



The Influence Of Big Five Personality Traits On Online Impulse Buying Behavior Of Shopee Medan Customers

Pengaruh Big Five Personality Traits Terhadap Perilaku Pembelian Impulsif Online Pada Pelanggan Shopee Medan

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ABSTRAK

Perkembangan internet yang pesat telah mengubah pola belanja dan meningkatkan perilaku pembelian impulsif online. Namun, Shopee mengalami penurunan jumlah kunjungan situs web, yang menandakan penurunan keterlibatan konsumen. Oleh karena itu, penulis meneliti untuk mempelajari Big Five Personality Traits sebagai faktor yang mungkin mempengaruhi perilaku pembelian impulsif online. Big Five Personality Traits, yang terdiri dari openness to experience, conscientiousness, extraversion, agreeableness, and neuroticism erat dengan interaksi pelanggan dengan platform online, keputusan pembelian spontan, dan pembelian impulsif, tergantung pada karakteristik pribadi dan keadaan emosional mereka. Penelitian ini menggunakan IBM SPSS V.30 untuk penelitian kuantitatif Pendekatan deskriptif dan kausal digunakan. Penelitian dilakukan pada sampel 100 individu dengan menggunakan teknik convenience sampling. Penelitian ini lulus uji validitas, reliabilitas, normalitas, multikolinearitas, heteroskedastisitas, dan uji regresi linier berganda, menghasilkan persamaan regresi $Y = 2.562 + 0.090X1 + 0.135X2 + 0.165X3 + 0.101X4 + 0.134X5$. Berdasarkan hasil uji hipotesis, Big Five Personality Traits mempengaruhi perilaku pembelian impulsif online pelanggan Shopee Medan, baik secara parsial maupun simultan. Selain itu, Big Five Personality Traits berpengaruh 72,4% terhadap perilaku pembelian impulsif online. Penulis menyarankan Shopee untuk memasukkan elemen yang mendorong kreativitas dan pengembangan ide, menyediakan panduan yang lebih jelas dan alat pengambilan keputusan, meningkatkan fitur umpan balik, menggabungkan dan meningkatkan fitur tanggung jawab sosial, serta meningkatkan bantuan pelanggan.

ABSTRACT

The rapid growth of the internet has altered shopping behaviors, increasing online impulse buying behavior. However, Shopee experienced a decrease in the number of website visits, signifying a decline in consumer engagement. Therefore, the writer researches to study the Big Five Personality Traits as factors that might influence online impulse buying behavior. The Big Five Personality Traits, comprising openness to experience, conscientiousness, extraversion, agreeableness, and neuroticism are closely linked to customer interactions with online platforms, spontaneous buying decisions, and impulsive purchase, depending on personal characteristics and emotional states. The study employed the IBM SPSS V.30 for quantitative research. Both descriptive and causal approach were used. The research was conducted on a sample of 100 individuals utilizing convenience sampling. This study passed the validity, reliability, normality, multicollinearity, heteroscedasticity and multiple linear regression test, resulting in the regression equation $Y = 2.562 + 0.090X1 + 0.135X2 + 0.165X3 + 0.101X4 + 0.134X5$. Based on the hypothesis testing results, the Big Five Personality traits influence online impulse buying behavior of Shopee Medan customers, either partially or simultaneously. Additionally, the Big Five Personality traits influence 72.4% of online impulse buying behavior. The writer suggests Shopee to include elements that encourage creativity and idea cultivation, provide clearer guidance and decision-making tools, improve feedback features, incorporate more prominent and accessible social responsibility features, and improve customer assistance.

INTRODUCTION

The rapid growth of the internet has altered shopping experiences, transitioning purchasing experiences from primarily physical stores to digital platforms. In the past, individuals had to visit physical stores to engage with products and make transactions. The emergence of e-commerce has given individuals the convenience of shopping from home, providing unmatched access to an extensive range of products and services. With the evolution of the era and technological advances, impulse buying has become prevalent in e-commerce (Permana & Adelina, 2020). The Big Five is currently one of the theories prevalent for assessing an individual's personality (Astutik et al., 2020).

According to Similarweb data, Shopee emerged as the most visited e-commerce platform in the marketplace industry in Indonesia during 2023. As of December 2023, Shopee had 242.2 million visits to its website.

