

PENGARUH *PERSONALITY TRAITS* PADA KEPUTUSAN PEMBELIAN *LUXURY SERVICE MEMBERSHIP GOLF* PADA PT PONDOK INDAH PADANG GOLF DI JAKARTA

ABSTRAKSI

Penelitian ini membahas bagaimana pengaruh *personality traits* pada keputusan pembelian *luxury membership* golf pada PT Pondok Indah Padang Golf di Jakarta, yang selanjutnya untuk mengetahui pengaruh yang terjadi antara *personality traits* meliputi *extraversion*, *agreeableness*, *emotional stability*, *conscientiousness*, dan *openness to experiences* pada keputusan pembelian *luxury membership* golf. Data diperoleh melalui survey di PT Pondok Indah Padang Golf dengan menyebarkan kuesioner kepada para pemegang *luxury membership* sebanyak 270 orang. Teknik pengambilan sampling menggunakan teknik sampel *maximum like hood estimate*. Sedangkan alat analisis menggunakan analisa permasalahan struktural

Hasil penelitian diperoleh bahwa *personality traits* yang meliputi *extraversion*, *agreeableness*, *emotional stability*, dan *openness to experiences* ternyata mempengaruhi keputusan pembelian *luxury membership* golf, sedangkan *personality traits* yang berupa *conscientiousness* tidak memiliki pengaruh terhadap keputusan pembelian *luxury membership* golf di PT Pondok Indah Padang Golf.

Kata kunci : *personality traits*, *conscientiousness*, *extraversion*, *agreeableness*, *emotional stability*, *openness to experiences*, keputusan pembelian, produk *luxury*.

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ABSTRACT

This study discusses the influence of personality traits on the purchasing decisions of luxury membership golf at PT Pondok Indah Golf Course in Jakarta, hereinafter to determine the effect that occurs between personality traits include extraversion, agreeableness, emotional stability, conscientiousness, and openness to experiences on the purchasing decisions of luxury golf membership. Data obtained through surveys at PT Pondok Indah Golf Course by distributing questionnaires to the holders of luxury membership as many as 270 people. Sampling technique using sampling techniques like hood maximum estimate. While analysis tools using Structural Equation Method analysis

The result showed that personality traits that include extraversion, agreeableness, emotional stability, and openness to experiences turned out to influence purchasing decisions luxury golf membership, while personality traits such as conscientiousness had no influence on purchasing decisions luxury golf membership PT Pondok Indah Golf Course.

Keywords : personality traits, conscientiousness, extraversion, agreeableness, emotional stability, openness to experiences, consumer behavior, luxury product

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