

ABSTRACT

Title : The Effect of Personality Extrovert Consumptive Behavior Toward Female Career In Malang Immigration Office

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Career women in Malang immigration office must have a different personality types from each other, but despite working women have different personality types, but in some cases they do the same thing one is behaving consumptive. But in reality there is no difference keprbadian influence on consumer behavior types.

This study wanted to see the effect extroverted personality to a career woman at the immigration office in Malang. This study wanted to see how her career extroverted personality immigration office, how the level of consumer behavior and investigate the effect extroverted personality on consumer behavior in Malang Immigration Office.

The scale used to determine the personality type career woman using a scale of Eysenck Personality Inventory (EPI), and the independent variable in this study is the dependent variable extroverted personality and consumer behavior career woman. Because this study used measurements with reliability Chornbach Alpha 0.605.

Sampling using purposive sampling. Total of 11 samples. The data were then analyzed using assay techniques used. Based on the analysis of data obtained $F = 7633$ ($P = 0022$), there is a difference between personality types with consumer behavior in career woman in Malang Immigration Office. Thus we can conclude there is extroverted personality influences on consumer behavior in Malang Immigration Office.

Keywords: extrovert personality, consumer behavior, career woman