

THE RELATIONSHIP BETWEEN BIG FIVE PERSONALITY TRAITS AND COMPULSIVE BUYING BEHAVIOR IN FIRST-YEAR STUDENTS AT THE FACULTY OF MEDICINE, UNIVERSITY OF LAMPUNG

ABSTRACT

Background: Compulsive buying behavior is an abnormal form of shopping. The prevalence among students is 3.6%, with a higher occurrence in women. High levels of negative emotions in students can trigger compulsive buying behavior as a way to relieve stress. Medical students who most of them have higher stress levels compared to the others study programs. One factor that influenced this behavior is personality traits, which can determine how a person behaves and acts in their life.

Aims: To analyze the relationship between Big Five Personality Traits with Compulsive Buying behavior among first-year students at the Faculty of Medicine, University of Lampung.

Methods: This research is an observational analytic study with a cross-sectional approach. The study involved 85 respondents, who were first-year students at the Faculty of Medicine, University of Lampung. The Big Five Personality Traits were measured using the BFI instrument, while Compulsive Buying behavior was assessed using the CBS instrument. Data analysis was conducted using Spearman's correlation test and multiple linear regression analysis, with a significance level of $p < 0.05$.

Results: There is a significant relationship between Big Five Personality Traits, specifically the personality traits of conscientiousness ($p=0,001$; $r=-0,424$), agreeableness ($p=0,016$; $r=0,261$), and neuroticism ($p=0,003$; $r= 0,322$), with Compulsive Buying behavior.

Conclusion: There is a relationship between Big Five Personality Traits, particularly the traits of conscientiousness, agreeableness, and neuroticism, with Compulsive Buying behavior.

Keywords: Big Five Personality Traits, Compulsive Buying Behavior, Medical Students

HUBUNGAN ANTARA *BIG FIVE PERSONALITY TRAITS* DENGAN PERILAKU *COMPULSIVE BUYING* PADA MAHASISWA TINGKAT PERTAMA DI FAKULTAS KEDOKTERAN UNIVERSITAS LAMPUNG

INTISARI

Latar belakang: Perilaku *compulsive buying* merupakan bentuk abnormal dari belanja. Prevalensi pada mahasiswa sebesar 3,6% dengan lebih banyak terjadi pada wanita. Tingginya emosi negatif pada mahasiswa dapat memicu perilaku *compulsive buying* sebagai cara mengurangi stres. Mahasiswa kedokteran lebih banyak mengalami stres yang tinggi dibandingkan dengan program studi lain. Salah satu faktor yang mempengaruhi perilaku ini adalah *personality traits* yang dapat menentukan bagaimana seseorang dalam bersikap dan bertindak dalam kehidupannya.

Tujuan penelitian: Untuk menganalisis hubungan antara *Big Five Personality Traits* dengan perilaku *Compulsive Buying* pada mahasiswa tingkat pertama di Fakultas Kedokteran Universitas Lampung.

Metode: Penelitian ini merupakan penelitian analitik observasional dengan pendekatan *cross-sectional*. Jumlah responden penelitian ini 85 subjek, yaitu mahasiswa tingkat pertama di Fakultas Kedokteran Universitas Lampung. *Big Five Personality Traits* akan diukur menggunakan instrumen BFI dan perilaku *Compulsive Buying* akan diukur menggunakan instrumen CBS. Analisis data menggunakan uji korelasi *spearman* dan uji regresi linear berganda, dengan tingkat kemaknaan $p < 0,05$.

Hasil: Terdapat hubungan yang signifikan antara *Big Five Personality Traits* yaitu ciri kepribadian *conscientiousness* ($p=0,001$; $r=-0,424$), *agreeableness* ($p=0,016$; $r=0,261$), dan *neuroticism* ($p=0,003$; $r=0,322$) dengan perilaku *Compulsive Buying*.

Kesimpulan: Terdapat hubungan antara *Big Five Personality Traits* yaitu ciri kepribadian *conscientiousness*, *agreeableness*, dan *neuroticism* dengan perilaku *Compulsive Buying*.

Kata kunci: *Big Five Personality Traits*, Mahasiswa Kedokteran, Perilaku *Compulsive Buying*.