

# THE INFLUENCE OF AGREEABLENESS, CONSCIENTIOUSNESS, EXTRAVERSION AND OPENNESS TO EXPERIENCE ON GREEN PURCHASE INTENTION LOVE BEAUTY AND PLANET PRODUCTS FOR STUDENTS MALIKUSSALEH UNIVERSITY

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## Abstract

This research aims to determine the influence of Agreeableness, Conscientiousness, Extraversion and Openness to Experience on Green Purchase Intention for Love Beauty and Planet Products among Malikussaleh University Students. This research was conducted on Malikussaleh University students who used or had purchased Love Beauty and Planet products. The data used in this research is primary data obtained by distributing questionnaires directly to 100 respondents. The data analysis technique used is multiple linear regression analysis using SPSS software. The research results show that Agreeableness has a positive and significant effect on Green Purchase Intention, Conscientiousness has a positive and significant effect on Green Purchase Intention, Extraversion has a positive and significant effect on Green Purchase Intention and Openness to Experience. positive and significant effect on Green Purchase Intention.

**Keywords:** *personality, agreeableness, conscientiousness, extraversion, openness to experience, green purchase intention.*

## 1. INTRODUCTION

Environmental problems have become a very important issue in the current era of globalization. The environmental damage that is occurring is getting worse and has sparked concern, Indonesia is currently in second place in the world as a country that dumps plastic waste into the South China Sea as much as 0.52 kg/person/trash (Jambeck et.al, 2015). Then illegal deforestation, air pollution and water pollution due to industrial waste are starting to lead to a decline in the quality of the earth (Paramita and Kerti Yasa, 2015). Friendly product environment or green product is effort do pattern consumption Which sustainable or can said consumer can ensure fulfillment his needs That not dangerous environment (Adil, 2015).The government is also trying to support environmental saving programs by enacting Government Regulation of the Republic of Indonesia Number 46 of 2017 concerning Environmental Economic Instruments, the contents of which encourage ministries/institutions/regional work units or institutions to use environmentally friendly goods and services. *Back to nature* or returning to nature is now a new trend in the world of beauty and is used by beauty products to attract buying interest from environmentally friendly consumers who are aware of the environment because environmentally friendly consumers are aware of the impact they will have from using unfriendly ingredients and packaging. environment will have a negative impact on living creatures and the surrounding environment. In Indonesia, many companies with various types of cosmetic products have begun to switch to using materials that do not pollute the environment, namely environmentally friendly raw materials. The materials listed are not only product raw materials, but also other materials such as product packaging, labels and environmentally friendly packaging boxes. One of the environmentally friendly products offered to Indonesian consumers is PT's Love Beauty And Planet. Unilever Indonesia Tbk. *Brand* This product was first launched in the United States in 2018 and is now officially present in Indonesia in 2019. This product not only uses *ingredients* which is environmentally friendly but uses packaging that is 100% recyclable. However, the Minister of Environment and Forestry stated that the

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Indonesian people's awareness of the environment is still low and the Indonesian people's understanding of the use of environmentally friendly products, especially cosmetics, is still low (Safio, 2018).

**Table 1.1**  
**Sales Data of Love Beauty and Planet PT. Unilever Indonesia Tbk**  
**(in millions of rupiah) 2017-2021**

N0	Year	Love Beauty and Planet (in million rupiah)
1.	2017	28,127,035
2.	2018	28,723,176
3.	2019	29,862,947
4.	2020	29,990,947
5.	2021	26,376,489

