

Abstrak

Komunitas daring seperti Komunitas Ramah-Ramah di media sosial X semakin berkembang dan menjadi wadah penting bagi interaksi sosial yang dapat memengaruhi kebahagiaan anggotanya. Dalam konteks ini, *gratitude* dan *perceived social support* diyakini berperan penting dalam meningkatkan kebahagiaan (*happiness*) individu. Oleh karena itu, penelitian ini menguji pengaruh *gratitude* terhadap *happiness* dengan *perceived social support* sebagai moderator pada anggota komunitas tersebut. Penelitian menggunakan metode kuantitatif yang melibatkan 387 responden berusia 18–40 tahun yang aktif mengunggah di Komunitas Ramah-Ramah. Data dikumpulkan melalui kuesioner dan dianalisis menggunakan *Partial Least Squares Structural Equation Modeling* (SEM-PLS). Hasil menunjukkan bahwa *gratitude* dan *perceived social support* berpengaruh signifikan terhadap *happiness*, serta *perceived social support* memoderasi pengaruh antara *gratitude* dan *happiness* meskipun efek moderasinya kecil. Penelitian ini menunjukkan pentingnya penguatan interaksi positif di komunitas daring.

Kata Kunci : *kebahagiaan, bersyukur, dukungan sosial, moderasi, komunitas daring.*



Abstrak

Online communities such as the Ramah-Ramah Community on social media platform X are increasingly growing and serve as important spaces for social interaction that can influence members' happiness. In this context, gratitude and perceived social support are believed to play significant roles in enhancing individual happiness. Therefore, this study aims to examine the effect of gratitude on happiness with perceived social support as a moderating variable among members of this community. This quantitative research involved 387 respondents aged 18–40 who actively post in the Ramah-Ramah Community. Data were collected through questionnaires and analyzed using Partial Least Squares Structural Equation Modeling (SEM-PLS). The results indicate that both gratitude and perceived social support have significant effects on happiness, and perceived social support moderates the relationship between gratitude and happiness, although the moderation effect is small. This study highlights the importance of strengthening positive interactions in online communities.

Keywords: *gratitude, happiness, perceived social support, moderation, online community*

