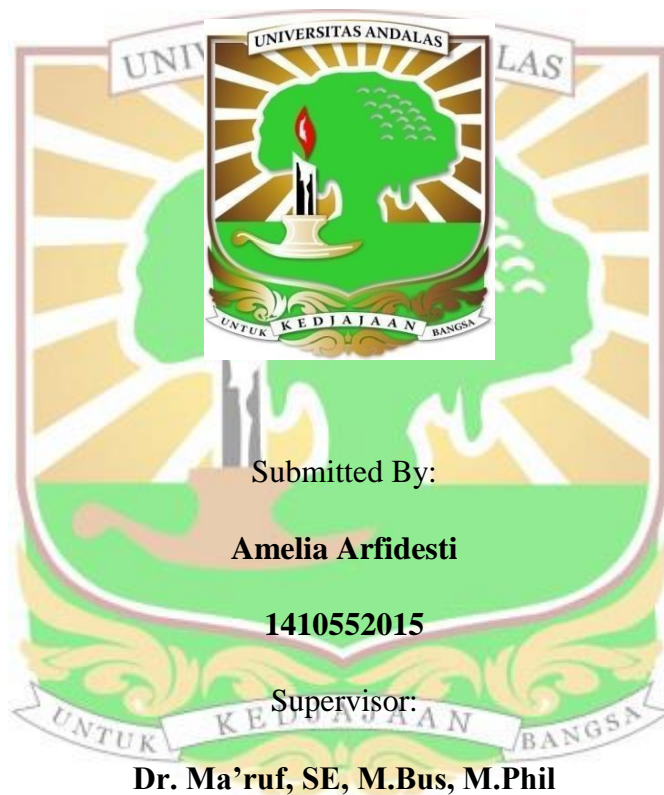


**THE ROLE OF PERSONALITY TRAITS ON GENERATION Y
CONSUMER TOWARD WILLINGNESS TO PAY FOR GREEN HOTEL
PRACTICES MEDIATED BY GREEN ATTITUDES
(STUDY ON: ACCORHOTELS CHAIN IN WEST SUMATRA)**

THESIS

*Thesis is submitted as partial of the requirement for a Bachelor Degree in
Management Department – Faculty of Economic*



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THE ROLE OF PERSONALITY TRAITS ON GENERATION Y CONSUMER TOWARD WILLINGNESS TO PAY FOR GREEN HOTEL PRACTICES MEDIATED BY GREEN ATTITUDES

(CASE STUDY ON: ACCORHOTELS CHAIN WEST SUMATRA)

Bachelor Thesis By: Amelia Arfidesti

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ABSTRACT

The research aims to examine the role of extraversion and agreeableness personality traits on generation Y consumers' toward willingness to pay for green hotel practices mediated by green attitudes. The survey, conducted through a questionnaire to generation Y guests' of Accorhotels chain in West Sumatra with 116 final respondents. The data analyzed using SPSS 23.0 and SmartPLS 3.2.8. This research consists of three variables, which are the independent variable is Personality Traits, the dependent variable is Willingness To Pay and mediating variable is Green Attitudes. The findings shown that the extraversion and agreeableness of personality traits are positively associated with green attitudes. Furthermore, green attitudes mediated the relationship between the extraversion and agreeableness personality traits and willingness to pay green hotel practices. These findings, can be useful to the hotel practitioners to identify the consumers' willingness to pay the green hotel practices, also useful for marketing activities by demonstrating the green practices through Generation Y as they are considered as the largest and influential generation and significantly has interest in green issues.

Keywords: Personality Traits; Extraversion; Agreeableness; Generation Y; Green Attitudes; Willingness To Pay

This thesis already examined and passed on July 24, 2020. This abstract already approved by supervisor and examiners:

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