

ABSTRAK

Penelitian ini bertujuan untuk mengetahui hubungan antara tiga tipe kepribadian neurotik (*compliant, aggressive, detached*) dengan perilaku *impulsive buying* dalam *online shopping* pada remaja akhir putri di Klaten. Hipotesis yang diajukan yaitu : 1) terdapat hubungan positif antara tipe kepribadian neurotik *compliant* dengan *impulsive buying*, 2) terdapat hubungan positif antara tipe kepribadian neurotik *aggressive* dengan *impulsive buying*, dan 3) terdapat hubungan negatif antara tipe kepribadian neurotik *detached* dengan *impulsive buying*. Subjek dalam penelitian ini adalah remaja akhir putri berusia 18-25 tahun dan berdomisili di Klaten dengan jumlah 134 orang. Pengumpulan data dilakukan dengan menggunakan Skala *impulsive buying* dan Skala kecenderungan kepribadian neurotik. Metode analisis data yang digunakan adalah analisis Korelasi Spearman. Hasil pertama antara tipe kepribadian *compliant* dengan *impulsive buying* memiliki signifikansi 0,251 lebih besar dari alpha ($\alpha=0,01$), sehingga hipotesis ditolak bahwa tidak ada hubungan antara tipe kepribadian *compliant* dengan *impulsive buying*. Hasil kedua antara tipe kepribadian *aggressive* dengan *impulsive buying* memiliki signifikansi 0,001 lebih kecil dari alpha ($\alpha=0,01$), sehingga hipotesis diterima bahwa ada hubungan positif antara tipe kepribadian *aggressive* dengan *impulsive buying*. Hasil ketiga antara tipe kepribadian *detached* dengan *impulsive buying* memiliki signifikansi 0,005 lebih kecil dari alpha ($\alpha=0,01$), sehingga hipotesis ditolak bahwa terdapat hubungan positif antara tipe kepribadian *detached* dengan *impulsive buying*.

Kata kunci : Kepribadian neurotik, *compliant, aggressive, detached, impulsive buying*

ABSTRACT

This study aims to determine the relationship between the three types of neurotic personality (compliant, aggressive, detached) with impulsive buying behavior in online shopping in late adolescent girls in Klaten. The proposed hypotheses are: 1) there is a positive relationship between compliant neurotic personality type and impulsive buying, 2) there is a positive relationship between neurotic aggressive personality type and impulsive buying, and 3) there is a negative relationship between detached neurotic personality type and impulsive buying. The subjects in this study were teenage girls aged 18-25 years and domiciled in Klaten with a total of 134 people. Data was collected using the impulsive buying scale and the neurotic personality tendency scale. The data analysis method used is Spearman Correlation analysis. The first result between compliant personality types and impulsive buying has a significance of 0.251 greater than alpha ($\alpha = 0.01$), so the hypothesis is rejected that there is no relationship between compliant personality types and impulsive buying. The second result between aggressive personality type and impulsive buying has a significance of 0.001 smaller than alpha ($\alpha = 0.01$), so the hypothesis is accepted that there is a positive relationship between aggressive personality type and impulsive buying. The third result between detached personality type and impulsive buying has a significance of 0.005 smaller than alpha ($\alpha=0.01$), so that the hypothesis is rejected that there is a positive relationship between the detached personality type and impulsive buying.

Keywords: *Neurotic personality, compliant, aggressive, detached, impulsive buying*