



Research Paper

Implications of Big Five Personality on Impulse Buying on the Culinary Business in the City of Banda Aceh

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Abstract

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This research aims to test and analyze the influence of the Big Five Personalities on Impulse Buying, reviewing Extaversion, Agreeableness, Conscientiousness, Neuroticism, Openness to Experience. This research method uses a quantitative approach. The total sample for this research was 100 respondents. Samples are determined using the Slovin formula. Sample collection used Probability Sampling Technique with Proportionate Stratified Random Sampling type. Hypothesis testing uses multiple linear regression analysis at a confidence level of 95% ($\alpha = 0.05$). The results of this research are that Extaversion partially has a significant effect on impulse buying. Egreeableness partially influences impulse buying. Conscientiousness partially influences impulse buying. Neuroticism has a partial effect on impulse buying. Openness to experience has a significant effect on impulse buying. Simultaneously, Extaversion, egreeableness, conscientiousness, neuroticism, openness to experience has a significant effect on impulse buying.

Keywords: Big five personality; Impulse buying; Culinary

1. Introduction

The global culinary industry has undergone significant transformation in recent years, driven by changes in consumer behavior, technological advancements, and increased accessibility to information. According to a report from [1], the global culinary industry market value is projected to reach USD 4.2 trillion by 2024. This indicates that the culinary industry not only serves as a food provider but also as a valuable social experience. At the national level, Indonesia has emerged as one of the fastest-growing culinary markets, with numerous innovations and product developments tailored to local preferences. According to the Central Bureau of Statistics, the restaurant and fast-food sectors contribute approximately 7% of the national Gross Domestic



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product (GDP). Moreover, shifts in consumer behavior—particularly among younger generations who increasingly prefer dining out—have further fueled the industry's growth [2].

At the regional level, Aceh holds substantial potential for culinary industry development, particularly given its unique culinary traditions. Aceh boasts a wide variety of culinary riches that are not only delicious but also culturally significant. One of the most famous traditional dishes is *Mie Aceh*, which has become a culinary icon both domestically and internationally. Given that food and beverages are essential to human life and inseparable from daily activities, the culinary industry has developed over a long period of time. In the current technological era, many culinary businesses have established themselves as prominent players, with some food and beverage products becoming synonymous with certain regions or cities. This strategy enables producers to attract visitors and travelers, ultimately leading to greater recognition and sometimes viral popularity of the products.

According to the Deputy Mayor of Banda Aceh, the city's culinary industry has a promising future due to the increasing number of both domestic and international visitors. This becomes particularly intriguing when various distinctive culinary products are found throughout the city. Each producer employs different marketing approaches while offering similarly appealing dishes. When discussing Aceh's identity through its cuisine, the topic of *halal* consumption frequently arises, closely tied to Aceh's culinary characteristics, market segmentation, and religious identity. Culinary practices in Acehese society strongly emphasize worship services at dining venues, which may sometimes affect sales. Moreover, architectural design conflicts in restaurant spaces are also evident, as Islamic regulations in Aceh often influence restaurant architecture and business strategies.

Research conducted by [1] reveals that Aceh's culinary industry demonstrates positive growth, driven by increasing tourist interest in local cuisine. However, despite its vast potential, the industry also faces challenges such as limited promotion and insufficient understanding of branding importance. [3] highlights that effective marketing strategies are essential for improving the competitiveness of restaurants and cafés in Aceh. This is particularly crucial in the era of globalization, where consumers have broader access to diverse culinary options worldwide.

Within this context, it is important to understand how psychological factors, such as consumer personality, may influence purchasing decisions in the culinary sector. The Big Five Personality Traits model, which includes openness, conscientiousness, extraversion, agreeableness, and neuroticism, provides valuable insights into consumer behavior and purchase intentions [4]. Traditionally, consumers made a complete list of items to purchase before going to markets, stores, or malls. However, they often ended up buying unplanned items. This phenomenon, referred to as *impulse buying*, is characterized as a strong and persistent urge to purchase something immediately. Scholars define impulse buying as an unplanned, spontaneous purchase triggered by exposure to stimuli and a sudden, powerful buying urge [5].

