

Digital Beauty Filters, Hyperreal Identity, and Life Satisfaction Across Generations

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Abstract

The use of digital beauty filters on social media platforms has shaped how individuals present themselves online. These filters not only enhance perceived appearance but also affect self-perception, body image, and psychological satisfaction, making them influential tools for identity construction. This study investigates how digital beauty filter use, body dissatisfaction, hyperreal identity, and life satisfaction interact across Generation Z and Generation Y. We found that generational context drives key differences: in Generation Z, beauty filter use and hyperreal identity do not significantly impact life satisfaction, whereas in Generation Y, body dissatisfaction is a critical determinant of life satisfaction. These results highlight the main argument: generational experiences with digital media crucially shape self-identity and life satisfaction. Applying Cognitive Dissonance Theory, the study shows that discrepancies between the actual self and digitally altered representations can cause psychological tension that impacts well-being. The cumulative evidence demonstrates the need for digital literacy and critical awareness to reduce the harmful impacts of idealized beauty on social media.

Keywords: beauty filter, body dissatisfaction, hyperreal identity, life satisfaction

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Introduction

In the era of digital media, visual representation plays a central role in shaping individuals' perceptions, identities, and self-expression. Social media platforms such as Instagram serve as spaces where ideals of beauty related to the body, face, and lifestyle are constructed, displayed, and widely consumed. One prominent form of visual construction is the use of facial filters in applications such as Instagram and TikTok, as well as AI-based filters that enable users to manipulate facial appearance instantly. These technologies allow users to create facial images that align with particular beauty preferences. Such filters not only enhance skin brightness and facial proportions but also introduce features such as larger eyes, smaller noses, and V-shaped faces, which have become dominant beauty standards (Malayati, 2025). Consequently, these characteristics serve as references for beauty ideals circulating on social media.

The emergence of social media has dramatically reshaped how individuals interact, present themselves, and construct their self-image. Platforms such as Instagram, Snapchat, and TikTok offer users tools to edit, filter, and enhance photos and videos before sharing them online. These tools can adjust facial features, smooth skin texture, reshape body proportions, and even alter eye color, producing appearances that may differ significantly from reality. Initially, such technologies were introduced for entertainment and creative expression; however, they have become deeply embedded in users' daily digital identities. As filter usage increases, individuals may begin to perceive digitally altered images as idealized versions of themselves, thereby blurring the boundary between authentic and curated representations. Although these tools appear harmless, their psychological impacts are substantial. Filters not only affect visual appearance but also influence how individuals perceive and evaluate themselves (Michael, 2025).

However, not all filters have negative effects. Some studies have shown that social media can function as a space for self-expression when used appropriately. Generation Z, often called the “internet generation,” shows a strong attachment to beauty filters, particularly on TikTok. For this group, beauty filters serve as tools that enhance self-confidence by presenting smoother skin and modified facial tones. The presence of these filters also influences how Generation Z perceives makeup-related content, whether as beauty references, educational resources, or visual entertainment.

Generation Z's motivations for using beauty filters largely stemmed from internal factors, particularly the desire to appear more attractive. Syihab (2020) observed that female students were more likely to focus on their physical appearance and expressed greater concern about their bodies than male students.

Similarly, a study titled “*Persepsi Wanita dalam Menentukan Standar Kecantikan di TikTok dan Instagram*” showed that representations of beauty on both platforms were relatively homogeneous and tended to exclude women who did not conform to dominant standards. This condition led to increased body dissatisfaction. At the same time, perceptions of beauty vary across individuals, influenced by ethnic and racial diversity. Skin tones such as fair, tan, and dark are inherently diverse, and all can be perceived as beautiful when supported by proper care and self-confidence.

Despite these perspectives, the increasingly complex use of beauty filters remains a challenge for distinguishing between healthy self-expression and the construction of idealized, unrealistic self-images, like good looking, V-shaped face, and others. Some studies have indicated that

social media also serves as a space to promote body diversity, skin color inclusivity, and authentic self-expression, particularly within online communities that emphasize inclusivity. Nevertheless, the use of beauty filters has been associated with tensions surrounding authentic identity (Millenia & Hidayat, 2025).

Previous findings suggested that the influence of beauty filter trends on Generation Z was significant. However, these influences tended to have a more negative impact in social media platforms widely used by this generation.

Digital Communication Psychology

According to Rakhmat (2018), communication science refers to the process through which individuals interact with one another. Communication psychology is defined as a field that seeks to describe, predict, and control mental events in behavioral terms within communication processes. Mental events refer to internal communication, while behavioral events represent observable actions. In the context of digital media, individuals—particularly Generation Z women—experience increased self-confidence when using beauty filters. They feel satisfied with the features presented and widely shared across platforms, which reflects a common behavioral pattern of presenting an idealized “best version” of oneself when sharing photos. The mental dimension of this phenomenon lies in how individuals interact with digital media, which enhances their confidence through technologically mediated features. Further research is needed to explore the relationship between psychology and beauty. The concept of beauty is socially constructed, malleable, and subject to change in response to social media and cultural norms. Cultural standards of beauty vary across contexts and evolve through exposure to popular media and visual imagery. The introduction of filters, particularly the “selfie look,” and exposure to extreme visual standards on social media distort perceptions of beauty (Laughter et al., 2023).

