

PERAN *BIG FIVE PERSONALITY* TERHADAP PERILAKU BELANJA ONLINE MELALUI SHOPEE PADA MAHASISWA

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui hubungan antara *big five personality traits* terhadap perilaku belanja *online* melalui Shopee pada mahasiswa. Hipotesis penelitian ini yaitu terdapat hubungan yang positif antara *big five personality traits* dan perilaku belanja *online*. Subjek penelitian berjumlah 134 mahasiswa aktif di perguruan tinggi negeri maupun swasta dengan rentang usia antara 19-31 tahun. Instrumen penelitian yang digunakan yaitu *Big five Inventory* milik Goldberg yang telah diadaptasi ke dalam bahasa Indonesia oleh Ramdhani (2012) dan Skala Perilaku Belanja *Online* milik Hardiyanto, Gunawan, Rafdinal, dan Afif (2020). Hasil analisis korelasi Spearman's Rho menunjukkan nilai $p=0,000$ dan nilai korelasi pada dimensi *extraversion* ($R=0,572$), *agreeableness* ($R=0,514$), *conscientiousness* ($R=0,513$), dan *openness to experiences* ($R=0,588$) menunjukkan kekuatan hubungan yang kuat dengan perilaku belanja online sedangkan pada dimensi *neuroticism* ($R=0,267$) menunjukkan kekuatan hubungan yang lemah. Hasil analisis tersebut membuktikan bahwa terdapat hubungan yang signifikan antara *big five personality traits* dan perilaku belanja *online*, sehingga hipotesis penelitian ini diterima. Hasil penelitian ini memiliki implikasi yang penting, khususnya terkait dengan upaya untuk meningkatkan kesadaran mahasiswa terkait perilaku berbelanja online agar meminimalisir pembelian online secara tidak terencana yang mengakibatkan penyesalan setelahnya.

Kata Kunci: *Big five personality*, perilaku belanja *online*, Shopee

THE ROLE OF BIG FIVE PERSONALITY ON COLLEGE STUDENTS ONLINE PURCHASE BEHAVIOR THROUGH SHOPEE

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ABSTRACT

This research aims to determine the relationship between the big five personality traits and online shopping behavior via Shopee among students. The hypothesis of this research is that there is a positive relationship between the big five personality traits and online shopping behavior. The research subjects were 134 active students at state and private universities with an age range of 19-31 years. The research instruments used are Goldberg's Big five Inventory which has been adapted into Indonesian by Ramadhani (2012) and Hardiyanto, Gunawan, Rafdinal, and Afif's (2020) Online Shopping Behavior Scale. The results of the Spearman's Rho correlation analysis show a p value = 0.000 and correlation values on the dimensions of extraversion ($R = 0.572$), agreeableness ($R = 0.514$), conscientiousness ($R = 0.513$), and openness to experiences ($R = 0.588$) showing the strength of a strong relationship with online shopping behavior, while the neuroticism dimension ($R=0.267$) shows a weak relationship strength. The results of this analysis prove that there is a significant relationship between the big five personality traits and online shopping behavior, so this research hypothesis is accepted. The results of this research have important implications, especially related to efforts to increase student awareness regarding online shopping behavior in order to minimize unplanned online purchases which result in regret afterwards.

Keyword: *Big five personality, online shopping behavior, Shopee*