Research conducted [6] classify impulse buying into four distinct types. First, Pure Impulse Buying, where consumers deviate from their normal consumption patterns. Second, Reminder Impulse Buying, which occurs when consumers forget to include an item on their shopping list, only to be reminded upon seeing it in the store. Third, Suggestion Impulse Buying, which happens when consumers encounter a new product for the first time and convince themselves they need it. Fourth, Planned Impulse Buying, where consumers intend to purchase a particular item but wait for attractive offers or promotions before doing so.

Impulse buying is often followed by feelings of guilt or regret, as consumers may realize they purchased unnecessary items. This behavior is typically spontaneous, rushed, and emotionally driven, often associated with excitement and pleasurable desire [7]. Conversely, other scholars

argue that impulse buying can also generate happiness, satisfaction, and enjoyment [8]. Given these contrasting findings, impulse buying has become one of the most widely studied subjects globally. As such, it continues to attract scholarly and organizational interest, particularly in understanding the psychological underpinnings of this behavior and leveraging impulsive tendencies to enhance sales.

Impulse buying behavior does not depend on a single factor; rather, it arises from a combination of social, demographic, emotional, sensory, genetic, psychological, and cultural influences [7], [9] found that impulse buying behavior varies depending on factors such as the availability of low-cost products, discounts, new or unusual products, advertising, and societal trends. Intrinsic factors such as personality traits, culture, shopping enjoyment, materialism, and impulsive tendencies also significantly influence consumer impulse buying behavior [10]. Based on the background and the problems identified, this study aims to investigate the Implications of the Big Five Personality Traits on Impulse Buying in the Culinary Business.

2. Method

2.1 Research location and object

This research was conducted in Banda Aceh. The object of the study consists of students from the Faculty of Economics, Universitas Muhammadiyah Aceh.

2.2 Research design

The research design originated from a quantitatively oriented problem and narrowed the scope into a research question. The research question was formulated in the form of an interrogative sentence, and subsequently, relevant theories were employed to address it. According to [11], a research design is a process of finding definite answers to questions in a study. Similarly, [12] explains that a research design encompasses all processes required in the planning and implementation of research.

2.3 Population

The population is defined as the generalization area consisting of objects or subjects that possess certain qualities and characteristics determined by the researcher to be studied and from which conclusions are [12]. The population in this study comprises the entire community in the city of Banda Aceh, as recorded by the Central Bureau of Statistics (BPS) in the population and migration data, amounting to 265,019 individuals.

2.4 Sample

According to [12], a sample is a subset of the population that possesses the characteristics being studied. The respondents in this study were determined using an infinite population formula:

$$n = \frac{z^2}{4(Moe)^2}$$

Where:

Z = Normal distribution level at a 5% significance level = 1.96

n = Sample size

Moe = Margin of error, with a maximum error rate of 10%

$$n = \frac{(1.96)^2}{4 (0,10)^2}$$

$$n = \frac{3.8416}{0.04}$$

$$n = 96.04$$

$$n = 96$$

Based on the formula, the sample size for this study is 96 respondents, consisting of individuals who use chatbots and social media marketing in Banda Aceh. The sampling technique applied is Accidental Sampling. [12] defines accidental sampling as selecting respondents by coincidence, i.e., anyone who happens to meet the researcher and meets the criteria as a data source can be used as a respondent. This technique is often chosen due to time, resource, and budget constraints. Its strength lies in the researcher's ability to select appropriate data sources that align with the research variables.

