

## **GREEN SATISFACTION AND LOYALTY IN THE WEST SUMATERA HOSPITALITY INDUSTRY THROUGH THE ROLE OF GREEN TRUST, WOM AND GREEN IMAGE**

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### **ABSTRACT**

This study examines five main factors, namely Green Satisfaction (GS), Green Image (GI), Word of Mouth (WOM), Loyalty, and Green Trust (GT), using a quantitative causal approach to hotel guests in West Sumatra. The sampling technique used was non-probability, while the analysis was conducted using path analysis. The results showed that GT had no significant effect on Loyalty, while WOM, GI, and GS had a positive influence on Loyalty. In addition, GS cannot mediate the effect of GT on Loyalty, but is able to mediate the relationship between WOM and Loyalty and moderate the relationship between GI and Loyalty. These findings confirm the importance of green satisfaction and green image in building customer loyalty, with WOM as one of the main drivers, while green trust requires additional approaches to be more significant in influencing customer loyalty. This research makes a practical contribution by offering sustainability-based loyalty enhancement strategies, as well as a theoretical contribution by expanding the understanding of the relationship between sustainability variables and customer behaviour in the context of the hospitality industry.

**Keywords:** *Green Satisfaction; Green Image; WOM; Loyalty; Green Trust*

### **INTRODUCTION**

The hospitality industry has bright prospects as one of the growing sectors, especially in metropolitan areas and tourist destinations. However, this development is accompanied by the challenge of waste management that can pollute the environment. The Indonesian government has issued policies such as Law No. 3 Year 2014 and Minister of Environment Regulation No. 03 Year 2014 to encourage the implementation of environmentally friendly businesses, including in the hospitality industry. One of the main implementations is the green hotel concept, which is hotel management that pays attention to environmental sustainability in its operations. This concept is relevant in West Sumatra, an area with high tourism potential and rapid growth of the hotel industry.

According to the Association (2018), a green hotel is a hotel management style that takes environmental considerations into account while selecting structures and offering services. However, not all prospective guests are aware of the advantages of staying at a green hotel. As a result, hotel management must devise an effective

strategy for introducing and inviting potential hotel guests. Green hotels are sometimes known as "environmentally friendly" or "sustainable". According to (Ecomall, 2000), green hotels provide housing, and management should prioritize energy saving to reduce waste and environmental impact. (State, 2002) recommended that, in order to establish a green environment, staff and consumers should collaborate to identify solutions to reduce environmental effect and educate others while maintaining the quality service that customers expect.

Regarding consumer spending, a study shows that many travellers prefer environmentally friendly products and services (Gordon, 1991). Therefore, environmental protection can also be achieved if indirect benefits can be passed on to consumers through green concepts. West Sumatra is one of the regions in Indonesia with a very diverse and highly developed resource potential, as seen with the potential of natural resources that are very attractive to visitors or tourists, both domestic and foreign. Domestic and foreign tourist visits are one of the indicators used to see West Sumatra tourism activities, in addition to the number of

guests staying and the length of stay at lodging and hotels according to their classification.

With the development of the tourism sector and the increasing growth of hotels, it is hoped that it will be followed by the provision of facilities and infrastructure that can increase the attractiveness of tourists visiting the area. It is hoped that the hotel industry will not only compete to achieve maximum profit but also improve performance in terms of being environmentally conscious towards green hotels. Previous research shows that intense competition makes hotel management focus on building visitor satisfaction (Liat, et al., 2014). According to (Assaker, 2020), satisfied customers can reduce marketing costs for the company, are less sensitive to the price, tend to provide positive word of mouth (WOM), and recommend it to others. One way to build hotel visitor satisfaction is to provide green hotel attributes and facilities (Noor, et al., 2014; Hou & Wu, 2020). In addition, satisfaction can also be built through a positive image of green hotels (Durna, et al., 2015; Lai, 2019; Susanti, 2017). Green satisfaction refers to the pleasure level of feelings that arise from the ability of a product or service to satisfy needs, wants, and desires in an environmentally sound, sustainable, and ecologically friendly way (Martínez, 2015). Green satisfaction is the satisfaction that is felt when one of the wants, needs or expectations about the need for environmentally friendly products has been met (Saleem, 2015). A positive image of a company is a powerful tool to increase the level of consumer satisfaction (Prayag, et al., 2017; Assaker & Hallak, 2013; Liu, et al., 2015).

