

ABSTRAK

Pragiwaka Manggala Adji Masnur Alif, 111611133201, Pengaruh *Big Five Personality* Dan *Self Construal* Terhadap *Impulsive Buying* Pada Konsumen *E-Commerce*, Skripsi, Fakultas Psikologi Universitas Airlangga Surabaya, 2020.
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Penelitian ini bertujuan untuk mengetahui pengaruh big five personality dan self construal terhadap impulsive buying pada konsumen e-commerce secara parsial maupun simultan. Impulsive buying merupakan kecenderungan konsumen untuk membeli secara spontan, tidak reflektif, segera, dan kinetik (Rook & Fisher, 1995). Terdapat beberapa faktor yang dapat menyebabkan timbulnya impulsive buying, salah satunya adalah faktor psikologis (big five personality) dan faktor budaya (self construal).

Peneliti menggunakan alat ukur buying impulsiveness scale (Rook, 1987) untuk mengukur variabel impulsive buying. Kemudian untuk variabel big five personality penulis menggunakan alat ukur big five inventory (BFI) (John, 1990) yang telah diadaptasikan ke dalam bahasa Indonesia oleh (Ramdhani, 2012). Sedangkan untuk variabel self construal, peneliti menggunakan alat ukur self construal scale oleh (Singelis, 1994). Sampel penelitian merupakan warga negara Indonesia yang pernah melakukan pembelian online melalui situs e-commerce dalam rentang waktu satu tahun terakhir. Jumlah subjek yang terkumpul adalah 479 sampel dengan menggunakan teknik convenience sampling. Analisis data menggunakan multiple linear regression.

Hasil pada penelitian ini big five personality dan self construal berpengaruh secara simultan terhadap impulsive buying. Namun secara parsial dimensi yang berpengaruh secara signifikan terhadap impulsive buying adalah extraversion dan neuroticism. Sedangkan dimensi interdependent dan independent self construal tidak berpengaruh secara signifikan terhadap impulsive buying.

Kata Kunci: *impulsive buying, big five personality, self construal, e-commerce.*
Daftar Pustaka, 77 (1962-2020)

ABSTRACT

Pragiwaka Manggala Adji Masnur Alif, 111611133201, The Effect Of Big Five Personality And Self-Construal On Impulsive Buying On E-Commerce Consumers Thesis, Fakultas Psikologi Universitas Airlangga Surabaya, 2020.
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This study aims to determine the effect of big five personality and self-construal on impulsive buying on e-commerce consumers partially or simultaneously. Impulsive buying is the tendency of consumers to buy spontaneously, non-reflective, immediate, and kinetic (Rook & Fisher, 1995). There are several factors that can cause impulsive buying, one of which is psychological factors (big five personality) and cultural factors (self-construal).

Researchers used a measuring tool buying impulsiveness scale (Rook, 1987) to measure the variable impulsive buying. Then for the big five personality variable, the writer used the big five inventory (BFI) measurement tool (John, 1990) which has been adapted into Indonesian by (Ramdhani, 2012). As for the self-construal variable, researchers used a self-construal scale by measuring tools (Singelis, 1994). The research sample is Indonesian citizens who have made online purchases through e-commerce sites in the last one year. The number of subjects collected was 479 samples using convenience-sampling technique. Data analysis using multiple linear regression.

The results in this study, big five personality and self-construal effect simultaneously on impulsive buying. However, partially the dimensions that significantly influence impulsive buying are extraversion and neuroticism. Meanwhile, the interdependent and independent self-construal dimensions have no significant effect on impulsive buying.

Keywords: *impulsive buying, big five personality, self construal, e-commerce.*
References, 77 (1962-2020)