Data Source: PT Unilever Tbk financial report 2017-2021, apgroup.com

Based on the table above, it can be seen that consumer buying interest in Love Beauty and Planet products is decreasing. This is proven by the low level of awareness and knowledge of environmentally friendly cosmetics among Indonesian consumers. Companies must now understand who consumers care about the environment and what consumer motivations are in buying environmentally friendly products. Before making a decision to purchase a product, consumers will have an intention to buy that product. There are several factors that can influence interest in buying environmentally friendly products recently, psychological factors, especially personality factors, such as attitudes, values, norms, extraversion and environmentally friendly traits, are usually used to predict individual environmentally friendly behavior (Markowitz et.al, 2012). One factor that can influence the interest in purchasing environmentally friendly products or green purchase intention is personality. Personality influences an individual in taking action or behavior to determine decisions. According to (Goldberg, 2010), there are 5 characteristics that always appear in every individual, namely agreeableness, extraversion, neuroticism, conscientiousness, and openness, which are known as the big five personality traits.

## **2. RESEARCH METHODS**

### **Research Objects and Locations**

This research was conducted at Malikussaleh University, Lhokseumawe City. With regard to the object of this research, the objects are Malikussaleh University students.

### **Population**

According to (Sekaran, 2017) population is the entire group of people, events or things of interest that researchers want to investigate. In this research, the population used was Malikussaleh University students who use or have purchased environmentally friendly Love Beauty And Planet products.

### **Sample**

According to (Sekaran, 2017) the sample is part of the population, it consists of several members selected from the population. In other words some but not all, population elements of the sample. The criteria selected as respondents in this research were Malikussaleh University students.

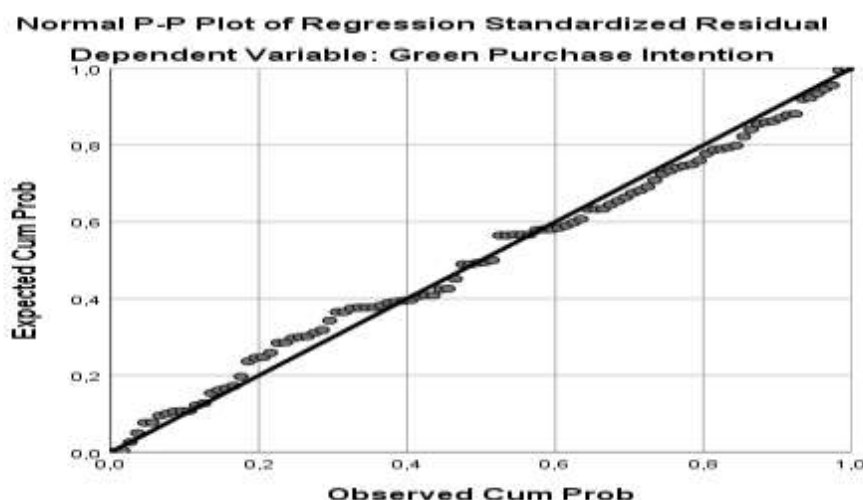
### Data collection technique

The technique used in this research is non-probability sampling. In Non-probability, Purposive Sampling is used. Purposive Sampling is a technique for sampling data sources with certain considerations. The criteria set to be used as a sample are:

1. Malikussaleh University student.
2. Students who use or have purchased environmentally friendly products from Love Beauty and planet.

## 3. RESULTS AND DISCUSSION

### 3.1 Classic Assumption Test



**Figure 3.1 Test Results Graph**Normality Probability Plot

After looking at the Normal P-Plot image, it can be concluded that the data is spread around the diagonal line, so it can be concluded that the data in the regression model of this research is normally distributed.

### 3.2 TestMulticollinearity

**Table 3.1**  
**Test Multicollinearity**

Variable	Tolerance	VIF
<i>Agreeableness</i>	0.762	1,312
<i>Conscientiousness</i>	0.625	1,601
<i>Extraversion</i>	0.566	1,767
<i>Openness to Experience</i>	0.650	1,539

Source: Processed Primary Data, 2024

From table 1.3 it can be concluded that the tolerance value for the four variables is  $>0.1$  for variable X1 (agreeableness) of 0.762, the tolerance value for X2 (conscientiousness) is 0.625, the tolerance value for variable openness to experience) of 0.650. Meanwhile, the VIF value for the four variables is  $<10$  for variable X1 (agreeableness) which is 1.312, the VIF value for . So it can be concluded that it doesn't existmulticollinearity between the variables studied.