Digital media influences various aspects of human development, including cognition, emotional states, behavior, health, sexuality, and physical perception. These influences extend to interpersonal relationships with parents, peers, and partners (Putri et al., 2025). The use of filters to enhance appearance is a key area within communication psychology. However, individuals do not necessarily need to feel dependent on beauty filters to modify their appearance, as self-confidence does not inherently rely on technological enhancement.

Digital self-presentation demonstrates the selective adaptation of global beauty standards, particularly the infant schema, within specific cultural and economic contexts (Song et al., 2025). The experience of beauty is complex and is influenced by biological, psychological, social, and cultural factors. Researchers suggest that humans value certain facial proportions as indicators of attractiveness, reflecting an evolutionary basis for beauty perception (Laughter et al., 2023).

According to Kholifah and Syarif (2025), the use of photo editing and filters indicates the internalization of unrealistic beauty standards. Adolescent girls from Generation Z who engage intensively with digital media, particularly through Instagram, tend to compare themselves with others on these platforms. This tendency leads to behavioral and psychological challenges, particularly when individuals become reliant on technology to enhance their appearance.

Cognitive Dissonance

Festinger's theory of cognitive dissonance starts with the notion that the communicator possesses a wide range of cognitive components, including attitudes, perceptions, knowledge, and beliefs. These are not discrete cognitive components; rather, they are connected to behavior and to each other in different ways. They can be contradictory or discordant, reinforce one another, be consonant with one another, or be irrelevant and have no bearing on one another.

A sensation of discomfort or dissonance is produced when two cognitive components are pertinent but contradictory (Littlejohn, 2017). Leon Festinger created his theory of cognitive dissonance in 1957. The consequences of incompatibility between two related cognitions are the main emphasis of this theory. A person is motivated to lessen dissonance and return to consonance by avoiding circumstances or information that could exacerbate it because dissonance arises when aspects are psychologically or logically discordant (Littlejohn, 2017).

By using beauty filters, individuals can determine how they modify their real appearance into digital media effects. Individuals can choose their actions based on their motivations. The motivation may be to appear more attractive or visually enhanced due to filter effects, or to choose not to use such effects because there is no perceived need to alter their appearance.

The variables used in this study include Beauty Filter Usage (X1), Body Dissatisfaction (X2), Hyperreal Self-Identity (X3), and Life Satisfaction (Y), which are examined among Generation Z and Generation Y in Indonesia. The results of the F-square test for Generation Z indicate that Beauty Filter Usage (X1) has an influence on Life Satisfaction (Y). Additionally, Body Dissatisfaction (X2) also impacts Life Satisfaction (Y), as does Hyperreal Self-Identity (X3). However, the magnitude of these effects varies.

The R-square value of 0.220 for the Life Satisfaction (Y) variable indicates that all variables in this study explain 22% of the variance in Y, with the remaining 78% explained by factors outside the research model.

The adjusted R-square for the Life Satisfaction (Y) variable is 0.195, indicating that 19.5% of the variation in Life Satisfaction is explained by the three independent variables: Beauty Filter Usage (X1), Body Dissatisfaction (X2), and Hyperreal Self-identity (X3). In comparison, other factors beyond this study account for the remaining 80.5%.

The SEM-PLS results for Generation Y show that the R-square value of 0.327 for the Life Satisfaction (Y) variable indicates that 32.7% of the variance in Y is explained by all variables in this study, while the remaining 67.3% is explained by factors outside the research model.

For Gen Y, body dissatisfaction is significantly correlated with attitudes toward advertisements and purchase intention, as are attitudes toward advertisements and purchase intention (Maharani et al., 2020).

The F-square test results show that the Beauty Filter Usage variable (X1) has a very small effect on Life Satisfaction (Y) with an F-square value of 0.000. The Body Dissatisfaction variable (X2) has a moderate effect on Life Satisfaction with a value of 0.289, while the Hyperreal Self-Identity variable (X3) shows a very small effect with a value of 0.001. These findings indicate that the three independent variables contribute differently to Life Satisfaction, with Body Dissatisfaction the most dominant. Previous research also found that Generation Y is possible

among people in non-Western nations like Indonesia, regardless of ethnicity or culture, as they grow wealthier and are exposed to more Western media online. They will also be at greater danger due to the rising rates of body dissatisfaction.

Dissonance in cognition is the unpleasant mental state that arises when a person's beliefs or a belief and an action are inconsistent. In an attempt to escape that upsetting emotion, the tension of dissonance drives us to alter either our conduct or our beliefs. The degree of dissonance we experience increases with the importance of the problem and the difference between our actions and beliefs (Griffin, 2009). Individuals use beauty filters depending on their actions and beliefs. Beauty filters are digital media effects that alter an individual's appearance, making it appear different from reality. Individuals who present themselves without beauty filters demonstrate confidence by appearing as they are in accordance with reality, indicating a lower level of cognitive dissonance between self-perception and external representation.