2.5 Data analysis techniques

According to [13], data analysis in this study was conducted using the SPSS program (Statistical Package for the Social Sciences). The techniques included validity testing, reliability testing, descriptive analysis, normality testing, linearity testing, and classical assumption tests. To assess relationships among variables, multiple regression analysis was employed, including the calculation of the coefficient of determination, t-tests, and F-tests. The regression model used in this study is formulated as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + b_5X_5 + e \dots\dots\dots (1)$$

Where:

- Y = Impulse buying
- X1 = Extaversion
- X2 = Agreeableness
- X3 = Conscientiousness
- X4 = Neuroticism
- X5 = Openness to Experience
- b1-b2 = Parameter Regresi
- a = Intercep
- e = Error Term

2.6 Data testing

Validity testing was conducted to ensure that the instrument accurately measured the intended variables under study. The validity of each item was assessed using the Pearson Product-Moment Correlation at a 95% confidence [14]. Reliability testing was performed to assess the internal consistency of the instrument by examining item-total correlations. Items with correlation values above 0.20 were considered reliable and retained for further analysis [15].

2.7 Classical assumption tests

The normality test was conducted to determine whether the data followed a normal distribution, with data considered normally distributed if the probability value exceeded 0.05.

The multicollinearity test was performed to detect correlations among independent variables, as a good regression model should be free from multicollinearity to ensure that independent variables are not highly correlated with one another. Additionally, the heteroscedasticity test was conducted to examine whether residual variance remained constant across observations, where homoscedasticity indicates equal variance across observations, while heteroscedasticity suggests unequal variance that can affect the reliability of regression estimates [16].

2.8 Heteroscedasticity test

Conducted to test whether residual variance is constant across observations. Homoscedasticity indicates equal variance, while heteroscedasticity indicates unequal variance [16].

2.9 Hypothesis testing

The t-test was used to evaluate the partial significance of each independent variable, specifically chatbot usage and social media marketing, on customer loyalty. Meanwhile, the F-test was employed to assess the simultaneous significance of all independent variables on the dependent variable, determining whether the model as a whole had a significant effect on customer loyalty [14].

3. Result

3.1 Validity test results

The validity of the data was tested statistically using the Pearson Product-Moment Correlation through SPSS. All items obtained correlation values above the critical value of 0.196 ($\alpha = 5\%$), which indicates that the items are significant and valid. Statistically, this demonstrates internal consistency, meaning that the items measure the same construct. As shown in **Table 1** below:

Table 1. Validity tes result

No. Item	Variable	Value rhitung	Value rtabel (n=100)	Description
A1	Impulse buying (Y)	0,933	0.1966	Valid
A2		0,953		
A3		0,959		
A4		0,946		
A5		0,968		
B1	Extraversion (X1)	0,938	0.1966	Valid
B2		0,967		
B3		0,954		
B4		0,929		
B5		0,945		
B6		0,945		
C1	Agreeableness (X2)	0,856	0.1966	Valid
C2		0,886		
C3		0,865		
C4		0,661		
C5		0,661		
D1	Conscientiousness (X3)	0,816	0.1966	Valid

No. Item	Variable	Value rhitung	Value rtabel (n=100)	Description
D2		0,935		
D3		0,835		
D4		0,574		
D5	Conscientiousness (X3)	0,816	0.1966	Valid
D6		0,935		
E1	Neuroticism (X4)	0,831	0.1966	Valid
E2		0,814		
E3		0,783		
E4		0,698		
F1	Openness to experience (X5)	0,810	0.1966	Valid
F2		0,792		
F3		0,852		
F4		0,768		

3.2 Reliability test results

Reliability testing was performed using internal consistency (Cronbach's Alpha). Create a Discussion A Cronbach's Alpha value greater than 0.60 is considered acceptable, while values above 0.80 indicate high reliability. All research variables exceeded 0.80, confirming that the instruments were reliable. Reliability testing was performed using internal consistency (Cronbach's Alpha). The results are presented in [Table 2](#):

Table 2. Reliability test results

No.	Variable	Alpha	Description
1.	Impulse buying (Y)	0,974	Handal
2.	Extraversion (X1)	0,977	Handal
3.	Agreeableness (X2)	0,851	Handal
4.	Conscientiousness (X3)	0,902	Handal
5.	Neuroticism (X4)	0,787	Handal
6.	Openness to experience (X5)	0,820	Handal

3.3 Normality test results

Normality testing was conducted using regression analysis with SPSS. The Kolmogorov-Smirnov test yielded a significance value of 0.200 ($p > 0.05$), while the Shapiro-Wilk test produced a significance value of 0.156 ($p > 0.05$). Both tests confirmed that the data were normally distributed, meeting the assumption for regression analysis.

