

**HUBUNGAN DIMENSI KEPRIBADIAN BIG FIVE DAN VISUAL MERCHANDISING TOKO  
KOSMETIK *THE BODY SHOP* DENGAN *IMPULSIVE BUYING* PADA WANITA BEKERJA**

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**ABSTRAK**

Penelitian ini bertujuan untuk mengetahui hubungan *traits* kepribadian *big five* dan *visual merchandising* toko kosmetik *the body shop* dengan *impulsive buying* pada wanita bekerja. Subjek dalam penelitian ini adalah wanita bekerja yang melakukan pembelian di toko kosmetik *the body shop* dan berusia 22-40 tahun. Pengambilan data dilakukan dengan pengisian skala *impulsive buying* dengan skor reliabilitas sebesar  $(\alpha) = 0.939$ , skala dimensi *trait* kepribadian *neuroticism* dengan skor reliabilitas sebesar  $(\alpha) = 0.734$ , skala dimensi *trait* kepribadian *extraversion* dengan skor reliabilitas sebesar  $(\alpha) = 0.750$ , skala dimensi *trait* kepribadian *openness to experience* dengan skor reliabilitas sebesar  $(\alpha) = 0.853$ , skala dimensi *trait* kepribadian *agreeableness* dengan skor reliabilitas sebesar  $(\alpha) = 0.801$ , skala dimensi *trait* kepribadian *conscientiousness* dengan skor reliabilitas sebesar  $(\alpha) = 0.746$  dan skala *visual merchandising* dengan skor reliabilitas sebesar  $(\alpha) = 0.897$ . Teknik analisis data pada penelitian ini menggunakan pengujian *Spearman's Rho* dalam program SPSS for windows versi 16.0 karena sebaran data dari masing-masing variabel tidak normal. Hasil menunjukkan bahwa hanya terdapat hubungan yang positif dan signifikan antara dimensi *traits neuroticism* dengan *impulsive buying* dan dimensi *trait extraversion* dengan *impulsive buying*.

Kata Kunci : *Impulsive Buying*, Dimensi Kepribadian *Big Five* dan *Visual Merchandising*.



**THE RELATIONSHIP BETWEEN THE PERSONALITY DIMENTIONS OF BIG FIVE AND VISUAL MERCHANDISING OF COSMETIC STORE “THE BODY SHOP” WITH IMPULSIVE BUYING TOWARDS WORKING WOMAN**

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**Abstract**

*This Research aimed to figure out the relationship between the personality dimension of big five and visual merchandising of cosmetics store “The Body Shop” and the impulsive buying towards working woman. The subject used in this research was working woman at the age 22-40 who purchased in the cosmetics store “The Body Shop”. The data was taken by filling the scale of impulsive buying with reliability score ( $\alpha$ ) = 0.939, the scale of neuroticism personality dimension with reliability score ( $\alpha$ ) = 0.734, the scale of extraversion personality dimension with reliability score ( $\alpha$ ) = 0.750, the scale of openness to experience personality dimension with reliability score ( $\alpha$ ) = 0.853, the scale of agreeableness personality dimensions with reliability score ( $\alpha$ ) = 0.801, the scale of conscientiousness personality dimensions with reliability score ( $\alpha$ ) = 0.746, and the scale of visual merchandising with reliability score ( $\alpha$ ) = 0.897. The data analysis technique applied in this research was Spearman’s Rho throughout the program of SPSS for Windows version 16.0 because the data distribution of each variable was irregular. The result showed that there was only positive and significant relationship between neuroticism dimension and impulsive buying, as well as extraversion dimension and impulsive buying towards working women.*

*Keywords: Impulsive Buying, Big Five Personality Dimension, and Visual Merchandising.*

