



THE ROLE OF SELF-CONTROL ON ONLINE IMPULSIVE BUYING AND PERSONALITY TRAITS AS MODERATORS

Dea Febyola¹, Tri Hayuning Tyas²

^{1,2}Faculty of Psychology, Universitas Gadjah Mada

Jl. Sosio-Humaniora 1, Bulaksumur, Yogyakarta 55281, Indonesia

febyoladhea@mail.ugm.ac.id¹, t.h.tyas@ugm.ac.id²

Abstract

Impulsive buying has been linked to negative consequences such as post purchase financial problems, product disappointment, guilt feelings, and social criticism. Self-control plays a major influence in resisting impulsive buying behavior, and the individuals' inner factors such as personality traits also seem to have a role. This research aims to examine the role of personality traits as moderators between self control and impulsive buying in emerging adulthood in Yogyakarta. Subject in this study were 185 (51 male, 132 female) aged between 18-25 who have ever done an online purchase of tangible goods on e-commerce and residing in Yogyakarta. The Moderated Regression Analysis (MRA) was carried out to analyze the data and the result indicated that personality traits which is the Big Five personality traits does not moderate the relationship between self-control and impulsive buying. However, a significant negative relationship between self-control and impulsive buying was found ($F=38.837$, $p<0.05$) with self-control's effective contribution of 17.5% towards impulsive buying. The higher self-control one has, the lower the tendency a person to engage in impulsive buying and vice versa.

Keywords: *Impulsive Buying, Self-control, Personality Traits, emerging adulthood*



Abstrak

Pembelian impulsif telah dikaitkan dengan konsekuensi negatif seperti masalah keuangan pasca pembelian, kekecewaan produk, perasaan bersalah, dan kritik sosial. Kontrol diri memainkan pengaruh besar dalam menahan perilaku pembelian impulsif, dan faktor-faktor dalam diri individu seperti *trait* kepribadian juga tampaknya memiliki peran. Penelitian ini bertujuan untuk menguji peran *trait* kepribadian sebagai moderator antara kontrol diri dan pembelian impulsif pada dewasa muda di Yogyakarta. Subjek dalam penelitian ini adalah 185 orang (51 laki-laki, 132 perempuan) berusia antara 18-25 tahun yang pernah melakukan pembelian barang berwujud secara online di *e-commerce* dan berdomisili di Yogyakarta. Analisis Regresi Moderasi (MRA) dilakukan untuk menganalisis data dan hasilnya menunjukkan bahwa *trait* kepribadian yang merupakan *trait* kepribadian Big Five tidak memoderasi hubungan antara kontrol diri dan pembelian impulsif. Namun, ditemukan hubungan negatif yang signifikan antara kontrol diri dan pembelian impulsif ($F=38.837, p<0.05$) dengan kontribusi efektif kontrol diri sebesar 17,5% terhadap pembelian impulsif. Semakin tinggi kontrol diri seseorang, semakin rendah kecenderungan seseorang untuk melakukan pembelian impulsif dan sebaliknya.

Kata Kunci: *Pembelian Impulsif, Kontrol Diri, Trait Kepribadian, dewasa muda*