Green trust encourages consumers to have confidence in products with environmentally friendly claims (Chen, 2010)—the tendency of customers to believe that brands stick to their promises regarding green performance. The green image is a set of consumer perceptions that the company is committed to environmental protection, and this image is an essential element for companies such as green hotels to capture promotional opportunities (Alonso-Almeida, et al., 2017). Consumers who have confidence in the green image of individual-generated evaluations and their subsequent hotel responses or attitudes may show stronger loyalty to the green hotels they admire and tend to spread positive things about them (Yusof, et al., 2012). Several studies have explored the relationship between green image and word-of-mouth in the green hotel industry (Huang, et al., 2020).

Loyalty is defined as the consumer's intention to display an interest in a company, to

choose it over others, and to recommend it or increase their purchases in the following months (Assaker & Hallak, 2013). Loyalty has been addressed as a behavioural, affective, or attitudinal factor (Liu, et al., 2015; Chen, 2010; Alonso-Almeida, et al., 2017). In the behavioural domain, aspects related to the intention to repurchase or maintain a consistent consumption habit pattern in the future are grouped (Yusof, et al., 2012; Huang, et al., 2020), while customers' attitude is assessed in the affective domain, which has become highly relevant because elements such as recommendation or preference when compared to other brands are evinced (Assaker & Hallak, 2013; Martínez, et al., 2014). Previous studies have linked loyalty to engagement (Association, 2018; Osman, et al., 2009; Tanford, et al., 2012), trust, and satisfaction (Yusof, et al., 2012; Martínez, et al., 2014; Oliver, 2014), showing a positive influence of these constructs on loyalty.

According to (Chang, et al., 2014), satisfaction is defined as the emotional impact of a product on consumers after they evaluate their product use. According to (Bansal, 2005; Barnett, et al., 2007), green satisfaction means the fulfilment of consumer needs, desires and desires for the environment in the consumption of a product by consumers. This fulfilment is felt to be pleasant for customers. Customer satisfaction has been widely used to measure the relationship between consumers and businesses, while high satisfaction levels indicate a higher chance of customers repurchasing a product. This behaviour will bring long-term benefits to the company. Therefore, increasing customer satisfaction is the main thing for most companies (Ranaweera & Prabhu, 2003).

Reliability refers to the level of trust in speech, words and behaviour, while goodwill relates to concerns about the goals and welfare of both parties in reconciling their interests (Lin, 2011). Green trust is derived from a product's credibility, ability and goodness for its friendliness to the environment, increasing consumers' willingness to rely on a product, service, or service. So, there is a growth in consumer willingness to depend on a product, service, or brand (Ganesan, 1994). Customer trust is also considered one of the determinants of long-term relationships between companies and consumers.

Word Of Mouth is word-of-mouth communication about views or assessments of a product or service, individually and in groups, that aim to provide personalized information. Word of Mouth is one of the strategies that is very effective in influencing consumer decisions when using products or services, and Word of Mouth can build

a sense of trust in customers. According to (Kotler & Keller, 2009), Word Of Mouth is a marketing activity through person-to-person intermediaries either verbally, in writing, or through electronic communication tools connected to the internet based on experience with products or services. When viewed from the definition above, Word Of Mouth can be interpreted in general as providing information on the assessment or views of a product of goods and services to the closest people, whether the product or service is worth consuming or not for other potential consumers.

The hospitality industry supports the relationship between overall image and green behavioural intentions on word of mouth, visit intentions and readiness to pay higher prices. According to the hierarchy of effects theory, the affective behavioural stage of a customer begins with evoking feelings based on the company's perception (Lavidge and Steiner in (Martínez, 2015). Following this approach, the overall green image is a set of beliefs that determine the image of a company. (Chen, 2010) also defines *green brand image* as the perception that arises in the minds of consumers towards a particular brand that has a commitment and concern for environmental sustainability.

Several studies explored the antecedents of loyalty in the hospitality context (Martínez, 2015; Martínez, et al., 2014; Osman, et al., 2009; Tanford, et al., 2012), but further research is needed to investigate the determinants of hotel customer loyalty from a green marketing perspective. *Loyalty* is a deep relationship used to repurchase a good or service (Oliver, 2014). Behavioural loyalty is described as repeated acts of purchase and use (Çavusoglu, et al., 2020). A study on consumers with purchasing experience of electronic products in Taiwan (Chen, 2010) determined that green image positively affects green satisfaction. Their study, conducted with customers visiting eco-friendly hotels in China (Wang, et al., 2020), found that green image positively influences green satisfaction.

