



# Effects of Introverted and Extroverted Personalities on Consumptive Behavior in Students of The Private High School of Muhammadiyah in Medan

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# Effects of Introverted and Extroverted Personalities on Consumptive Behavior in Students of The Private High School of Muhammadiyah in Medan

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**Abstract.** The objective of this study is to analyze the effects of extroverted and introverted personalities on consumptive behavior in students of the Private High School of Muhammadiyah in Medan. This type of research is a quantitative study using a correlational approach. The population in this study consisted of 198 female students and 132 of this population were sampled by screening which consisted of 66 introverted students and 66 extroverted students. The data collection technique is to use a personality scale and a scale of consumptive behavior. The data analysis technique is using multiple regression analysis with a significance level of  $\alpha = 0.05$ . The results of data analysis in this study indicate that there is an effect of introverted personality on consumptive behavior with a value of  $p = 0,000$ , correlation coefficient of  $r_{x1y} = 0.765$ , and determination of  $r^2 = 0.585$  (58.5%). There is an effect of extroverted personality on consumptive behavior with a value of  $p = 0,000$ , correlation coefficient  $r_{x2y} = 0.825$ , and determination  $r^2 = 0.680$  (68%). There is an influence of introverted and extroverted personalities with consumptive behavior in adolescents in Muhammadiyah High School Medan, with a correlation coefficient ( $r_{x1x2y}$ ) of 0.893 with  $p$ -value = 0.000, with the determination  $r^2$  of 0.797 (79,7%). The conclusion in this study is that effects of introverted and extroverted personalities on consumptive behavior. It is recommended to students to control consumptive behavior by adopting thrifty lifestyles, and also to suppress consumptive behavior by doing things that are more beneficial in their environment, for example by saving.

**Keywords:** extroverted personality, introverted personality, and consumptive behavior

## 1. Introduction

Consumption shows that tertiary needs (entertainment, cars, luxury household appliances etc.) seem to have replaced basic needs. According to Piliang, a condition or tendency to consume goods that are actually less needed in excess to achieve maximum satisfaction is called consumptive behavior. Consumptive behavior is the action of an individual who is directly involved in obtaining and using goods or services by prioritizing the decision making process. Consumptive predicate is usually attached to an individual if the person purchases goods or services beyond national needs [1].

Dahlan argues that consumptive behavior is a behavior that is characterized by the existence of luxurious and excessive life, the use of all things that are considered the most expensive that gives satisfaction and comfort to consume goods at the present time without thinking about the needs in the future [2]. This can be considered a waste. The word waste can itself be interpreted as excessive use of assets, for example, buying clothes is always just to

look fashionable and trendy, even though the trend itself is always changing so that a person is never satisfied with what he has. Monks added that teen consumers have a high desire to buy, because in general adolescents have their own characteristics in terms of fashion, dressing, style, haircuts and the pleasure of music. Unconsciously these things encourage someone to buy and buy again, causing the teenager to finally get entangled in consumptive behavior.

Eysenck [3] also classifies people based on two personality types, namely introverted and extroverted personality types. People with introverted personalities prefer activities that are not interesting and tend to be boring. They prefer their routine activities with the same people. People with introverted personalities are more withdrawn and avoid the noisy atmosphere around them which can make them over-stimulated. Introverted person has nine characteristics, namely: not social, quiet, passive, doubtful, many thoughts, sad, obedient, pessimistic, and timid. Extroverted individuals choose to participate in joint activities, rah party, team sports (soccer, rafting), drinking alcohol and smoking marijuana. Eysenck argues that the extroverted person is the opposite of the introverted person, and mentions that there are nine traits of extroverted personality, namely sociable, agile, active, assertive, and fond of sensation, cheerful, dominant, vibrant, and brave. Introverts tend to be lonely, whereas extroverts tend to be in groups.

This is in line with research conducted by Chen [4] which indicates that personality factors are related to consumers' intention to participate in online purchases. Lu & Kuo [5] show that in extroverted individuals the social value (29.7%) is higher compared to introverted individuals (26.4%); in the introverted person the emotional value (39.1%) was higher than in the extroverted person (35.9%) and in the introverted person the value of money / price (32%) was higher than in the extroverted person (29.5%). Thus it can be concluded that extroverted individuals are more inclined towards social values, whereas introverted individuals are more inclined towards emotional and price values.

