

**PENGARUH *BIG FIVE PERSONALITY* TERHADAP PERILAKU MAKAN
MAHASISWA PENGGUNA APLIKASI LAYANAN *ONLINE FOOD*
DELIVERY DI BANDUNG**

SKRIPSI

Diajukan untuk Memenuhi Salah Satu Syarat Memperoleh Gelar
Sarjana Psikologi



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FAKULTAS ILMU PENDIDIKAN
UNIVERSITAS PENDIDIKAN INDONESIA
2023**

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ABSTRAK

Oktia Mega Lestari (1902795). Pengaruh *Big Five Personality* terhadap Perilaku Makan Mahasiswa Pengguna Aplikasi Layanan *Online Food Delivery* di Bandung. Skripsi. Program Studi Psikologi. Fakultas Ilmu Pendidikan, Universitas Pendidikan Indonesia. Bandung (2023).

Penelitian ini bertujuan untuk mengetahui pengaruh tipe kepribadian *big five personality* yang terdiri dari *extraversion*, *agreeableness*, *conscientiousness*, *neuroticism*, dan *openness to experience* terhadap perilaku makan mahasiswa pengguna layanan *online food delivery* di Bandung. Penelitian ini menggunakan metode kuantitatif dengan analisis regresi menggunakan bantuan *software SPSS Statistics 26*. Sampel penelitian ini terdiri atas 409 responden dengan karakteristik mahasiswa berusia 18-24 tahun yang berkuliah atau berdomisili wilayah Bandung Raya, serta menggunakan layanan *online food delivery* selama minimal tiga bulan. Teknik sampling menggunakan *purposive sampling*. Skala yang digunakan dalam pengambilan data yaitu *Big Five Inventory* (BFI) yang dirancang oleh John, Donahue, dan Kentle (Amelia, 2019) untuk variabel *big five personality*, dan *Dutch Eating Behaviour Questionnaire* (DEBQ) yang dirancang oleh Van Strien, Frijters, Bergers, dan Dafaes (Arif, 2021) untuk variabel perilaku makan. Teknik analisis data yang digunakan dalam penelitian ini adalah analisis regresi linear sederhana dengan nilai signifikansi 0,000 ($p < 0,05$). Berdasarkan hasil analisis data, *external eating* dipengaruhi oleh tingkat *agreeableness*, *neuroticism*, dan *openness* yang tinggi. *Emotional eating* dipengaruhi oleh tingkat *neuroticism* yang tinggi, serta tingkat *conscientiousness*, *agreeableness*, dan *openness* yang rendah. Sedangkan, *restrained eating* dipengaruhi oleh tingkat *conscientiousness* dan *openness* yang tinggi.

Kata kunci: *Big Five Personality, Online Food Delivery, Perilaku Makan.*

ABSTRACT

Oktia Mega Lestari (1902795). *The Influence of the Big Five Personality on the Eating Behavior of Students Using Online Food Delivery Service in Bandung. Thesis. Psychology Major. Faculty of Education, Universitas Pendidikan Indonesia. Bandung (2023).*

This study aims to determine the influence of the big five personality types consisting of extraversion, agreeableness, conscientiousness, neuroticism, and openness to experience on eating behavior of students who use online food delivery service in Bandung. This study uses a quantitative method with regression analysis using SPSS Statistics 26. The sample of this study consisted of 409 respondents with the characteristics of students aged 18-24 years who were studying or domiciled in Bandung area, and used online food delivery services for at least three months. This study using purposive sampling for the sampling technique. The scale used in data collection is the Big Five Inventory (BFI) designed by John, Donahue, and Kentle (Amelia, 2019) for the big five personality variables, and the Dutch Eating Behavior Questionnaire (DEBQ) designed by Van Strien, Frijters, Bergers, and Dafares (Arif, 2021) for the eating behavior variables. The data analysis technique used in this study was multiple linear regression analysis with a significance value of 0.000 ($p < 0.05$). The results of this study indicate that external eating is influenced by high levels of agreeableness, neuroticism, and openness. Emotional eating is influenced by higher levels of neuroticism, as well as lower levels of conscientiousness, agreeableness, and openness. Meanwhile, restrained eating is influenced by high levels of conscientiousness and openness.

Keywords: *Big Five Personality, Online Food Delivery, Eating Behavior*

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