Shopee is an e-commerce site owned by SEA Group, formerly known as Garena, and was established by Forrest Li in 2009. The company, which is headquartered in Singapore, has extended its operations to other countries, namely Malaysia, Thailand, Taiwan, Indonesia, Vietnam, and the Philippines. Shopee is currently directed by Chris Feng, a former employee of Rocket Internet who formed Zalora and Lazada (Sari & Kusuma, 2023).

Semrush data indicates that the Shopee Indonesia website (Shopee.co.id) garnered 145.1 million visits globally in December 2024. This indicates a decrease in Shopee website visits from 2023 to 2024, reflecting a loss in consumer engagement throughout this period of time.

The Big Five model of personality, frequently known as the Five Factor model or by acronym *OCEAN* (Campbell et al., 2023), comprises the traits of openness to experience, conscientiousness, extraversion, agreeableness, and neuroticism, which are regarded as the fundamental dimensions of personality (Costa & McCrae, 2008, as cited in Agbaria & Mokh, 2021)

Neuroticism is characterized by a disruption in emotional stability expressed through negative emotional states (Veybitha et al., 2022). Lubis et al. (2022) assert that neuroticism pertains to the emotional stability of individuals, with traits such as calmness and emotional stability (positive) anxiety, nervousness, and insecurity (negative) being strongly correlated with this trait. Individuals with low neuroticism demonstrate stability and are likely to display calmness under challenging or stressful circumstances (Campbell et al., 2023).

OBJECTIVES

Built upon the problem formulation, the objectives of this research are as follows:

- a. To examine whether Openness has partial influence on online impulse buying behavior of Shopee Medan customers.
- b. To examine whether Conscientiousness has partial influence on online impulse buying behavior of Shopee Medan customers.
- c. To examine whether Extraversion has partial influence on online impulse buying behavior of Shopee Medan customers.
- d. To examine whether Agreeableness has partial influence on online impulse buying behavior of Shopee Medan customers.
- e. To examine whether Neuroticism has partial influence on online impulse buying behavior of Shopee Medan customers.
- f. To examine whether the Big Five personality traits that have simultaneous influence on online impulse buying behavior of Shopee Medan customers.

The research model for this study is designed to explore the relationship between The Big Five Personality Traits and Online Impulse Buying Behavior. In this research, the writer is using convenience

sampling technique. According to Amri et al. (2023), convenience sampling entails the selection of elements based on their availability and the ease of acquisition. Convenience sampling is a method predicated entirely on convenience. A person is chosen based on their presence at the location, acquaintance with the researcher, or accidentally, anyone who encounters the researcher and fulfills the sample criteria (Septiani et al., 2020).

DISCUSSION

Multiple Linear Regression Analysis

Multiple linear regression analysis will be utilized as the regression equation due to the presence of two or more independent variables in this study. This analysis aims to ascertain if values in the independent variables will influence the dependent variable. Below are the results obtained from the multiple linear regression analysis:

Table 1. Multiple Linear Regression Analysis Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.562	2.073		1.236	.220
	Openness to Experience	.090	.031	.172	2.902	.005
	Conscientiousness	.135	.030	.258	4.520	<.001
	Extraversion	.165	.025	.381	6.510	<.001
	Agreeableness	.101	.030	.204	3.360	.001
	Neuroticism	.134	.029	.295	4.581	<.001

a. Dependent Variable: Online Impulse Buying Behavior
Source: Prepared by the writer (SPSS V.30, 2025)

Based on the Unstandardized Coefficients section B of the table, a multiple linear regression equation is derived, namely the following formula:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5$$

$$Y = 2.562 + 0.090X_1 + 0.135X_2 + 0.165X_3 + 0.101X_4 + 0.134X_5$$

Where:

α = Constant

$\beta_1 \beta_2 \beta_3 \beta_4 \beta_5$ = Regression coefficient

X_1 = Independent variable (Openness to Experience)

X_2 = Independent variable (Conscientiousness)

X_3 = Independent variable (Extraversion)

X_4 = Independent variable (Agreeableness)

X_5 = Independent variable (Neuroticism)

The following is the description of the regression equation:

- Constant (a) = 2.562 indicates a constant value. It indicates that if the value of Openness to Experience, Conscientiousness, Extraversion, Agreeableness, and Neuroticism is 0, Online Impulse Buying Behavior will be 2.562.
- Coefficient of Variable X1 (β_1) = 0.090 indicates that if openness to experience increases by one unit, online impulse buying behavior rises by 0.090 unit.
- Coefficient of Variable X2 (β_2) = 0.135 indicates that if conscientiousness increases by one unit, online impulse buying behavior rises by 0.135 unit.
- Coefficient of Variable X3 (β_3) = 0.165 indicates that if extraversion increases by one unit, online impulse buying behavior rises by 0.165 unit.
- Coefficient of Variable X4 (β_4) = 0.101 indicates that if agreeableness increases by one unit, online impulse buying behavior rises by 0.101 unit.
- Coefficient of Variable X5 (β_5) = 0.134 indicates that if neuroticism increases by one unit, online impulse buying behavior rises by 0.134 unit.