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**3.3 Results of Multiple Linear Regression Analysis**

**Table 3.2**  
**Multiple Linear Regression Analysis**

		<i>Coefficient a</i>				
<b>Model</b>		<i>Unstandardized Coefficients</i>		<i>Standardized Coefficients</i>	<b>Q</b>	<b>Sig.</b>
		<b>B</b>	<i>Std. Error</i>	<b>Beta</b>		
<b>1</b>	<i>(Constant)</i>	3,007	,925		3,251	,002
	<i>Agreeableness(X1)</i>	,473	,067	,449	7,063	,000
	<i>Conscientiousness(X2)</i>	,237	,077	,288	3,173	,002
	<i>Extraversion(X3)</i>	,247	,077	,236	3,193	,002
	<i>Openness to Experience(X4)</i>	,252	,075	,232	3,365	,001

Source: Processed Primary Data, 2024

Based on the table above, the multiple linear regression equation is obtained as follows:

$$Y = 3.007 + 0.473X1 + 0.237X2 + 0.247X3 + 0.252X4$$

1. The coefficient value of the Agreeableness variable (X1) is positive and significant, meaning that an increase of 1% will cause an increase in purchasing interest of 0.473, assuming the other independent variables have constant values.
2. The coefficient value of the Conscientiousness variable (X2) is positive and significant, meaning that an increase of 1% will cause an increase in purchasing interest of 0.237, assuming the other independent variables have constant values.
3. The coefficient value of the Extraversion variable (X3) is positive and significant, meaning that an increase of 1% will cause an increase in buying interest of 0.247, assuming the other independent variables have constant values.
4. The coefficient value of the Openness to experience variable (X4) is positive and significant, meaning that an increase of 1% will cause an increase in purchasing interest of 0.252, assuming the other independent variables have constant values.

**3.4 Adjusted Correlation and Determination Coefficient (R-R2)**

**Table 3.3**  
**Adjusted Correlation and Determination (R-R2)**

<b>Model</b>	<b>R</b>	<b>R Square</b>	<b>Adjusted R Square</b>	<b>Std. Error of the Estimate</b>
<b>1</b>	.841a	.707	.695	.98413

Source: Processed Primary Data, 2024

Based on the results of testing the coefficient of determination in the table above, it is known that the coefficient of determination (R2) value is .707. This value shows that the independent variables consisting of agreeableness, conscientiousness, extraversion, and openness to experience can explain the influence on the dependent variable, namely green Purchase intention was 70.7%, while 29.3% was influenced by other variables not included in this research model.

### 3.5 Partial Test Results (t Test)

The partial test was used in this research with the aim of determining the level of influence of individual independent variables on the dependent variable.