3.4 Multicollinearity test results

The multicollinearity test aimed to determine whether high correlations existed among independent variables. Tolerance values greater than 0.10 and VIF values below 10 indicate the absence of multicollinearity. The results indicate that no independent variable had a tolerance value below 0.10 or a VIF value above 10, confirming that multicollinearity was absent.

Table 3. Multicollinearity test results

No.	Variable	Toleran	VIF	Description
1	Extraversion (X1)	0.593	1.686	Non multikolinearitas
2	Agreeableness (X2)	0.504	1.986	Non multikolinearitas
3	Conscientiousness (X3)	0.303	3.296	Non multikolinearitas
4	Neuroticism (X4)	0.112	8.913	Non multikolinearitas
5	Openness to experience (X5)	0.176	5.697	Non multikolinearitas

As presented in **Table 3**, none of the independent variables exhibits a Tolerance value below 0.10, indicating that there is no significant correlation among the independent variables. Similarly, the results of the Variance Inflation Factor (VIF) analysis confirm that all independent variables have VIF values below the threshold of 10. Accordingly, it can be concluded that the regression model employed in this study does not suffer from multicollinearity.

3.5 Partial test (t-Test)

The hypothesis states that extraversion, agreeableness, conscientiousness, neuroticism, and openness to experience influence impulse buying. The model employed to estimate this effect is as follows:

Table 4. The influence of independent variable on the dependent variable

No.	Variable	β	Standar Error	T _{hitung}	T _{hitung}	Sig
1	(Constant)	5.111	1.130	1.986	4.522	0.000
2	Extraversion	0.213	0.055	1.986	3.869	0.000
3	Agreeableness	0.711	0.085	1.986	8.354	0.000
4	Conscientiousness	0.471	0.100	1.986	4.691	0.000
5	Neuroticism	0.684	0.183	1.986	3.732	0.000
6	Openness to experience	0.638	0.139	1.986	4.596	0.000

3.6 Simultaneous test (F-Test)

To examine the simultaneous influence of Extraversion, Agreeableness, Conscientiousness, Neuroticism, and Openness to Experience on impulse buying in Banda Aceh, the F-test was employed. If $F_{\text{calculated}} > F_{\text{table}}$, the null hypothesis (H_0) is rejected and the alternative hypothesis (H_a) is accepted. The test results are presented in the following table:

Table 5. Anova

No	Model	Sum of Squeres	Df	F _{tabel}	F _{hitung}	Sig
1	Regression	100.340	5	2.310	73.000	.000 ^b
2	Residual	25.841	94			
3	Total	126.180	99			

4. Discussion

4.1 The partial effect of extraversion on impulse buying

Based on the results of the analysis, it can be concluded that the Extraversion variable has a significant influence on impulse buying. Extraversion (X1) significantly affects impulse buying because individuals with extroverted personalities tend to be more impulsive and easily tempted

by external stimuli such as advertisements or discounts. Dominant extroverted characteristics, such as being active and energetic, increase their tendency to make spontaneous purchasing decisions without much consideration. The desire to socialize and to project self-image through purchases also strengthens this relationship. This finding is consistent with the study conducted by [17], which states that individuals with higher levels of extraversion tend to be more impulsive in purchasing products.