Social Comparison

Social comparison is the process of evaluating someone's possessions and contrasting them with those of others (Jones, 2001). According to this notion, upward and downward comparisons are the two characteristics that set one apart from the other. The first factor is upward comparison, in which a comparison object deemed superior to them is chosen (Coulson, 2010). In contrast, in a downward comparison, people select the comparison object that is deemed inferior to them (Coulson, 2010).

In addition to utilizing social media more frequently than men, women may use it for different reasons and have different experiences. On the one hand, because of the intense social comparison enabled by unrealistic images and beautifying filters, girls experience greater social pressure around beauty standards, leading to higher levels of body image dissatisfaction and self-objectification (Choukas-Bradley et al., 2022; Sala et al., 2024).

For Gen Z, appearance motivation and video-based activities influence upward appearance comparison. On the other hand, social media literacy and attractiveness motivation both affect thin-ideal internalization. Comparisons of outward appearance and thin-ideal internalization are associated with lower body contentment (Ariana et al., 2024).

Millennials' pleasure with their bodies is influenced in part by the models they choose, magazine recommendations, social media, and television and movies (Maharani et al., 2020).

Methodology

Participants

The sample consisted of Generation Z and Generation Y, with a total of 217 participants. The age distribution showed the dominance of Generation Z (13–28 years) at 65.4%, followed by Generation Y (29–44 years) at 32.3%. Meanwhile, respondents in specific age groups outside these generational categories appeared in very small proportions and did not have a significant influence on the statistical analysis.

Instruments

Questionnaire

Based on data from 217 respondents, the majority were in the Generation Z group (13–28 years), with 65.4%, while Generation Y (29–44 years) accounted for 32.3%. Respondents outside these age groups were very few. This age distribution indicated that most respondents were in an active stage of identity formation. This condition was relevant to the focus of the study, as individuals in this age range tended to use social media and digital beauty filters more frequently, with the majority of respondents representing Generation Z. Data from 209 respondents who completed the gender section showed that 79.4% were female and 20.6% were male. This finding indicated that most respondents were female. The dominance of female respondents provided an overview that the research data largely reflected women's experiences, particularly in terms of attention to appearance and the use of digital beauty filters. However, the imbalance in the number of respondents by gender should be considered a limitation for generalizing the findings of this study.

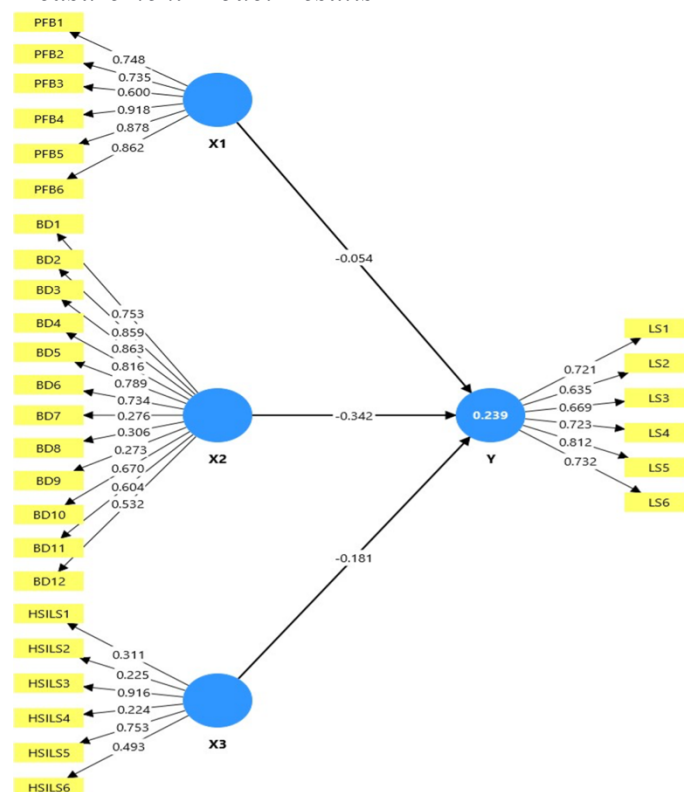
Results Instrument Testing Results for Generation Z

Outer Model

In the data analysis using the Partial Least Squares (PLS) method in SmartPLS 4, the measurement model was first evaluated to ensure that each variable met the criteria for validity and reliability. Validity testing was conducted using convergent validity and discriminant validity approaches, while construct reliability was measured using Cronbach's Alpha and Composite Reliability indicators.

Figure 1

Measurement Model Results



Validity Test

Based on the PLS-SEM 4 analysis, several indicators' outer loadings were below 0.7, indicating that these indicators needed to be evaluated to ensure all data were valid. In the initial testing, the indicators requiring evaluation included *BD7*, *BD8*, *BD9*, and *BD12* for variable *X2*, and *HSILS1*, *HSILS2*, *HSILS4*, and *HSILS6* for variable *X3*.