Result of Hypothesis Testing

Partial Test (t Test)

The t-test provides a straightforward approach for analyzing the relationship between two or more variables. The t-test aims to determine if the independent variables exert partial influence on the dependent variable. The results of hypothesis testing in this study are presented in the subsequent table:

**Table 2. Partial Hypothesis t-test
Coefficients^a**

Model	Unstandardized Coefficients		Standardized Coefficients		Sig.	Collinearity Statistics	
	B	Std. Error	Beta	t		Tolerance	VIF
1 (Constant)	2.562	2.073		1.236	.220		
Openness to Experience	.090	.031	.172	2.902	.005	.792	1.263
Conscientiousness	.135	.030	.258	4.520	<.001	.856	1.168
Extraversion	.165	.025	.381	6.510	<.001	.815	1.227
Agreeableness	.101	.030	.204	3.360	.001	.758	1.319
Neuroticism	.134	.029	.295	4.581	<.001	.674	1.484

a. Dependent Variable: Online Impulse Buying Behavior

Source: Prepared by the writer (SPSS V.30, 2025)

The degree of freedom (df) = $n - \text{total variable} = 100 - 6 = 94$, where the ttable for df = 94 is 1.98552. If tcount is less than ttable and the significance level t is more than α , then H1 is rejected. If tcount exceeds ttable and sig t is less than α , then H1 is accepted, indicating a significant influence. The results of the t-test are as follows:

Variable X1 (Openness to Experience)

According to the t-test results, the tcount for the Openness to Experience variable is 2.902, which exceeds the ttable value of 1.98552. Additionally, the significance level (Sig) is 0.005, which is below the significance level of 0.05. Since tcount > ttable and Sig < α , it can be inferred that H1 (Openness to Experience has partial influence on online impulse buying behavior) is accepted. Built

upon the calculation, t_{count} is greater than t_{table} . Hence, hypothesis 1 (H1) with the statement “Openness to experience has partial influence on online impulse buying behavior” is accepted.

Variable X2 (Conscientiousness)

According to the t-test results, the t_{count} for the Conscientiousness variable is 4.520, which exceeds the t_{table} value of 1.98552. In addition, the significance level (Sig) is <0.001 , which is below the significance level of 0.05. Since $t_{count} > t_{table}$ and $Sig < \alpha$, it can be inferred that H2

(Conscientiousness has partial influence on online impulse buying behavior) is accepted. Built upon the calculation, t_{count} is greater than t_{table} . Hence, hypothesis 2 (H2) with the statement “Conscientiousness has partial influence on online impulse buying behavior” is accepted.

Variable X3 (Extraversion)

According to the t-test results, the t_{count} for the Extraversion variable is 6.510, which exceeds the t_{table} value of 1.98552. Additionally, the significance level (Sig) is <0.001 , which is below the significance level of 0.05. Since $t_{count} > t_{table}$ and $Sig < \alpha$, it can be inferred that H3 (Extraversion has partial influence on online impulse buying behavior) is accepted. Built upon the calculation, t_{count} is greater than t_{table} . Hence, hypothesis 3 (H3) with the statement “Extraversion has partial influence on online impulse buying behavior” is accepted.

Variable X4 (Agreeableness)

According to the t-test results, the t_{count} for the Agreeableness variable is 3.360, which exceeds the t_{table} value of 1.98552. Additionally, the significance level (Sig) is 0.001, which is below the significance level of 0.05. Since $t_{count} > t_{table}$ and $Sig < \alpha$, it can be inferred that H4 (Agreeableness has partial influence on online impulse buying behavior) is accepted. Built upon the calculation, t_{count} is greater than t_{table} . Hence, hypothesis 4 (H4) with the statement “Agreeableness has partial influence on online impulse buying behavior” is accepted.

