This indicated that when an employee is addicted to social media, his/her performance declines. Lastly, we found that social media addiction is a mediator in the relationship between narcissism and employee performance ( $b = -0.11, p < 0.05$ ). Thus, our predicted indirect relationships were approved in the data.

The findings of this study offer valuable insights into the complex interplay between narcissism, social media addiction, and employee performance. In this discussion section, we will delve into the implications of these results, their potential contributions to the existing literature, and the practical implications for organizations and managers. The first hypothesis posited a negative relationship between narcissism and social media addiction, and the results supported this hypothesis. Specifically, the findings indicated that individuals with higher levels of narcissism were more likely to exhibit signs of addiction to social media. This observation is in line with previous research suggesting that narcissistic individuals may be drawn to social media platforms as a means of self-promotion, attention-seeking, and validation from others. Such behavior can lead to increased engagement with social media and potentially to addiction.

The second hypothesis proposed a negative relationship between social media addiction and employee performance, and the results confirmed this relationship. This outcome suggests that individuals who are addicted to social media may experience a decline in their performance at work. Social media addiction can be a significant distraction, diverting employees' attention away from their tasks and responsibilities [10]. Procrastination, reduced productivity, and increased absenteeism may be among the detrimental effects of social media addiction on employee performance. The final hypothesis introduced the idea that social media addiction acts as a mediator in the relationship between narcissism and employee performance. The results demonstrated that social media addiction indeed plays a mediating role in this context. This finding implies that the negative impact of narcissism on employee performance may be partially explained by the presence of social media addiction. In other words, narcissistic individuals may be more prone to social media addiction, which, in turn, contributes to their diminished work performance.

This study contributes to the existing literature in several ways. Firstly, it provides empirical evidence of the link between narcissism and social media addiction, shedding light on the psychological mechanisms underlying this relationship. Secondly, the study extends our understanding of the consequences of social media addiction by demonstrating its detrimental impact on employee performance. Lastly, by uncovering the mediating role of social media addiction, it offers a more comprehensive view of how narcissism affects employee outcomes. The findings of this study have practical implications for organizations and managers. To mitigate the negative effects of social media addiction on employee performance, organizations may consider implementing policies and interventions aimed at reducing excessive social media use during work hours. Additionally, managers should be aware of the potential influence of narcissism on employees' social media behavior and performance, and they can provide support and guidance to help employees manage their online activities more effectively.

It is important to acknowledge some limitations of this study. Firstly, the data collected for this research may be subject to self-report bias, as participants may underreport or overreport their levels of narcissism, social media addiction, or performance. Future research could utilize objective measures or observational data to address this issue. Secondly, the study's cross-sectional design does not allow for causal inferences, and longitudinal or experimental studies would be valuable to establish causality. Finally, the study focused on a specific context (employee performance) and sample (employees), and the generalizability of the findings to other settings and populations should be examined in future research.

#### **4. CONCLUSION**

In conclusion, this study highlights the interconnectedness of narcissism, social media addiction, and employee performance. The results offer valuable insights for organizations aiming to enhance employee productivity and well-being in an increasingly digital and interconnected world. Further research in this area will undoubtedly contribute to our understanding of these relationships and their implications for individuals and organizations.

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