Table 1
Outer Loading Test Results

<u>Variabel</u>	<u>Indikator</u>	<u>Outer Loading</u>
<u>Penggunaan Filter Beauty</u>	PFB1	0.757
	PFB2	0.750
	PFB3	0.620
	PFB4	0.918
	PFB5	0.875
	PFB6	0.854
Body Dissatisfaction	BD1	0.795
	BD2	0.883
	BD3	0.873
	BD4	0.828
	BD5	0.783
	BD6	0.756
	BD10	0.660
	BD11	0.578
<u>Hiperealitas Self Identity</u>	HSI3	0.937
	HSI5	0.764
Life Satisfaction	LS1	0.707
	LS2	0.682
	LS3	0.660
	LS4	0.701
	LS5	0.787

Based on the table, after retesting the evaluated model, almost all outer-loading values for each indicator were greater than 0.7. However, several indicators showed outer loading values of 0.50–0.69, which are still considered acceptable. Therefore, the data met the validity requirements and further testing was conducted to obtain the Average Variance Extracted (AVE) values.

Table 2
Average Variance Extracted (AVE) Values

Variable	AVE	Remarks
Beauty Filter Use (X1)	0.643	Valid
Body Dissatisfaction (X2)	0.602	Valid
Hyperreal Self Identity (X3)	0.732	Valid
Life Satisfaction (Y)	0.501	Valid

The results presented in the table indicate that the Average Variance Extracted (AVE) values for each variable indicator were above 0.5. Thus, the AVE results met the validity standards. Furthermore, the Fornell-Larcker criterion table was included in the instrument testing.

Table 3*Discriminant Validity (Fornell-Larcker)*

	X1	X2	X3	Y
X1	0.802			
X2	0.467	0.776		
X3	0.696	0.452	0.855	
Y	-0.361	-0.422	-0.383	0.708

Based on the discriminant validity test results shown in the table, all research variables met the requirements for discriminant validity. This statement is supported by results showing that the AVE for each variable is greater than the correlations among the other variables.

Reliability Test

The reliability test in this study *was conducted* by examining Cronbach's Alpha and Composite Reliability. A construct *is considered* reliable if both indicators exceed 0.7, indicating an adequate level of internal consistency. If these criteria *are met*, the research data *are considered* stable and reliable for use in subsequent analysis. The table below *presents* the Cronbach's Alpha and Composite Reliability values for each variable in this study.

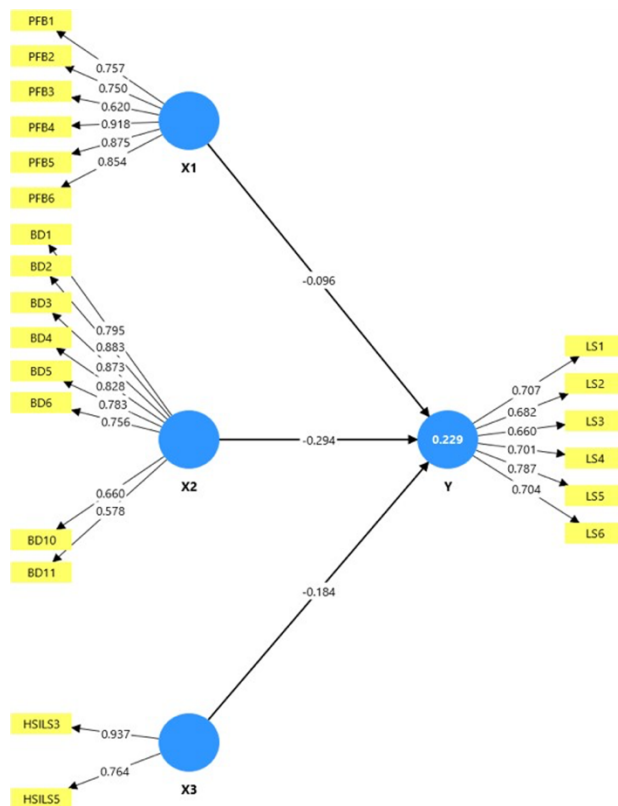
Table 4*Cronbach's Alpha and Composite Reliability*

<u>Variabel</u>		Cronbach's Alpha	Composite <u>Reability</u>	<u>Keterangan</u>
<u>Penggunaan</u> Filter Beauty (X1)		0.899	0.914	<u>Reliabel</u>
Body Dissatisfaction (X2)		0.903	0.922	<u>Reliabel</u>
<u>Hiperealitas</u> Self Identity (X3)		0.660	0.844	<u>Reliabel</u>
Life Satisfaction (Y)		0.818	0.857	<u>Reliabel</u>

Based on the reliability test table, variables X1, X2, X3, and Y have Composite Reliability values above 0.7, indicating that they are reliable and can be used for further analysis.

Structural Model Evaluation (Inner Model)

Figure 2
Structural Model Results



R-Square Test

The R-Square test assesses the extent to which exogenous constructs in the research model can explain endogenous constructs. The obtained R-Square value indicates the model's predictive capability and is presented in the following table.

Table 5
R-Square Value

Variable	R-Square	Adjusted R-Square
Y	0.229	0.205

The R-Square value of 0.229 for the Life Satisfaction (Y) variable indicates that 22.9% of the variance in Y is explained by all variables included in this study, while the remaining 77.1% is explained by factors outside the research model.