4.2 The partial effect of agreeableness on impulse buying

Based on the results of testing and analysis, it can be concluded that the Agreeableness variable has a significant effect on impulse buying. Agreeableness (X2) significantly influences impulse buying because individuals with a high level of agreeableness tend to be more easily influenced by their social environment and interpersonal relationships. Their cooperative nature, empathy, and desire to please others make them more vulnerable to influences such as friends' recommendations or purchase invitations. A friendly personality also encourages purchasing decisions aimed at maintaining harmony or strengthening social relationships, even when carried out spontaneously. This finding is consistent with [18], which found that agreeableness, price discounts, and social media influence impulsive buying in online marketplaces.

4.3 The partial effect of conscientiousness on impulse buying

Based on the results of testing and analysis, it can be concluded that the Conscientiousness variable has a significant influence on impulse buying. Individuals with a high level of conscientiousness generally tend to act responsibly and pay attention to detail; however, in certain situations, they may still engage in impulsive purchases. This occurs when the purchase is perceived as relevant to their goals or considered supportive of important needs. This finding is consistent with the study conducted by [19], which states that openness to experience, conscientiousness, extraversion, agreeableness, neuroticism, and self-control simultaneously have a significant effect on impulse buying.

4.4 The partial effect of neuroticism on impulse buying

Based on the results of testing and analysis, it can be concluded that the Neuroticism variable has a significant influence on impulse buying. Individuals with high levels of neuroticism tend to experience negative emotions such as anxiety, stress, or emotional instability. These conditions drive them to seek escape or temporary comfort through impulsive purchases, which provide instant feelings of satisfaction or relief. Such tendencies make them more vulnerable to spontaneous buying urges, particularly when faced with situations that trigger negative emotions. This finding is consistent with the study conducted by [20], which states that the interaction between emotions and neuroticism, as well as time pressure and agreeableness, significantly influences impulsive buying behavior.

4.5 The partial effect of openness to experience on impulse buying

Based on the results of testing and analysis, it can be concluded that the openness to experience variable has a significant influence on impulse buying. Individuals with a high level of openness tend to have strong curiosity and interest in new things. This trait makes them more easily driven to try products or services that capture their attention, even when the decision is made spontaneously. Their tendency to seek unique experiences and explore unfamiliar aspects further strengthens this relationship, especially when they are presented with opportunities to try something different. This finding is consistent with the study conducted by [21], which states that Openness to Experience has a significant effect on impulse buying.

4.6 The simultaneous effect of extraversion, agreeableness, conscientiousness, neuroticism, and openness to experience on impulse buying

Based on the results of testing and analysis, it can be concluded that the variables extraversion, agreeableness, conscientiousness, neuroticism, and openness to experience significantly influence impulse buying. Overall, all personality traits (extraversion, agreeableness, conscientiousness, neuroticism, and openness to experience) have a significant effect on impulse buying, both partially and simultaneously. The combination of these traits reflects how individual characteristics shape spontaneous consumer behavior. Extroverted and open individuals tend to be motivated by external stimuli and new experiences, while agreeableness makes them more susceptible to social influence. On the other hand, neuroticism increases the likelihood of purchasing as a response to negative emotions, and although conscientiousness generally restrains impulsivity, under certain circumstances it can still contribute to spontaneous decisions. The complex interaction among these various personality dimensions demonstrates that impulse buying behavior is strongly influenced by the unique psychological dynamics of everyone. This finding is consistent with the study conducted by [22], which revealed that the big five personality traits significantly influence impulse buying both partially and simultaneously.

5. Conclusion

The findings of this study demonstrate that extraversion, agreeableness, conscientiousness, neuroticism, and openness to experience each have a significant partial effect on impulse buying in the culinary business in Banda Aceh, with user satisfaction mediating the effects of Neuroticism and Openness to Experience, while collectively the Big Five personality traits simultaneously exert a significant influence on impulse buying behavior.

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Authors' contributions and responsibilities

Aisah Maharani: conceptualization, methodology, writing – original draft, supervision. Aida Fitri: investigation, formal analysis, visualization. Muhammad Andi: supervision, writing – review & editing.

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Availability of data and materials

All data are available from the authors.

Competing interests

The authors declare no competing interest.

Additional information

No additional information from the authors.

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