

## CHAPTER V CONCLUSION

### 5.1 Conclusion of the Research

This research is quantitative research using a primary source of data through explanatory research to analyze how one or more variables related to the other variables and the effect between variables that explained by the hypothesis. The surveys are spread to generation Y consumers of AccorHotels in West Sumatra.

The purpose of this research is to find out the role of extraversion traits and agreeableness traits on generation Y consumers' attitude and willingness to pay green hotels practices. This research also finds out whether variables have a significant effect and positive effect or not. After gathering all the questionnaires back, the data have been processed by using SmartPLS 3.2.8 and SPSS 23.0, through several tests; measurement outer model (convergent validity, discriminant validity, and reliability test) and measurement inner model (r-square and t-test). There are four hypotheses developed in this research:

1. Extraversion traits positively associated with green attitudes. It means that, the more extraversion generation Y consumers will influence their green attitudes toward green hotel practices.
2. Agreeableness traits positively associated with green attitudes. It means that, the more agreeableness generation Y customers will influence their green attitudes toward green hotel practices.

3. Green attitudes toward green hotel practices and WTP for green hotels practices are positively related. It means that, only through green attitudes that can be acknowledged the role of extraversion traits and agreeableness traits of generation Y toward their willingness to pay for green hotel practices.
4. Extraversion and agreeableness traits positively related to willingness to pay mediated by green attitudes.

## **5.2 Implication of the Research**

This research provides the theoretical and practical implications for researchers and practitioners. For theoretical implications, this research strengthens the previous study. As a few researchers examine the role of personality traits to green attitudes and behavioral intentions, this area of study is important because research has shown that individuals' personality traits are closely related to their purchase behaviors (Tsao and Chang, 2010). This, generally improving understanding concerning the role of extraversion and agreeableness traits on generation Y consumers' attitude and willingness to pay for green hotel practices, particularly in Indonesia context.

For practical implications, the result in this research shown positive responses from generation Y consumers to green attitudes and their willingness to pay more in regard green practices, thus this research can be sources information for practitioners that merely have start to carry the environmental and to incorporate sustainability practices into their daily operations. Furthermore, for practitioners that has been implementing the green practices, continuously demonstrate the green practices through marketing activities in order to develop

and enhance guests awareness, guests environmental knowledge and understanding in green hotel practices. Millennials grew up with technology revolution, expect instant and personalization. The practitioners can focus on digital marketing strategy, such as used the user-generated content (UGC), is a form of content such as pictures, videos, article blogs, and reviews. The practitioners can attract millennials by doing campaign focused on engaging with millennials consumers, as millennials seek to authenticity of the products or services that will lead to consumers trust toward the brands. Also, word of mouth marketing through social media influencer. According to Forbes (2020), millennials are impacted by internet influencers and the people they follow on social media like Instagram and Facebook.

Moreover, generation Y or millennials are concerning in green practices and well known influenced by friends and peers, also they are prefer to spending money on interesting experiences such as traveling and leisure (Garikapati, 2016), that could included experiences the feel of perceiving their value on participating towards green hotel practices. Hospitalitynet (2020) mentioned that generation Y or millennials are willing to engage with companies they appreciate, and they are happy to share their amazing travel experiences with friends and family. They are ready to shout about their positive experiences in their favorite hotels and resorts. Generation Y with highly extraversion possibly promoting their experiences on green hotel practices as the traits like to talking to other people and likely to engage in social interaction. Then, the generation Y with highly agreeableness get along well with others and seen as trustworthy, empathetic and cooperative, and they willing to compromise their interests with others (Rothmann

and Coetzer, 2003), that possibly compromise their experiences toward green hotel practices.

Therefore, consumers who has high concern of environmental knowlege will lead to willingness to pay for the green hotel practices. As mentioned by Kang et al., (2012) that customers who are more concerned about environmental issues show a greater degree of willingness to pay for the additional costs incurred by conducting green practices. Furthermore, Han et al. (2009) mentioned that customers who have favorable attitudes toward eco-friendly behaviors in their everyday lives and positive images of green hotels are willing to stay at a green hotel, to recommend it and to pay more.

### **5.3 Limitations of the Research**

The researcher found some limitations when conducting this research. Some of limitations are as follows:

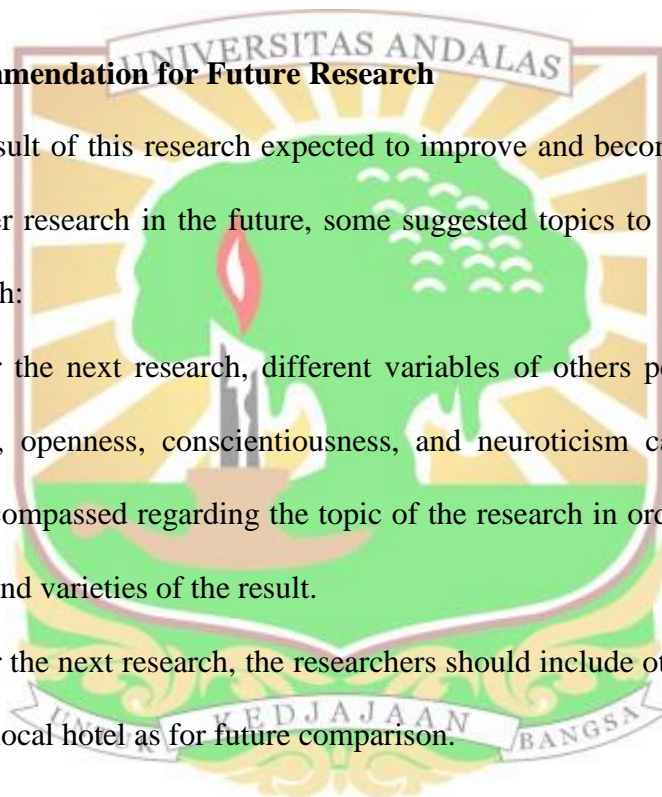
1. This research used two types of personality traits which are extraversion traits and agreeableness traits. Among five-factors model of personality traits, extraversion traits and agreeableness traits have the most direct implication for social interactions and interpersonal relations and it also associated with pro-social behavior.
2. This research was undertaken in Accorhotels guests in West Sumatra, the group has several hotels in West Sumatra which are ibis Padang, Mercure Padang and Novotel Bukittinggi. Accorhotels known as implementing green hotel practices and have sustainable programs called Planet 21.

3. This research conducted to specific demographic group which is the generation Y or millennials consumers, considering as the largest generation with a strong opinions about green issues (Jang et al., 2011).
4. This research conducted the guest behavioral intention which is not necessary lead to actual behavior. This research aimed to get to know the guest willingness to pay to green hotel practices.

#### **5.4 Recommendation for Future Research**

The result of this research expected to improve and become references to conduct further research in the future, some suggested topics to be developed in further research:

1. For the next research, different variables of others personality traits, i.e., openness, conscientiousness, and neuroticism can be added or encompassed regarding the topic of the research in order to create and found varieties of the result.
2. For the next research, the researchers should include others hotel chain or local hotel as for future comparison.
3. For the next research, should include other demographic groups. The other group such as generation X, born between the years of 1965 and 1980. Gen X currently has most buying power and financial freedom of any generation. According to (Margareta,2018) Generations X and generation Y have the highest interest in choosing an eco-friendly hotel on the basis of environmental interest. Often Generation X are



college educated cultural tastemakers, shaping the future in innovative ways.

4. For future research, should attempt consumer's actual behavior, which is means that it has to be particular respondents (i.e repeater guests and loyalty member guests).