The Adjusted R-Square value for the Life Satisfaction (Y) variable is 0.205, meaning that 20.5% of the variation in Life Satisfaction can be explained by the three independent variables, namely Beauty Filter Usage (X1), Body Dissatisfaction (X2), and Hyperreal Self-Identity (X3). In comparison, other factors outside this study influence the remaining 79.5%.

F-Square Test

The F-Square test is used to assess the magnitude of each exogenous variable's contribution to the endogenous variable in the research model. The results of the FSquare test are presented in the table below.

Table 6
F-Square Value

	X1	X2	X3	Y
X1				0.006
X2				0.084
X3				0.022
Y				

The results of the F-Square test show that the Beauty Filter Usage variable (X1) has a very small effect on Life Satisfaction (Y) with a value of 0.006. The Body Dissatisfaction variable (X2) has a small effect on Life Satisfaction with a value of 0.084, and the Hyperreal Self-Identity variable (X3) also shows a relatively small effect with a value of 0.022. These findings indicate that the three independent variables make limited contributions to Life Satisfaction, with Body Dissatisfaction the most dominant, although it still falls within the small effect category.

Direct Effect Test

Table 7
P-Value and T-Statistics (Direct Effect)

	Original Sample (O)	pe Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
X1 → Y	-0.096	-0.136	0.198	0.483	0.629
X2 → Y	-0.294	-0.315	0.165	1.776	0.076
X3 → Y	-0.184	-0.157	0.167	1.101	0.271

The results of the direct effect test show that the Beauty Filter Usage variable (X1) does not have a significant effect on Life Satisfaction (Y), as indicated by a p-value of 0.629 and a t-statistic of 0.483. These values are above the significance threshold of 5% ($p > 0.05$) as well as 10%, indicating that the relationship between X1 and Y is not significant.

Furthermore, the Body Dissatisfaction variable (X2) shows a negative effect on Life Satisfaction (Y) with a coefficient value of -0.294. However, the significance test results indicate a p-value of 0.076 and a t-statistic of 1.776, which do not meet the significance criteria at the 5% level. Nevertheless, since the p-value is still below the 10% threshold ($p < 0.10$), the relationship between Body Dissatisfaction and Life Satisfaction can still be accepted at the 10% significance level.

Meanwhile, the Hyperreal Self-Identity variable (X3) does not show a significant effect on Life Satisfaction (Y), with a p-value of 0.271 and a t-statistic of 1.101, indicating that the relationship is not significant at either the 5% or 10% significance levels.

Hypothesis Testing Results or Path Analysis Results

Hypothesis testing in this study was conducted using the bootstrap method with SmartPLS. This test produced T-Statistic and P-Value values for each relationship between variables in the research model. If the T-Statistic value was greater than 1.96 and the P-Value was less than 0.05 at the 5% significance level, the hypothesis was considered significant. In some studies, a 10% significance level was also used, with Pvalues less than 0.10 still considered significant.

Based on the test results, all relationships between variables in this study showed Pvalues greater than 0.05 and 0.10, indicating that the effects were not statistically significant at the 5% and 10% significance levels. However, the positive path coefficients indicated a tendency toward a positive relationship between variables, although the effect size was insufficient to support acceptance of the proposed hypotheses. The results of the hypothesis testing through path coefficient analysis are presented in the following table.

Table 8

Path Analysis Results

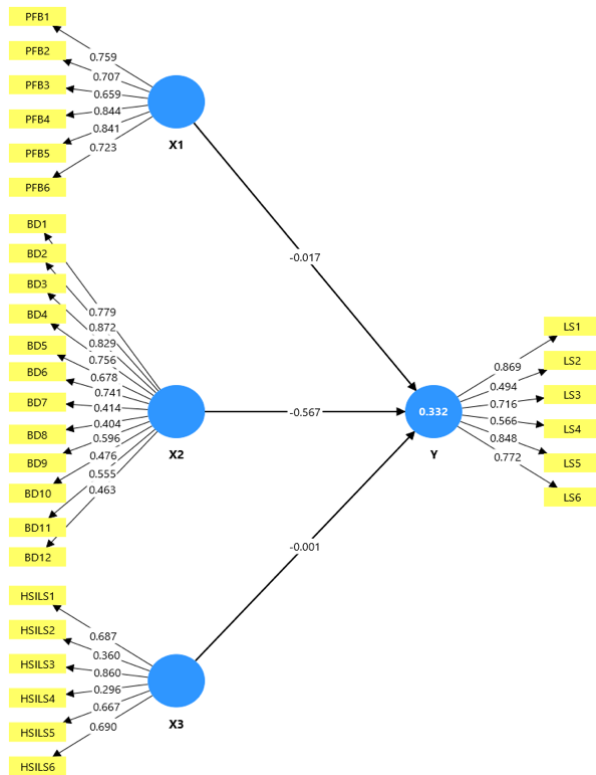
<u>Hipotesis</u>	<u>Hubungan</u>	<u>Path Coefficient</u>	<u>P-Value</u>	<u>Keterangan</u>
H1	<u>Penggunaan Filter</u> <u>Beauty (X1) memiliki</u> <u>pengaruh positif</u> <u>namun tidak</u> <u>signifikan terhadap</u> <u>Life Satisfaction (Y)</u>	0.483	0.629	<u>Hipotesis</u> <u>H1 ditolak</u>
H2	<u>Body Dissatisfaction</u> <u>(X2) memiliki</u> <u>pengaruh positif</u> <u>namun tidak</u> <u>signifikan terhadap</u> <u>Life Satisfaction (Y)</u>	1.776	0.076	<u>Hipotesis</u> <u>H2 ditolak</u>
H3	<u>Hiperealitas Self</u> <u>Identity (X3)</u> <u>memiliki pengaruh</u> <u>positif namun tidak</u> <u>signifikan terhadap</u> <u>Life Satisfaction (Y)</u>	1.101	0.271	<u>Hipotesis</u> <u>H3 ditolak</u>

