

ABSTRACT

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**The Relationship Between Personality and Impulsive Buying on Sale items;
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The purpose of this study was to determine the relationship between personality and impulsive buying on sale items. This study used quantitative methods by spread the questionnaire to 263 adults who make a purchase of sale items, using accidental sampling technique. Personality theory used in this study is the Big-Five Factor Model of Personality. The results showed that there is no relationship between the personality factor of openness to experience, conscientiousness, and extraversion with impulsive buying on the individual who bought the sale items, while the personality factor of agreeableness is negatively correlated to impulsive buying. Thus, if a person has high agreeableness scores, then that person tends not to be impulsive in buying, but if someone has a low score of agreeableness, then that people tend to buy impulsively. Then personality factors neuroticism, has resulted in a positive correlation with impulsive buying, so if someone has a high neuroticism score, then that person tends to impulsive in buying, but if someone has a low neuroticism score, then that person is likely do not do impulsive buying.

Key words: Personality, the Big-Five Factor Model of Personality, and impulsive buying.