

ABSTRAK

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PENGARUH BIG FIVE PERSONALITY TRAITS TERHADAP KECENDERUNGAN PERILAKU KONSUMTIF BARANG- BARANG MEWAH PADA MAHASISWA

(xv + 119 halaman: 1 gambar; 32 tabel; 8 lampiran)

Konsumen membeli produk mewah karena dua alasan utama yaitu untuk kesenangan mereka sendiri dan sebagai simbol kesuksesan. Penelitian bertujuan untuk melihat pengaruh big five personality traits terhadap kecenderungan perilaku konsumtif barang-barang mewah pada mahasiswa di Indonesia. Pendekatan penelitian ini adalah kuantitatif. Populasi dari penelitian ini adalah mahasiswa Indonesia dengan sampel yang menyesuaikan kriteria sampel penelitian yakni berumur 18 hingga 25 tahun. Alat ukur yang digunakan adalah *Big Five Inventory* (BFI) dan *Luxury Consumption Tendency Scale* (LCTS). Berdasarkan hasil penelitian ditemukan bahwa dimensi-dimensi big five personality traits memiliki pengaruh yang negatif, untuk dimensi *conscientiousness* sebesar 2.4%, dan juga positif, untuk dimensi *openness to experience*, sebesar 1.7% terhadap kecenderungan perilaku konsumtif barang-barang mewah pada mahasiswa di Indonesia. Telah ditemukan bahwa dimensi *openness to experience* ($t=2.237$, $p=.026$) dan *conscientiousness* ($t=-2.728$, $p=.007$) secara statistik memiliki pengaruh yang signifikan terhadap kecenderungan perilaku konsumtif barang-barang mewah dan *agreeableness* ($t=-1.858$, $p=.064$), *neuroticism* ($t=.655$, $p=.513$) dan *extraversion* ($t=1.212$, $p=.226$) tidak memiliki pengaruh yang signifikan terhadap kecenderungan perilaku konsumtif barang-barang mewah. Kesimpulannya adalah individu yang terbuka dan kurangnya kontrol diri memiliki kecenderungan perilaku konsumtif barang-barang mewah yang tinggi.

Kata Kunci: *Big Five Personality Traits*, Kepribadian, Perilaku Konsumtif, Barang-barang Mewah, Mahasiswa

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ABSTRACT

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THE INLUENCE OF BIG FIVE PERSONALITY TRAITS TOWARDS THE CONSUMPTIVE BEHAVIOR TENDENCY ON LUXURY GOODS AMONG UNIVERSITY STUDENTS

(xv + 119 pages: 1 image; 32 tables; 8 appendices)

Consumers buy luxury goods for two main reasons, namely for their own pleasure and as a symbol of success. This research aims to see the influence of big five personality traits on the tendency of consumer behavior in luxury goods among Indonesian University Students. This research approach is quantitative. The population of this study were Indonesian students with a sample that adjusted the criteria for the criteria for the study sample, namely 18 to 25 years old. The measuring instruments used are the Big Five Inventory (BFI) and the Luxury Consumption Tendency Scale (LCTS). Based on the results of the study, it was found that the dimensions of the big five personality traits had a negative influence for Conscientiousness dimension, as much as 2.4%, and also positive for Openness to Experience, as much as 1.7% to the tendency of consumptive behavior luxury goods among university students in Indonesia. It has been found that Openness to Experience ($t=2.237$, $p=.026$) and Conscientiousness ($t=-2.728$, $p=.007$) statistically have a significant effect on the consumptive behavior on luxury goods. Moreover, Agreeableness ($t=-1.858$, $p=.064$), Neuroticism ($t=.655$, $p=.513$), and Extraversion ($t=1.212$, $p=.226$) did not have a significant effect on the tendency of consumptive behavior on luxury goods. In conclusion, individuals who are open and lack of self-control have a higher tendency towards consumptive behavior of luxury goods.

Keywords: *Big five personality traits*, Personality, Consumptive Behaviors, Luxury Goods, University Students

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