The table shows that several independent variables have a positive direction of influence on Life Satisfaction (Y), but these effects are not statistically significant. Based on the Path Coefficient and P-Value results in the table, it can be concluded that all three hypotheses in this study (H1, H2, and H3) are rejected due to the lack of sufficient evidence to support a significant effect of Beauty Filter Usage, Body Dissatisfaction, and Hyperreal Self-Identity on Life Satisfaction.

Instrument Testing Results for Generation Y

Outer Model

Figure 3
Measurement Model Result



Validity Test

Based on the PLS-SEM 4 analysis, several indicators showed outer loadings below 0.7; these needed to be evaluated to ensure data validity. In the initial testing, the indicators requiring evaluation included BD7, BD8, BD9, BD10, BD11, and BD12 for variable X2, HSILS2 and HSILS4 for variable X3, and LS2 and LS4 for variable Y.

Table 9
Outer Loading Test Results

<u>Variabel</u>	<u>Indikator</u>	Outer Loading
<u>Penggunaan</u> Filter Beauty	PFB1	0.754
	PFB2	0.721
	PFB3	0.627
	PFB4	0.838
	PFB5	0.838
	PFB6	0.717
Body Dissatisfaction	BD1	0.837
	BD2	0.897
	BD3	0.841
	BD4	0.739
	BD5	0.730
	BD6	0.808
<u>Hiperealitas</u> Self Identity	HSI1	0.746
	HSI3	0.855
	HSI5	0.612
	HSI6	0.642
Life Satisfaction	LS1	0.858
	LS3	0.758
	LS5	0.861
	LS6	0.793

Table 10
Value of Average Variance Extracted (AVE)

<u>Variable</u>	AVE	<u>Keterangan</u>
<u>Penggunaan</u> Filter Beauty (X1)	0.567	Valid
Body Dissatisfaction (X2)	0.657	Valid
<u>Hiperealitas</u> Self Identity (X3)	0.518	Valid
Life Satisfaction (Y)	0.670	Valid

The table shows that the Average Variance Extracted (AVE) values for each indicator are above 0.5. Therefore, the AVE results meet the validity standards. The FornellLarcker criterion table is also included in the instrument testing.

Table 11
Discriminant Validity (Fornell-Larcker)

	X1	X2	X3	Y
X1	0.753			
X2	0.550	0.811		
X3	0.609	0.645	0.720	
Y	-0.304	-0.571	-0.343	0.819

Based on the discriminant validity test results in the table 11, all research variables meet the requirements for discriminant validity. This statement is supported by results showing that the AVE for each variable is greater than the correlations between variables.

Reliability Test

The reliability test in this study was conducted by examining Cronbach's Alpha and Composite Reliability. A construct was considered reliable if both indicators exceeded 0.7, indicating an adequate level of internal consistency. If these criteria were met, the data were considered stable and reliable for further analysis.

Table 12 shows Cronbach's Alpha and Composite Reliability Value for each variable in this study.

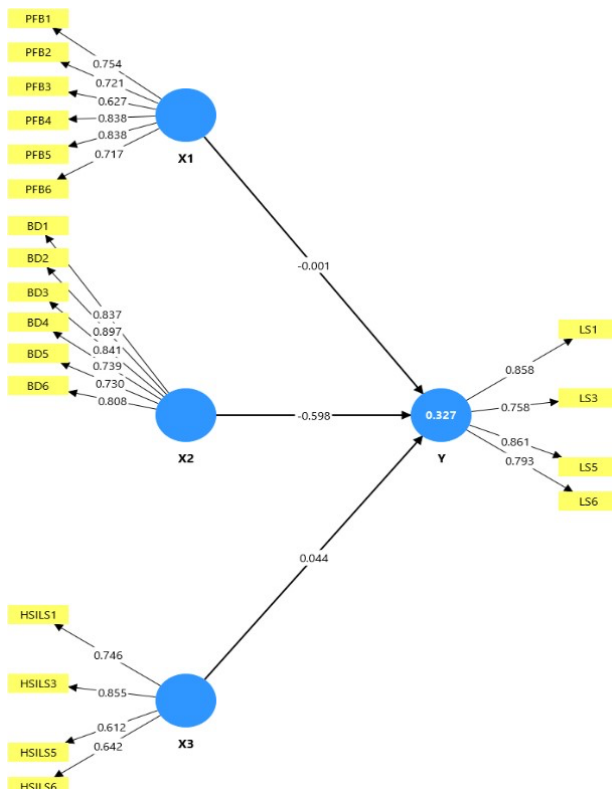
Table 12
Cronbach's Alpha and Composite Reliability

