

## ABSTRAK

*Impulsive buying* merupakan perilaku yang dilakukan secara spontan, tanpa adanya perencanaan yang mana salah satu faktornya Adalah tipe kepribadian. Tujuan penelitian ini dilakukan untuk melihat hubungan antara *big five personality* dengan *Impulsive buying* pada mahasiswa pengguna *Shopee* di universitas Malikussaleh. Penelitian ini menggunakan pendekatan kuantitatif korelasional dengan teknik purposive sampling. Subjek penelitian ini berjumlah 385 mahasiswa yang menggunakan *Shopee*. Data diperoleh dengan melalui kuisioner *Impulsive buying* dan *big five personality*. Hasil analisis data dengan uji korelasi *person product moment* menunjukkan bahwa tipe kepribadian *agreeableness* memiliki hubungan signifikan dengan arah negatif dengan *Impulsive buying*. Sedangkan tipe kepribadian *extraversion*, *conscientiousness*, *neuroticism*, dan *openness to experience* tidak hubungan signifikan antara dengan *Impulsive buying*.

**Kata Kunci:** *Big five personality*, *Impulsive buying*, Mahasiswa, *Shopee*

## ABSTRACT

*Impulsive buying is a behavior carried out spontaneously without prior planning, in which one of the influencing factors is personality type. The purpose of this study was to examine the relationship between the Big Five personality traits and impulsive buying among Shopee users at Malikussaleh University. This research employed a quantitative correlational approach with purposive sampling techniques. The subjects of this study consisted of 385 students who used Shopee. Data were collected using an impulsive buying questionnaire and a Big Five personality questionnaire. The results of data analysis using Pearson product-moment correlation showed that the agreeableness personality type had a significant negative relationship with impulsive buying, the personality types of extraversion, conscientiousness, neuroticism, and openness to experience showed no significant relationship with impulsive buying.*

**Keywords:** *Big Five Personality, Impulsive buying, Shopee ,Students*