

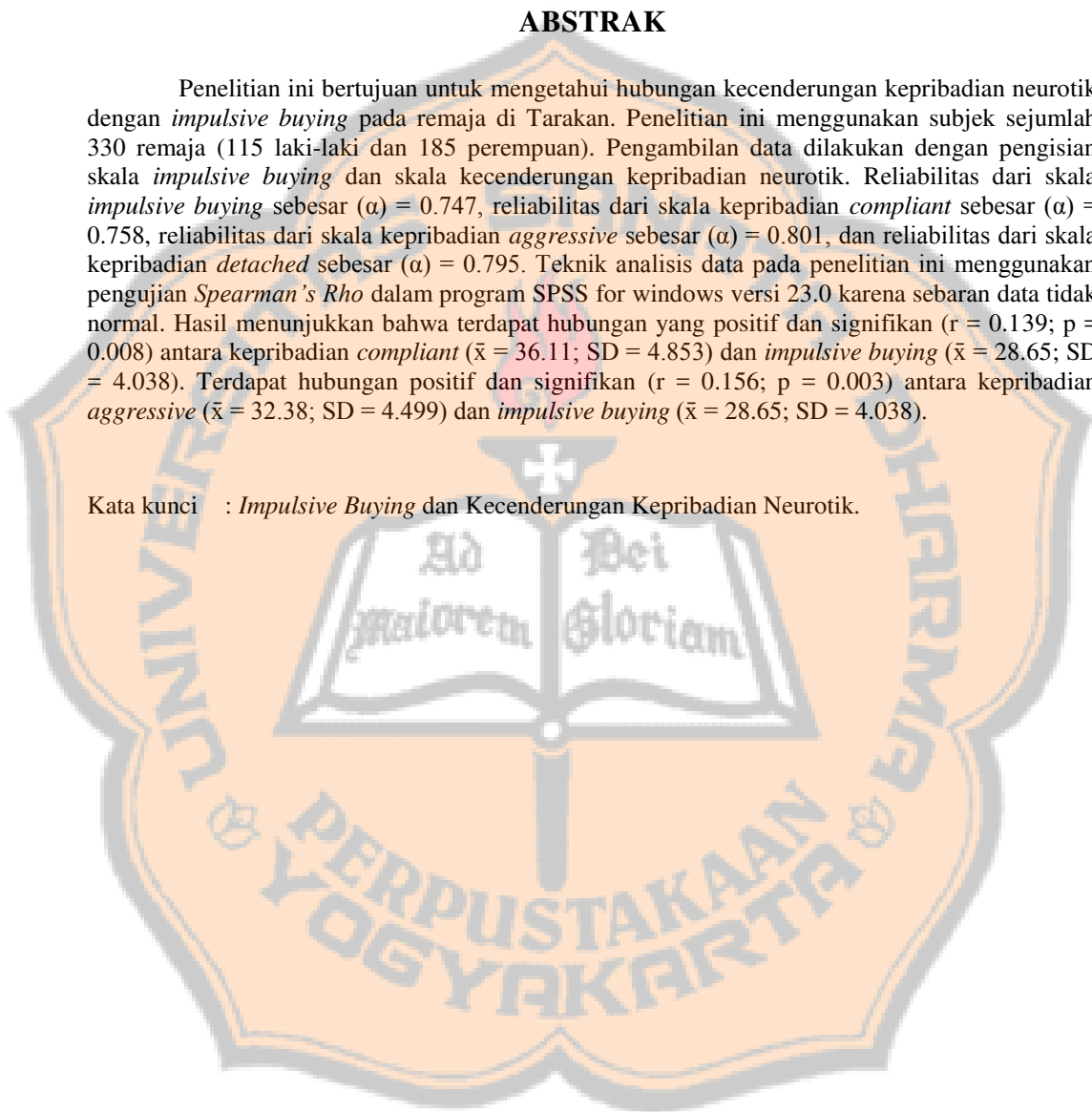
HUBUNGAN KEPERIBADIAN NEUROTIK DAN *IMPULSIVE BUYING* PADA REMAJA DI TARAKAN

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui hubungan kecenderungan kepribadian neurotik dengan *impulsive buying* pada remaja di Tarakan. Penelitian ini menggunakan subjek sejumlah 330 remaja (115 laki-laki dan 185 perempuan). Pengambilan data dilakukan dengan pengisian skala *impulsive buying* dan skala kecenderungan kepribadian neurotik. Reliabilitas dari skala *impulsive buying* sebesar (α) = 0.747, reliabilitas dari skala kepribadian *compliant* sebesar (α) = 0.758, reliabilitas dari skala kepribadian *aggressive* sebesar (α) = 0.801, dan reliabilitas dari skala kepribadian *detached* sebesar (α) = 0.795. Teknik analisis data pada penelitian ini menggunakan pengujian *Spearman's Rho* dalam program SPSS for windows versi 23.0 karena sebaran data tidak normal. Hasil menunjukkan bahwa terdapat hubungan yang positif dan signifikan ($r = 0.139$; $p = 0.008$) antara kepribadian *compliant* ($\bar{x} = 36.11$; $SD = 4.853$) dan *impulsive buying* ($\bar{x} = 28.65$; $SD = 4.038$). Terdapat hubungan positif dan signifikan ($r = 0.156$; $p = 0.003$) antara kepribadian *aggressive* ($\bar{x} = 32.38$; $SD = 4.499$) dan *impulsive buying* ($\bar{x} = 28.65$; $SD = 4.038$).

Kata kunci : *Impulsive Buying* dan Kecenderungan Kepribadian Neurotik.



**THE RELATIONSHIP BETWEEN NEUROTIC PERSONALITY AND
IMPULSIVE BUYING OVER THE ADOLESCENTS IN TARAKAN**

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ABSTRACT

This Research aimed to determine the relationship between the neurotic personality tendencies and the impulsive buying over the adolescents in Tarakan. This study involved the 330 adolescents (115 males and 185 females). The data collection was performed by filling the impulsive buying scale and the scale of neurotic personality tendencies. The reliability of the scale of impulsive buying was (α) = 0747, the reliability of a compliant personality scale was (α) = 0758, the reliability of the scale aggressive personality was (α) = 0801, and reliability of the scale detached personality was (α) = 0795. The data analysis techniques this research applied the Spearman's Rho test in SPSS for Windows version 23.0 since the data distribution was irregular. The results showed that there were positive and significant correlation ($r = 0.139$; $p = 0.008$) between the personality compliant ($X = 36.11$; $SD = 4,853$) and the impulsive buying ($\bar{x} = 28.65$; $SD = 4.038$). There was a positive and a significant correlation ($r = 0.156$; $p = 0.003$) between the aggressive personality ($x = 32.38$; $SD = 4,499$) and the impulsive buying ($\bar{x} = 28.65$; $SD = 4.038$).

Keywords: Impulsive Buying and Neurotic Personality Tendencies

