ABSTRACT

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The use of the Internet has increased exponentially from year to year. Students use the internet for college assignments or escape stress. Excessive internet use causes unhealthy internet usage called internet addiction. One factor that plays a role in internet addiction behavior is personality. The type of personality used in this study is the Big Five personality (openness to new experiences, conscientiousness, extraversion, agreeableness, neuroticism). The purpose of this study was to find out how the relationship between big five personalities and internet addiction to students. This study involved 305 student participants using purposive sampling technique. This study uses the statistical method of Partial Least Square Structural Equation Modeling (PLS SEM) to prove the relationship between research variables. The results of the study show that the dimension of openness to new experiences was unrelated with internet addiction. The dimensions of extraversion, conscientiousness, agreeableness have a negative relationship with internet addiction. The dimension of neuroticism has a positive relationship with internet addiction**.**

Keywords: Big Five personality, internet addiction.