

**THE RELATIONSHIP BETWEEN CONSCIENTIOUSNESS AND IMPULSIVE  
BUYING TOWARD WOMEN**

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**ABSTRACT**

*The purpose of this research was to find out the relationship between conscientiousness and impulsive buying. The research used 120 people as the subjects. Collecting data was held by filling the scale of BFI with conscientiousness dimension and the scale of impulsive buying. The research aimed to discover the relationship between conscientiousness and impulsive buying toward young women working. The reliability of BFI scale with conscientiousness dimension was ( $\alpha$ ) = 0.886, impulsive buying was ( $\alpha$ ) = 0.918. Data analysis was aided by Kolmogorov-Smirnov examination in SPSS 20.0 for windows to do the normality test. The result indicated that the distribution of data was not normal. The correlation test result showed that there was a negative and significant relationship ( $r = 0.000$ ,  $p = -0.577$ ) between conscientiousness ( $\bar{x} = 44.11$ ,  $SD = 7.191$ ) and impulsive buying ( $\bar{x} = 41.86$ ;  $SD = 8.952$ ). Therefore, the hypothesis of this study was accepted. There was a negative relationship between the scale of conscientiousness and the scale of impulsive buying.*

*Key words: Conscientiousness and Impulsive Buying.*

**HUBUNGAN *CONSCIENTIOUSNESS* DAN *IMPULSIVE BUYING* PADA WANITA***Ni Wayan Stifany***ABSTRAK**

Penelitian ini bertujuan untuk mengetahui hubungan antara *conscientiousness* dan *impulsive buying*. Penelitian ini menggunakan subjek sejumlah 120 orang. Pengambilan data dilakukan dengan pengisian skala BFI dimensi *conscientiousness* dan skala *impulsive buying*. Penelitian ini bertujuan untuk mengetahui hubungan *conscientiousness* dengan *impulsive buying* pada wanita muda yang sedang bekerja. Reliabilitas dari skala BFI dimensi *conscientiousness* sebesar ( $\alpha$ ) = 0.886, *impulsive buying* sebesar ( $\alpha$ ) = 0.918. Teknik analisis data pada penelitian ini menggunakan pengujian *Kolmogorov-Smirnov* dalam program SPSS for windows versi 20.0 untuk melakukan uji normalitas. Dari hasil tersebut menunjukkan bahwa sebaran data tidak normal. Hasil uji korelasi menunjukkan bahwa terdapat hubungan yang negatif dan signifikan ( $r = 0.000$ ;  $p = -0.577$ ) antara *conscientiousness* ( $\bar{x} = 44.11$ ;  $SD = 7.191$ ) dan *impulsive buying* ( $\bar{x} = 41.86$ ;  $SD = 8.952$ ). Dengan demikian hipotesis penelitian ini diterima, terdapat hubungan yang negatif antara skala *conscientiousness* dan skala *impulsive buying*.

Kata kunci : *Conscientiousness* dan *Impulsive Buying*.