Variabel		Cronbach's Alpha	Composite Reliability	Keterangan
Penggunaan Filter Beauty (X1)	Filter	0.859	0.886	Reliabel
Body Dissatisfaction (X2)		0.898	0.920	Reliabel
Hiperealitas Identity (X3)	Self	0.719	0.809	Reliabel
Life Satisfaction (Y)	Satisfaction	0.836	0.890	Reliabel

Based on the reliability test table, variables X1, X2, X3, and Y have Composite Reliability values above 0.7, indicating that they are reliable and can be used for further analysis.

Structural Model Evaluation (Inner Model)

Figure 4
Structural Model Results



R-Square Test

The R-Square test aimed to determine the extent to which exogenous variables in the research model could explain endogenous variables. The R-Square value obtained indicates the model's predictive capability and is presented in the following table.

Table 13
R-Square Value

Variable	R-Square	Adjusted R-Square
Y	0.327	0.306

The *R-Square* value of 0.327 for the *Life Satisfaction (Y)* variable indicates that 32.7% of the variance in Y can be explained by all variables in this study, while the remaining 67.3% is explained by factors outside the research model.

The *Adjusted R-Square* value for *Life Satisfaction (Y)* is 0.306, meaning that 30.6% of the variation in Life Satisfaction can be explained by the three independent variables, namely Beauty Filter Usage (X1), Body Dissatisfaction (X2), and Hyperreal Self-identity (X3), while other factors outside this study influence the remaining 69.4%.

F-Square Test

The F-Square test was used to assess the contribution of each exogenous variable to the endogenous variable. The results are presented in the table below.

Table 14
F-Square Values

	X1	X2	X3	Y
X1				0.000
X2				0.289
X3				0.001
Y				

The results of the F-Square test show that Beauty Filter Usage (X1) has a very small effect on Life Satisfaction (Y) with an F-Square value of 0.000. The Body Dissatisfaction variable (X2) has a relatively large effect on Life Satisfaction, with a value of 0.289. In contrast, the Hyperreal Self-Identity variable (X3) shows a very small effect with a value of 0.001. These findings indicate that the three independent variables contribute differently, with Body Dissatisfaction being the most dominant.

Direct Effect Test

Table 15

P-Value and T-Statistics (Direct Effect)

	Original Sample (O)	Sampe Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
X1 → Y	-0.001	-0.027	0.107	0.014	0.989
X2 → Y	-0.598	-0.584	0.096	6.206	0.000
X3 → Y	0.044	0.016	0.121	0.361	0.718

Hypothesis Testing Results or Path Analysis Results

Hypothesis testing in this study was conducted using the bootstrapping method in SmartPLS. This test produced T-Statistic and P-Value values for each relationship between variables. If the T-Statistic value was greater than 1.96 and the P-Value was less than 0.05 at the 5% significance level, the hypothesis was considered significant. In some studies, a 10% significance level was also used, with P-values less than 0.10 still considered significant.

Based on the test results, the Body Dissatisfaction variable (X2) has a P-value of 0.000, indicating a positive and significant effect on Life Satisfaction (Y). Meanwhile, the Beauty Filter Usage variable (X1) and Hyperreal Self-Identity (X3) have P-values of 0.989 and 0.718, respectively, which exceed the significance thresholds of 0.05 and 0.10. The result indicates that neither variable has a statistically significant effect on Life Satisfaction (Y).

However, the positive path coefficients across all relationships indicate a tendency toward positive associations among the variables. Nevertheless, for X1 and X3, the strength of these effects is not sufficient to support the acceptance of the proposed hypotheses. The results of the hypothesis testing through path coefficient analysis are presented in the following table.

Table 16

Path Analysis Results

Hipotesis	Hubungan	Path Coefficient	P-Value	Keterangan
H1	Penggunaan Filter Beauty (X1) memiliki pengaruh positif namun tidak signifikan terhadap Life Satisfaction (Y)	0.014	0.989	Hipotesis H1 ditolak
H2	Body Dissatisfaction (X2) memiliki pengaruh positif namun tidak signifikan terhadap Life Satisfaction (Y)	6.206	0.000	Hipotesis H2 diterima
H3	Hiperealitas Self Identity (X3) memiliki pengaruh	0.361	0.718	Hipotesis H3 ditolak

Based on the table, the Path Analysis Results show differences in the effects of Beauty Filter Usage (X1), Body Dissatisfaction (X2), and Hyperreal Self-Identity (X3) on Life Satisfaction (Y). Beauty Filter Usage and Hyperreal Self-Identity have a positive direction of influence on Life Satisfaction; however, these effects are not statistically significant, and therefore the hypotheses are rejected. Meanwhile, Body Dissatisfaction has a positive influence on Life Satisfaction, with a statistically significant effect; therefore, the hypothesis is accepted.

