THE INFLUENCE OF CUSTOMER PERSONALITY ON PRODUCT PREFERENCE

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ABSTRAK

Kepribadian dan karakteristik seseorang sangat penting dalam menentukan apapun, salah satunya adalah memilih untuk membeli produk. Konsumen lebih menyukai produk yang sesuai dengan kepribadian mereka. Dapat disimpulkan bahwa konsumen akan cenderung memilih produk yang memuaskan perasaan emosionalnya dan sesuai dengan karakteristik konsumen tersebut. Metode yang digunakan oleh penulis adalah kuantitatif. Metode kuantitatif adalah jenis penelitian yang sistematis, terencana, dan terstruktur. Dari pembahasan dapat disimpulkan bahwa variabel kepribadian pelanggan berpengaruh signifikan terhadap pemilihan produk. Hal ini dikarenakan konsumen lebih memilih menggunakan produk yang sesuai dengan kepribadiannya.

ABSTRACT

A person's personality and characteristics are essential in determining anything, one of which is choosing to purchase products. Consumers prefer products that align with their personalities. It can be concluded that consumers will tend to choose products that satisfy their emotional feelings and are by the characteristics of these consumers. The method used by the author is quantitative. Quantitative methods are a systematic, planned, and structured type of research. From the discussion, it can be concluded that the customer personality variable significantly affects product selection. This is because consumers prefer to use products that align with their personalities.

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1. Introduction

A person's personality and characteristics are essential in determining anything, one of which is choosing to purchase products. The selection of products by consumers has a reasonably strong relationship with the personality and characteristics possessed. Consumer personality is essential in influencing consumers toward product selection (Bell, 1998 in Banerjee, 2016). The existence of personality differences and consumer characteristics is the cause of differences in evaluating certain products.

According to Govers and Schoorman, in their research entitled "Product Personality and Its Influence on Consumer Preference," consumers prefer products that align with their personality. It can be concluded that consumers will tend to choose products that satisfy their emotional feelings and are by the characteristics of these consumers. Indeed, human beings want to tell others who they are, what they want to become, and what they are like by using a product that makes consumers freely express themselves.

Product selection is indirectly influenced by the brand's image, which is obtained from the consumer experience in using a product. With so many similar products circulating, manufacturers ask marketers to make their products as unique as possible. One of them is by embedding elements of consumer personality into a product.

In Indonesia, especially in Bandung, many hotels and apartments have swimming pool facilities. They need swimming pool care products, so customers feel comfortable using the provided facilities. CV Cahya Putra Sejati competes in the market when similar products are widely circulated by offering their characteristics and uniqueness based on personality and consumer characteristics. In the negotiation process, often CV Cahya Putra Sejati experiences transaction cancellations that are influenced by the personality of the consumer. Therefore, CV Cahya Putra Sejati must be able to adjust to the personality of potential consumers.

2. Literature Review

Personality can be interpreted as the essential organization that comes from a person's psychiatric world, which is stable over time and consistent in any situation (Piedmont,1998 in

Banerjee, 2016). It is caused by a dynamic organization from within a person, namely a psychological system that creates a person's character in the form of attitudes and feelings.

Personality is also usually used to analyze consumer habits in buying a product. Hippocrates suggests there are four human personalities. Based on its thinking, the human character is based on four kinds of body fluids that are important in the human body, namely the dry nature contained in choleric (yellow bile), the wet spirit contained in melancholy (black bile), the cold nature contained in the phlegmatic (lender), and the hot nature contained in sanguineous (blood). Hippocrates' thought was developed again by Galenus, who stated that the four essential fluids of the body have a particular proportion. If one of the searches is more dominant, then the fluid will shape a person's personality.

Melancholic humans have distinctive personalities: quickly disappointed, gloomy, pessimistic, timid, and rigid. But they have a high sense of empathy, are perfectionists, and thinkers, have an increased interest in art and have a low profile. Humans with melancholy personalities often analyze the product to be purchased due to their quickly disappointed characters.

People with a phlegmatic personality have a dominant *phlegm* fluid in their bodies. Humans with phlegmatic personalities also have distinctive personalities, such as not liking to rush, being calm, not easily influenced, being cold, and being patient. Phlegmatic humans quickly get along with their surroundings and persevere toward the desired goal. In general, phlegmatic humans often avoid conflict and love peace.

A choleric human being is a person with a dominant yellow bile fluid. This personality has a distinctive character, full of enthusiasm, complex, ambitious, irritable, and optimistic. People with choleric personalities are people with goal orientation and do not have time for things that are not beneficial. In addition to their passionate nature, people with a choleric personality can be arrogant and domineering, which would frustrate the person who is their co-worker.

