

ABSTRACT

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Correlation the Big Five Personality and Consumptive Behavior (Study on young adult women). Zamralita, MM, Psi. Bachelor degree Faculty of Psychology in Tarumanagara University. 57 pages, P-1-P-5.

The purpose of this study was to investigate the relation between big five personality trait and consumptive behavior. Consumptive behavior is defined as excessive buying behavior to fulfill own desire. Personality is defined as psychological trait that is consistent in various situations, and can be seen when someone adapt and interact with the environment. The participants were 188 women who work in company. The questionnaire were distributed in six company where located in DKI Jakarta. The result from correlation pearson suggest that extraversion is positively related to consumptive behavior with pearson correlation = 0.231 and Sig (p) = 0.001, $p < 0.05$. Conscientiousness is negatively related to consumptive behavior with pearson correlation = -0.165 and Sig (p) = 0.023, $p < 0.05$. This research also found that openness to experience, agreeableness, and neuroticism are no related to consumptive behavior.

Keywords: big five personality, consumptive behavior, young adult women