

ABSTRAK

Widya Anjani Anwar, 2022. Analisis Perbedaan Kepribadian *Introvert* Dan *Extrovert* Terhadap *Impulsive Buying* Produk *Fashion*

Tujuan penelitian ini adalah: (1) Untuk mengetahui pengaruh kepribadian *Introvert* terhadap *Impulsive Buying* Produk *Fashion*; (2) Untuk mengetahui pengaruh kepribadian *Extrovert* terhadap *Impulsive Buying* Produk *Fashion*; (3) Untuk mengetahui perbedaan *Impulsive Buying* antara konsumen *Introvert* dan konsumen *Extrovert*

Hasil penelitian menunjukkan bahwa: (1) Kepribadian *Introvert* memiliki pengaruh yang negatif terhadap *Impulsive Buying* Produk *Fashion*; (2) Kepribadian *Extrovert* memiliki pengaruh yang positif terhadap *Impulsive Buying* Produk *Fashion*; (3) Terdapat perbedaan antara responden dan *extrovert*.

Kata Kunci: Kepribadian, Introvert, Extrovert, Impulsive Buying

ABSTRACT

Widya Anjani Anwar, 2022. *Analysis of Introvert and Extrovert Personality Differences on Impulsive Buying of Fashion Products*

The aims of this study are: (1) To determine the effect of Introvert personality on Impulsive Buying; (2) To determine the effect of Extrovert personality on Impulsive Buying; (3) To find out the difference in Impulsive Buying between Introvert consumers and Extrovert consumers

The results showed that: (1) Introvert Personality has a negative influence on Impulsive Buying; (2) Extrovert Personality has a negative influence on Impulsive Buying; (3) There is a difference between respondents and extroverts.

Keywords: **Personality, Introvert, Extrovert, Impulsive Buying**

