

HUBUNGAN ANTARA *BIG FIVE PERSONALITY* DENGAN KECENDERUNGAN *IMPULSIVE BUYING* PADA WANITA

Rima Setyoningrum
Fakultas Psikologi, Universitas Mercu Buana Yogyakarta
rimasetyo16@gmail.com

ABSTRAK

Tujuan dari penelitian ini adalah untuk mengetahui hubungan antara *big five personality* dengan *impulsive buying* pada wanita. Populasi dalam penelitian ini adalah wanita dewasa yang merupakan konsumen *parkson hartono mall* berjumlah 72 orang. Teknik pengambilan sampel yang digunakan adalah teknik *non-random sampling* berupa *purposive sampling*. Metode yang digunakan adalah kuantitatif dengan alat ukur berupa Skala *impulsive buying*, Skala *Big Five Personality*. Analisis data dilakukan dengan analisis regresi berganda menggunakan program bantu SPSS 20 for windows. Berdasarkan analisis data antara variabel *Openness to experience* dengan *impulsive buying* diperoleh nilai koefisien korelasi (r_{xy}) sebesar -0.106 dan (p) sebesar 0.188 ($p > 0.050$), artinya menunjukkan tidak ada hubungan antara. Berdasarkan analisis *Conscientiousness* dengan *Impulsive Buying* diperoleh nilai koefisien sebesar -0.056 dan (p) sebesar 0.321 ($p > 0.050$), artinya menunjukkan tidak ada hubungan. Analisis data *Extraversion* dengan *impulsive buying* diperoleh nilai koefisien korelasi (r_{xy}) sebesar 0.750 dan (p) sebesar 0.000 ($p < 0.050$), Artinya menunjukkan ada hubungan positif. Berdasarkan analisis data *Agreeableness* dengan *impulsive buying* diperoleh nilai koefisien korelasi (r_{xy}) sebesar 0.730 dan (p) sebesar 0.000 ($p < 0.050$), artinya menunjukkan ada hubungan positif antara *Agreeableness* dengan *impulsive buying*. Analisis data *Neuroticism* dengan *impulsive buying* diperoleh nilai koefisien korelasi (r_{xy}) sebesar 0.721 dan (p) sebesar 0.000 ($p < 0.050$), artinya menunjukkan ada hubungan positif. Antara variabel *big five personality* dan *impulsive buying* diperoleh taraf signifikansi sebesar 0.000 ($p < 0.050$), yang menunjukkan ada hubungan antara *big five personality* dengan *impulsive buying* pada wanita.

Kata Kunci: *Big Five Personality, Impulsive Buying*

***THE RELATIONSHIP BETWEEN THE BIG FIVE PERSONALITY
WITH THE IMPULSIVE BUYING FOR WOMEN***

Rima Setyoningrum
Fakultas Psikologi, Universitas Mercu Buana Yogyakarta
rimasetyo16@gmail.com

ABSTRACT

The purpose of this study was to determine the relationship between big five personality with impulse buying for female. The population in this study is adult women who are consumers of Parkson Hartono Mall numbered 72 people. The sampling technique used was non-random sampling technique in the form of purposive sampling. The method used is quantitative with a measuring instrument in the form of an impulsive buying scale, the Big Five Personality Scale. Data analysis was performed by multiple regression analysis using SPSS 20 for windows. Based on data analysis between the variables Openness to experience with impulsive buying, the correlation coefficient (r_{xy}) is - 0.106 and (p) of 0.188 ($p > 0.050$), it is means that there is no relationship. Based on data analysis between the variables conscientiousness with impulsive buying, the correlation coefficient (r_{xy}) is - 0.056 and (p) of 0.321 ($p > 0.050$), it is means that there is no relationship. Based on data analysis between the variables extraversion with impulsive buying, the correlation coefficient (r_{xy}) is 0.750 and (p) of 0.000 ($p \leq 0.050$), it is means that there is a positive relationship. Based on Agreeableness data analysis with impulsive buying, the correlation coefficient (r_{xy}) is 0.730 and (p) is 0.000 ($p \leq 0.050$), it is means that there is a positive relationship. Neuroticism data analysis with impulsive buying obtained correlation coefficient (r_{xy}) of 0.721 and (p) of 0.000 ($p \leq 0.050$), it is means that there is a positive relationship. Between the variables of big five personality and impulsive buying, a significance level of 0.000 ($p \leq 0.050$) was obtained, which indicates there is a relationship between big five personality and impulsive buying in women.

Keywords: *Big Five Personality, Impulsive Buying*