

Abstrak

Paparan pencapaian profesional di LinkedIn berpotensi memicu *inferiority feelings* pada mahasiswa tingkat akhir yang menghadapi transisi dunia kerja. Penelitian kuantitatif ini bertujuan untuk menguji pengaruh *social comparison* terhadap *inferiority feelings* dengan *personal growth initiative* (PGI) sebagai variabel moderator. Data dikumpulkan melalui kuesioner daring kepada 327 mahasiswa tingkat akhir UIN Sunan Gunung Djati Bandung ($N = 327$) dan dianalisis menggunakan regresi linier berganda serta *Moderated Regression Analysis* (MRA). Hasil penelitian menunjukkan bahwa *social comparison* berpengaruh positif dan signifikan terhadap *inferiority feelings* ($\beta = 0,735$; $p < 0,001$), sedangkan PGI berpengaruh negatif dan signifikan ($\beta = -0,338$; $p < 0,001$). Selanjutnya, MRA membuktikan bahwa PGI secara signifikan berperan sebagai variabel moderator ($b_3 = -0,032$; $\beta = -0,554$; $p = 0,004$) yang memperlemah dampak buruk *social comparison* terhadap *inferiority feelings* (*buffering effect*), serta meningkatkan koefisien determinasi model menjadi $R^2 = 0,710$ ($F = 263,370$; $p < 0,001$). Penelitian ini menegaskan pentingnya inisiatif pertumbuhan pribadi agar mahasiswa dapat mengelola evaluasi diri di ruang digital secara konstruktif.

Kata Kunci: *social comparison*, *inferiority feelings*, *personal growth initiative*, mahasiswa tingkat akhir, LinkedIn.



Abstract

Exposure to professional achievements on LinkedIn can trigger inferiority feelings among final-year students undergoing the career transition. This quantitative study aims to examine the effect of social comparison on inferiority feelings, with personal growth initiative (PGI) as a moderating variable. Data were collected via online questionnaires from 327 final-year students at UIN Sunan Gunung Djati Bandung (N = 327) and analyzed using multiple linear regression and Moderated Regression Analysis (MRA). The results indicated that social comparison had a significant positive effect on inferiority feelings ($\beta = 0.735$; $p < 0.001$), whereas PGI showed a significant negative effect ($\beta = -0.338$; $p < 0.001$). Furthermore, MRA confirmed that PGI significantly acts as a moderating variable ($b_3 = -0.032$; $\beta = -0.554$; $p = 0.004$), buffering the negative impact of social comparison on inferiority feelings and increasing the model's coefficient of determination to $R^2 = 0.710$ ($F = 263.370$; $p < 0.001$). This study highlights the essential role of personal growth initiative in helping students manage digital self-evaluation constructively.

Keywords, *inferiority feelings, personal growth initiative, social comparison., final-year students, LinkedIn*