Based on another study conducted at Public High School 5 of Samarinda, 9 out of 10 students behave consumptively and claim to always try to join the trend and have items that are trendy such as cellphones, shoes, and clothing models [6]. This consumptive behavior leads high school female students into actions that are concerned with external appearance, self-esteem, and how to follow developments in the surrounding environment to be equal. This habit makes it difficult for them to be rational which in the end high school female students are no longer oriented towards school lessons or the future, and instead oriented to the lifestyle they live in the present. In a preliminary study conducted at a Muhammadiyah school, data were found that showed that among female students there were often interested in buying discounted items even though they didn't really need them and already had similar items. In addition, the location of their school is in an elite area, close to shopping centers and cafes as well as a 24-hour hangout, which makes girls often hang out there and not go straight home. In addition, the wide selection of the latest gadgets makes students often switch cell phone [5].

Other studies show that currently spending is done by teenagers, and the use of clothing and accessories such as shoes, bags, watches, etc. they believe can support their appearance. Teenagers now also do not hesitate to buy things that are interesting and follow the prevailing trends, because if not, they will be considered old-fashioned, less sociable and not trendy. As a result, teenagers do not pay attention to their needs when buying something. They tend to buy the things they want, not what they need, in excessive and unnatural ways. The attitude or behavior of adolescents who consume excessive and unnatural goods is called consumptive behavior. Starting from the description above, the author is interested in conducting a study entitled "Effects of Introverted and Extroverted Personality on Consumptive Behavior in Female Students of Private High Schools of Muhammadiyah in Medan".

### Theoretical Framework

The word consumptive has a wasteful meaning, the meaning of the word consumptive is a wasteful behavior, which consumes goods or services excessively [7]. According to Suyasa and Fransisca [8], consumptive behavior is the act of buying goods that are not to meet needs but to fulfill desires, which are carried out excessively, causing waste and inefficiency of costs. Meanwhile Lubis [9] states that consumptive behavior is a buying behavior that is no longer based on rational considerations but because there is a desire that has reached a level that is no longer rational. According to Lina and Rosyid [9] there are several aspects of consumer behavior, namely impulsive buying, wasteful buying, and non-rational buying. Based on the description, it can be interpreted that consumptive behavior is a buying behavior where an individual consumes goods and services excessively, which is no longer based on rational considerations and is more concerned with the desire factor rather than the need only to achieve maximum satisfaction and pleasure so as to cause waste.

### Personality

Etymologically, personality comes from Latin, which is from the word persona which means mask. According to H.J. Eysenck, personality is the total number of forms of actual or potential behavior in an organism as an individual's behavior, both appearing and in the form of potential, which is influenced by heredity and the environment or learning outcomes and develops through functional interactions between aspects of its formation, namely aspects of cognitive, affective, conative, and somatic. Jung (in Suryabrata) distinguishes personality into 2 types namely Extroversion and Introversion [10]. Both of these personality types refer to the extent to which a person's basic orientation is directed to the outside (external world) or to the inside of that person. If the orientation of everything is determined by objective factors and external factors, then such a person is said to have an extroverted orientation. The opposite is a person who has an introverted type of orientation, a person to whom subjective factors influence, that is, factors that originate in the inner world itself.

From the above understanding it can be concluded that personality is the embodiment of the nature that is normally done by individuals with the characteristics or characteristics of each that can distinguish an individual from other individuals in adjusting to their environment. Personality is measured based on aspects raised by Jung [10] which consists of: activity, sociability, risk taking, impulsiveness, expressiveness, reflectiveness, and responsibility.

## 2. Research Method

This type of research is a quantitative study with a correlational approach. The population in this study consisted of 198 female students and 132 of this population were sampled by screening which consisted of 66 introverted students and 66 extroverted students.

The data collection method uses a consumptive scale, namely introvert and extrovert personality scales. The data analysis technique used is the Independent Sample Test analysis which aims to compare the two averages namely the tendency of consumptive behavior of students who have introverted and extroverted personality types. Independent Sample Test analysis was chosen because data on both variables is in the form of intervals. This analysis is performed after testing the analysis requirements which include: normality and homogeneity tests.

### 3. Results and Discussion

Based on the results of hypothesis testing using multiple regression through the product moment. Hypothesis 1 that there is an effect of introverted personality on the consumptive behavior of students shown by the value of  $p = 0,000$ , the correlation coefficient ( $r_{x1y}$ ) = 0.765, and the value of determination  $r^2 = 58.5\%$ . This shows that there is an effect of introverted personality on the consumptive behavior of students of Private High School of Muhammadiyah in Medan.

Hypothesis 2 that there is an effect of extroverted personality on the consumptive behavior of students shown by the value of  $p = 0,000$ , the correlation coefficient ( $r_{x2y}$ ) = 0.825, and the value of determination  $r^2 = 68\%$ . This shows that there is an effect of extroverted personality on the consumptive behavior of students of Private High School of Muhammadiyah in Medan.