Discussion

The Correlation Between Beauty Filter Usage and Life Satisfaction

Based on the research results, both Generation Z and Generation Y show that Beauty Filter Usage (X1) does not have a significant effect on Life Satisfaction (Y). The p-values of 0.629 for Generation Z and 0.989 for Generation Y, both greater than 0.05, indicate that Beauty Filter Usage does not directly influence life satisfaction.

Although descriptively, Beauty Filter Usage (X1) can increase temporary self-confidence by fostering more favorable self-representation on social media, the structural test results show that the intensity of filter use does not determine individuals' evaluations of their overall quality of life. The F-Square values of 0.006 for Generation Z and 0.000 for Generation Y indicate that the contribution of Beauty Filter Usage (X1) to Life Satisfaction is very small. In this context, Beauty Filter Usage (X1) functions more as a tool for self-presentation in digital social settings. However, it is not strong enough to influence deeper evaluative dimensions such as overall life satisfaction.

The Correlation Between Body Dissatisfaction and Life Satisfaction

For the Body Dissatisfaction variable (X2), there is a clear difference between Generation Z and Generation Y. In Generation Z, the path coefficient is negative (-0.294) and significant ($p = 0.076$). Although not significant at the 5% level, it is still acceptable at the 10% significance level. The result indicates a tendency, although the statistical strength is limited, that higher body dissatisfaction is associated with lower life satisfaction.

In contrast, for Generation Y, Body Dissatisfaction has a negative and significant effect on Life Satisfaction (Y), with a p-value of 0.000. The path coefficient of -0.598 indicates a strong negative association between body dissatisfaction and life satisfaction. Furthermore, the F-Square value of 0.289 indicates a moderate effect size, making it the most dominant independent variable. The result means that negative evaluations of one's body play a more substantial role in determining life satisfaction.

The Correlation Between Hyperreal Self-Identity and Life Satisfaction

In this study, the Hyperreal Self-Identity variable (X3) represents the tendency for individuals to construct a more idealized digital identity than their actual condition. Based on the results for both generations, there is no significant effect of Hyperreal Self-Identity (X3) on Life Satisfaction (Y). Generation Z shows a p-value of 0.271, indicating no significant relationship, and an F-Square value of 0.022, reflecting a very small contribution. Similarly, Generation Y shows a p-value of 0.718, also indicating no significant relationship. Although the direction of the relationship suggests a tendency, the effect is considered weak.

Although theoretically the formation of hyperreal identity can trigger cognitive dissonance due to discrepancies between the actual self and digital self-representation, the empirical findings show that this variable does not directly influence life satisfaction in either Generation Z or Generation Y. This means that constructing a more idealized digital identity does not necessarily have a direct impact on how individuals evaluate their overall quality of life.

Conclusion

The study, entitled “Digital Beauty Filters, Hyperreal Identity, and Life Satisfaction Across Generations,” was conducted by distributing questionnaires to 217 respondents, consisting of Generation Z (13–28 years) at 65.4%, followed by Generation Y (29–44 years) at 32.3%. Meanwhile, respondents in specific age groups outside these generational categories appeared in very small proportions and did not have a significant influence on the statistical analysis. The data were analyzed using SmartPLS software, leading to the conclusion that there are differences in the patterns of relationships among variables across generational groups.

In Generation Z, Beauty Filter Usage was not observed to have a significant effect on life satisfaction. This finding indicates that the intensity of beauty filter usage in this age group does not necessarily correlate directly with individuals' evaluation of their quality of life.

In contrast, for Generation Y, Body Dissatisfaction was observed to affect life satisfaction significantly. This finding shows that individuals' perceptions of their body condition remain an important factor in shaping their evaluation of life quality. Meanwhile, Beauty Filter Usage and Hyperreal Self-Identity do not show significant effects on life satisfaction in this generation.

Overall, the results of this study indicate that self-representation practices through digital beauty filters and hyperreal identity construction on social media do not have the same impact on psychological well-being across generations. Differences in digital media experiences and the level of internalization of digital beauty standards can influence how individuals interpret self-identity and life satisfaction.

These findings can be explained by Cognitive Dissonance Theory, which states that individuals may experience psychological tension when there is inconsistency between their beliefs, self-perceptions, and reality. In the context of beauty filters on social media, the discrepancy between the actual self and digitally modified self-representation can create cognitive tension. This tension can influence how individuals evaluate themselves and assess their life satisfaction. Therefore, technology-mediated self-representation is not only related to visual aesthetics but also has the potential to affect individuals' psychological dynamics in constructing self-identity in digital spaces.

Future research should consider expanding the variables related to users' psychological experiences on social media, such as social comparison, self-esteem, pressure from digital beauty standards, and the intensity of social media use. Future studies may also use mixed-methods approaches to better understand the dynamics of changes in self-perception and life satisfaction over a longer period.

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