The blood fluid that dominates his body is a human with a sanguine personality. The characteristics of an optimistic nature, namely friendly, sociable, jovial, not easily discouraged, and agile, make this personality often associated with superstars. This superstar also has good communication skills, is full of optimism, and is humorous. Sanguinis humans also have opposing

sides, namely short-thinking, difficulty concentrating, and often feeling stressed for fear of being unpopular.

3. Methodology

The method used by the author is quantitative. Quantitative methods are a systematic, planned, and structured type of research. Quantitative research is also commonly referred to as the scientific method because it has met scientific rules: concrete, objective, measurable, rational, and systematic. According to V. Wiratna Sujarweni, quantitative research is a type of research that produces discoveries that can be achieved using statistical procedures or other means of quantification. Meanwhile, Sugiyono explained that the quantitative method is a research method based on the philosophy of positivism, used to research specific populations or samples, data collection using research instruments, and quantitative or statistical data analysis to test the established hypothesis.

This study also used a descriptive method to obtain information and relationships between the variables in this study. The sampling technique was purposive, with samples of CV Cahya Putra Sejati consumers who actively use pool care products. The total sample collected was 30 respondents. The data collection technique used in this study is a questionnaire in the form of written questions used to obtain information from respondents, observations to observe phenomena or symptoms that occur, and literature studies in the form of data collection through journals, books, and websites related to research.

4. Results and Discussion

The validity test is used to find out that the instrument used is valid. The device is said to be helpful if the data collected with the data in life occurs on the object of study. This test was conducted using 30 respondents as a sample. The validity test is performed by comparing the calculated r-value with the r-table. With an alpha value of 0.05, a table r value of 0.349 is obtained. It can be said to be valid if r count > r table.

variable	instrument items	r table	r count	information
Customer Personality (X)	1	0.349	0.48	Valid
	2	0.349	0.646	Valid
	3	0.349	0.363	Valid
	4	0.349	0.730	Valid
	5	0.349	0.693	Valid
	6	0.349	0.679	Valid
Poduct Preference (Y)	1	0.349	0.438	Valid
	2	0.349	0.417	Valid
	3	0.349	0.392	Valid
	4	0.349	0.440	Valid
	5	0.349	0.697	Valid
	6	0.349	0.575	Valid

Table 1 Valid and Reliable Test

It can be concluded that the questionnaire distributed to respondents is valid and reliable as data in research on the influence of customer personality on product preference.

The reliability test is carried out to determine whether or not the instrument used is reliable. This technique uses analytical techniques already developed by Alpha Cronbach. The rule in this technique is that it is said to be reliable if the Cronbach Alpha reliability number is more significant than 0.6, and a questionnaire can be used.

Variable	Cronbach's Alpha	Information
Customer Personality (X)	0.669	Reliable
Product Preference (Y)	0.689	Reliable

Table 2 Reliability Test

From the table above, it can be concluded that the Cronbach Alpha number of each instrument used is more than 0.60, so the questionnaire distributed to respondents can be used and trusted.

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7.572	2.521		3.003	.006
	TotalX	.674	.100	.787	6.753	<.001

Table 3 Coefficients

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	133.497	1	133.497	45.601	<.001[b]
	Residual	81.969	28	2.927		
	Total	215.467	29			

a. Dependent Variable: TotalY

b. Predictors: (Constant), TotalX

Table 4 ANOVA

The F test in simple linear regression is performed to know whether free variables affect bound variables simultaneously. The rule in the F test is that if the Sig value is greater than the study Alpha value (0.05), then accept H0. If the Sig value is less than the Alpha value of the study (0.05), reject H0.

H0: Simultaneous customer personality variables have no significant effect on product preference.

H1: Customer personality variables simultaneously have a substantial impact on product preference.

Based on the table above, it can be concluded that the Sig value is less than the Alpha value of the study (0.05), then reject H0. In other words, variable customer personality significantly affects product preference.

The results of the study describe the main findings of the study. The presentation of the results and discussions is written systematically, with only the results of data/information related to the purpose of the research.

5. Conclusion

From the discussion above, it can be concluded that the customer personality variable significantly affects product selection. This is because consumers prefer to use products that align with their personalities. Moreover, the character is considered an essential component in making choices.

With the existing personality of consumers, companies should be able to take advantage of this to increase sales because companies can add uniqueness to their products according to the target market.

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