Hypothesis 3 that there is an effect of introverted and extroverted personalities on the consumptive behavior of students shown by the value of  $p = 0,000$ , the correlation coefficient ( $r_{x1x2y}$ ) = 0.893, and the value of determination  $r^2 = 79.7\%$  which means that there is an effect of introverted and extroverted personalities on the consumptive behavior of students of Private High School of Muhammadiyah in Medan.

Based on the results obtained in this study, it turns out that there is an association of personality and self-concept with consumptive behavior. This is in accordance with a study by Swastha [11] which revealed that prospective buyers to be served have a general similarity in terms of age, income, education, and other measurable characteristics, but there will be many different types of personalities among potential buyers, so the services to be provided must be in accordance with the buyer's personality. In this case students with extroverted personalities are more likely to behave in a highly consumptive manner.

Another study conducted by Sandra Widyaningrum, Ni Wayan Sukmawati, and Puspita Dewi that there are differences between students with extroverted and introverted personalities in consumptive behavior. The correlation that is not so significant could be because in this millennial era with the rise of the online shopping program it does not rule out the possibility of female students with introverted personalities spending online without anyone knowing.

From the results of the descriptive test of empirical averages and hypothetical averages in general female students of the Private High School of Muhammadiyah in Medan have a high extroverted personality level of 121.93 and a hypothetical average of 26.5. Personality in this case is influenced by various factors. However, these factors are different for each individual in shaping their personality.

This is also supported by a study conducted by Sandra Widyaningrum [12] related to consumptive behavior in terms of extroverted and introverted personalities of high school students with the results of data analysis showing that the significance value for consumptive behavior tendency variables with personality types is 0.490 ( $p < 0.05$ ) which means that there are differences in the tendency of consumptive behavior in terms of extrovert and introvert personality. This study also shows a difference in the average value of the consumer behavior tendency variable in students with extroverted personality types of 102.63 and students with introverted personality types of 97.91. This shows that the tendency of consumptive behavior in students of extroverted personality is higher than students of introverted personality.

In addition, personality factors are related to the intention of consumers to participate in online purchases. Lu and Kuo [5] revealed that social values in extroverted personalities (29.7%) were higher than introverted personalities (26.4%). Another study conducted by Elisa Ayu Oktafida [13] indicates that there is an effect of extroverted personality on consumptive

behavior in career women at the immigration office of Malang, which shows the results of data analysis  $F = 7.633$  ( $p = 0.022$ ) which means that there is an effect of extrovert personality on consumptive behavior in career women at the immigration office of Malang.

The results of this study have the meaning that personality consists of 2 types, namely Extroverted and Introverted. Students of extroverted personalities have a tendency to behave consumptively because by their characteristics they are classified as people who dare to take risks, including in product purchases when compared with students of introverted personality types [12]. Related to product purchases, this is called consumptive behavior. Nowadays consumptive behavior can happen to anyone, both women and men. But from various studies conducted, it turns out that one of the factors that influence consumer behavior is the personality factor.

#### 4. Conclusions

From the results of the study, the conclusions that can be drawn are as follows:

- 1) There is an effect of introverted personality on the consumptive behavior of students shown by the value of  $p = 0,000$ , the correlation coefficient ( $r_{x1y}$ ) = 0.765, and the value of determination  $r^2 = 58.5\%$ . This shows that there is an effect of introverted personality on the consumptive behavior of students.
- 2) There is an effect of extroverted personality on the consumptive behavior of students shown by the value of  $p = 0,000$ , the correlation coefficient ( $r_{x2y}$ ) = 0.825, and the value of determination  $r^2 = 0.680$  (68%). This shows that there is an effect of extroverted personality on the consumptive behavior of students.
- 3) There is an effect of introverted and extroverted personalities on the consumptive behavior of students shown by the value of  $p = 0,000$ , the correlation coefficient ( $R_{x1x2y}$ ) = 0.893, and the value of determination ( $R^2$ ) = 79.2% which means that there is an effect of introverted and extroverted personalities on the consumptive behavior of students of Private High School of Muhammadiyah in Medan.

#### Suggestions

Based on the results of this study and the conclusions obtained, it can be suggested to schools to be able to control the culture of consumptive behavior, for example by often having discussions with students, saving movements, and other social activities. In addition, teachers are also advised to insert knowledge related to adolescent development and its relation to consumptive behavior that occurs in the current millennial era, so students can understand how to deal with this situation.

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