Variable X5 (Neuroticism)

According to the t-test results, the t_{count} for the Neuroticism variable is 4.581, which exceeds than the t_{table} value of 1.98552. Additionally, the significance level (Sig) is <0.001 , which is below the significance level of 0.05. Since $t_{count} > t_{table}$ and $Sig < \alpha$, it can be inferred that H5 (Neuroticism has partial influence on online impulse buying behavior) is accepted. Built upon the calculation, t_{count} is greater than t_{table} . Hence, hypothesis 5 (H5) with the statement “Neuroticism has partial influence on online impulse buying behavior” is accepted.

Simultaneous test (F test)

The F test is used to assess the impact of independent variables on the dependent variable. The regression equation model is deemed acceptable if the independent variables exert a simultaneous influence on the dependent variable. The F test is defined as follows:

Table 3. Simultaneous Hypothesis f-test

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1118.974	5	223.795	52.886	$<.001^b$
	Residual	397.776	94	4.232		
	Total	1516.750	99			

a. Dependent Variable: Online Impulse Buying Behavior

b. Predictors: (Constant), Neuroticism, Conscientiousness, Extraversion, Openness to Experience, Agreeableness

Source: Prepared by the writer (SPSS V.30, 2025)

The degree of freedom (df) is (5; 94). If F_{count} is greater than F_{table} or sig is less than α , then H_6 is accepted. Based on table 3, Openness to Experience, Conscientiousness, Extraversion, Agreeableness, and Neuroticism have an F_{count} of 52.886, which is greater than F_{table} (2.31). The table also shows that the significance level (Sig) is <0.001 , which is below 0.05. Hence, H_6 (The Big Five Personality traits have simultaneous influence on online impulse buying behavior of Shopee Medan customers) is accepted.

Based on the calculation above, that $F_{\text{count}} > F_{\text{table}}$ and $\text{sig } F < \alpha$. Hence, the hypothesis (H_6) with the statement "The Big Five Personality traits have simultaneous influence on online impulse buying behavior of Shopee Medan customers" is accepted.

CONCLUSION

The findings and discussion that can be concluded in this study are as follows:

- a. The value of t_{count} (2.902) exceeds the t_{table} (1.98552) with a significance value of 0.005, which is below 0.05. As a result, openness to experience is found to have partial influence on online impulse buying behavior. A multiple linear regression equation shows that openness to experience variable has a positive influence on online impulse buying behavior by 0.090. It also means that if openness to experience increases by one unit, online impulse buying behavior will increase by 0.090.
- b. The value of t_{count} (4.520) exceeds the t_{table} (1.98552) with a significance value of <0.001 , which is below 0.05. As a result, conscientiousness is found to have partial influence on online impulse buying behavior. A multiple linear regression equation shows that conscientiousness variable has a positive influence on online impulse buying behavior by 0.135. It indicates that if conscientiousness increases by one unit, online impulse buying behavior will increase by 0.135.
- c. The value of t_{count} (6.510) exceeds the t_{table} (1.98552) with a significance value of <0.001 , which is below 0.05. As a result, extraversion is found to have partial influence on online impulse buying behavior. A multiple linear regression equation shows that extraversion variable has a positive influence on online impulse buying behavior by 0.165. It indicates that if extraversion increases by one unit, online impulse buying behavior will increase by 0.165.
- d. The value of t_{count} (3.360) exceeds the t_{table} (1.98552) with a significance value of 0.001, which is below 0.05. As a result, agreeableness is found to have partial influence on online impulse buying behavior. A multiple linear regression equation shows that agreeableness variable has a positive influence on online impulse buying behavior by 0.101. It indicates that if agreeableness increases by one unit, online impulse buying behavior will increase by 0.101.
- e. The value of t_{count} (4.581) exceeds the t_{table} (1.98552) with a significance value of <0.001 , which is below 0.05. As a result, neuroticism is found to have partial influence on online impulse buying behavior. A multiple linear regression equation shows that neuroticism variable has a positive influence on online impulse buying behavior by 0.134. It indicates that if neuroticism increases by one unit, online impulse buying behavior will increase by 0.134.

The value of F_{count} (52.886) exceeds the F_{table} (2.31), with a significance value of <0.001 , which is below 0.05. As a result, The Big Five Personality Traits are found to have simultaneous influence on online impulse buying behavior of Shopee Medan customers. The simultaneous coefficient of determination is 72.4%, indicating that The Big Five Personality Traits influence 72.4% of the factors that influence online impulse buying behavior.

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