1. Variable test results *agreeableness*(X1) for green purchase intention (Y) obtained a t-count value of  $7.063 > t_{table} 1.985$  and a significant value of  $0.000 > 0.05$  so it can be concluded that *agreeableness* (X1) has a positive and significant effect on green purchase intention. This means H1 is accepted which is meaningful. High *agreeableness* individuals will be more welcoming towards green purchase intention or the intention to buy environmentally friendly products. When consumers are environmentally friendly, they will intend to buy products that do not have a bad impact on the environment and other people will then choose to buy environmentally friendly products. In this way, consumers will protect the environment and the people around them, because buying environmentally friendly products will not damage the environment and people will not be affected by environmental pollution due to purchasing products that cannot be recycled or are environmentally friendly.
2. Test results for the *conscientiousness* variable(X2) for green purchase intention (Y) obtained a tcount value of  $3.173 > t_{table} 1.985$  and a significant value of  $0.002 > 0.05$  so it can be concluded that *conscientiousness* (X2) has a positive and significant effect on green purchase intention. This means H2 is accepted which is meaningful. High *conscientiousness* individuals have an important role in influencing green purchase intention. *conscientiousness* has a positive impact on purchasing intentions, when a consumer is aware of the environmental conditions around him and thinks about the long-term impacts that will occur, the consumer will switch to buying and using environmentally friendly products.
3. Results of testing the *extraversion* variable(X3) for green purchase intention (Y) obtained a tcount value of  $3.193 > t_{table} 1.985$  and a significant value of  $0.002 > 0.05$  so it can be concluded that *extraversion* (X3) has a positive and significant effect on green purchase intention. This means that H3 is accepted, which means that individuals with high *extraversion* have a positive impact on green purchase intention by showing high environmentally friendly behavior and influencing other people to use environmentally friendly products. Having a high social life makes it easy for a consumer with high individual *extraversion* to provide information about environmentally friendly products to other people and make people aware of environmentally friendly products.
4. Results of testing the *openness to experience* variable(X4) for green purchase intention (Y) obtained a tcount value of  $3.365 > t_{table} 1.985$  and a significant value of  $0.001 > 0.05$  so it can be concluded that *openness to experience* (X4) has a positive and significant effect on green purchase intention. This means that H4 is accepted, which means individual *openness to experience* has a positive impact on green purchase intention. Having individuals who are open to experience will make other people aware of environmentally friendly products and with *openness* from consumers to try new things, it will have a big impact on purchasing environmentally friendly products. By wanting to try new things, consumers will know the benefits of using environmentally friendly products and the long-term impact on the environment.

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**3.6 Simultaneous Test Results (F Test)**

Table 3.4

Simultaneous Test (F Test)

ANOVAa					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 <i>Regression</i>	221,991	4	55,498	57,302	,000b
<i>Residual</i>	92,009	95	,969		
<i>Total</i>	314,000	99			

a. *Dependent Variable: Green Purchase Intention*

b. *Predictors: (Constant), Openness to Experience, Agreeableness, Conscientiousness, Extraversion*

Source: Processed Primary Data, 2024

Based on the results of the F test, the F value is obtained<sub>count</sub>  $57.302 > 2.47$ . Then, with a significance level of  $0.000 < 0.05$ , it can be concluded that together the variables Agreeableness, Conscientiousness, Extraversion and Openness to Experience influence Green Purchase Intention (H5 is accepted).

#### 4. CONCLUSION

Based on the results of the discussion that has been described, the following conclusions can be drawn:

- 1 Agreeableness has a positive and significant influence on green purchase intention when individuals with higher agreeableness tend to be more welcoming towards environmentally friendly products. When consumers are environmentally friendly, they will intend to buy products that do not have a bad impact on the environment and other people will then choose to buy environmentally friendly products. This will increase purchase intention or green purchase intention towards environmentally friendly products.
- 2 *Conscientiousness* has a positive and significant influence on green purchase intention when individuals with a higher level of conscientiousness make consumers more quickly aware of the state of the environment around them. When they see environmental conditions that have been damaged or polluted, individuals with a higher level of conscientiousness will immediately switch to using environmentally friendly products.
- 3 *Extraversion* has a positive and significant influence on green purchase intention when individuals with a higher level of extraversion will also show high environmentally friendly behavior and will influence other people to use environmentally friendly products. Having a high social life makes it easy for a consumer with high individual extraversion to provide information about environmentally friendly products to other people and make people aware of environmentally friendly products.
- 4 *Openness to experience* has a positive and significant influence on green purchase intention when individuals with a higher level of Openness to experience will tend to use environmentally friendly products because they like new things. When consumers use them and know the benefits for themselves and the environment, these consumers will immediately share information about their experiences using environmentally friendly products with the surrounding community and educate people to use environmentally friendly products too.



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