On the other hand, their study was conducted on customers who have experience purchasing green or environmental products, which positively affected green satisfaction and loyalty (Chang & Fong, 2010). Previous research has determined that image significantly influences customer satisfaction and loyalty (Abdullah, et al., 2000; Chang & Tu, 2005; Martenson, 2007). In addition, the relationship between satisfaction and customer loyalty has been supported in many studies (Hellier, et al., 2003; Tuli & Bharadwaj,

2009; Oliver, 1999). A positive image of a business is a powerful tool to increase satisfaction levels (Assaker, 2020; Prayag, et al., 2017). In line with this, some authors argue that image is vital in fulfilling consumer needs and wants (Martínez, 2015; Kandampully & Hu, 2007). Based on these studies, the better the green image, the more satisfied consumers will be. Stated that Ireland showed significant growth in green marketing after promoting a green image in Ireland (Corrigan, 1996). In addition, Hu and Wall (2005) stated that improving the green image can improve tourism competitiveness (Hu & Wall, 2005). It has long been recognized how vital satisfaction is in developing green WOM in environmentally conscious consumers (Söderlund, 1998). In this regard, (Wang, et al., 2020) argue that green satisfaction acts as a relevant determinant for the formation of green WOM. Furthermore, (Issock, et al., 2019) mentioned that if customers have a satisfying experience with a green product, they will positively recommend the product, which will result in not only green trust but also positive green WOM for the product (Issock, et al., 2019) or service (Hameed, et al., 2021).

As the concept of green hotels continues to be developed, there is still a gap in the understanding of how factors such as green satisfaction, green image and word of mouth (WOM) influence customer loyalty. Previous research tends to focus on the relationship between image and customer satisfaction at the global level, but less on the specific context of local hospitality, especially in regions rich in tourism potential such as West Sumatra. In addition, research on the mediating and moderating role of green satisfaction in building customer loyalty is still limited.

This study aims to address the gap by exploring the relationship between green satisfaction, green image, WOM, and customer loyalty in the context of hotels in West Sumatra. Using a quantitative approach, this study provides new insights into how hotels can improve their green performance and customer satisfaction. The novelty of the study lies in the local focus as well as the emphasis on the mediating and moderating role of green factors in building customer loyalty, which can make practical and theoretical contributions in the development of a sustainable hospitality industry.

Figure 1 describes the state of the art of this research based on the theoretical review and previous research.



**Figure 1. Path Analysis Model of the Effect of Green Trust, WOM & Green Image on Loyalty with Green Satisfaction as an Intervening Variable.**

**RESEARCH METHODS**

This research is a quantitative causal research, which is a relevant method for the field of hospitality and tourism. The research population includes people who have stayed at hotels in West Sumatra, with an indefinite type of population. The sample was drawn using a non-probability sampling technique with a judgmental sampling approach, where sample selection was based on certain criteria. A total of 205 respondents were selected as research samples with the following criteria: have heard of the term green hotel, are over 17 years old, and have stayed at four or five star hotels in West Sumatra in the period 20 June 2020 to 20 June 2023. This path analysis, as explained by Engkos & Riduwan (2007), is used to identify the pattern of relationships between

variables and determine the direct effect of independent variables (green trust, WOM, green image, and green satisfaction) on the dependent variable (loyalty). This approach allows researchers to test hypotheses systematically and gain in-depth insight into the influence of each variable in the research model.

**RESULTS AND DISCUSSION**

The purpose of putting forward the characteristics of the respondents is to provide a description that wants to know about the state of the respondents who were sampled in the study. Before the data analysis stage, the author will explain the respondents' information in this study. From the results of this study, information on the gender of respondents can be seen in Table 1.

**Table 1: Gender of Respondents**

| No | Gender       | Number of Respondents | %          |
|----|--------------|-----------------------|------------|
| 1  | Male         | 66                    | 32,2       |
| 2  | Female       | 139                   | 67,8       |
|    | <b>Total</b> | <b>205</b>            | <b>100</b> |

Source: Primary data processed in 2023

Table 1 shows that the total number of respondents in this study totalled was 205, consisting of 66 male respondents (32.2%) and 139

female respondents (67.8%). Thus, it can be concluded that female respondents are more dominant than male respondents.

**Table 2: Age of Respondents**

| No | Age          | Number of Respondents | %          |
|----|--------------|-----------------------|------------|
| 1  | <20          | 10                    | 4,9        |
| 2  | 20-30        | 104                   | 50,7       |
| 3  | 31-40        | 56                    | 27,3       |
| 4  | >40          | 35                    | 17,1       |
|    | <b>Total</b> | <b>205</b>            | <b>100</b> |

Source: Primary data processed in 2023

Table 2 shows that the respondents in this study totalled 205 respondents, consisting of ages

<20, as many as ten respondents (4.9%). Aged 20-30, as many as 104 respondents (50.7%). Age 31-

40 as many as 56 respondents (27.3%). Age  $\geq$  41, as many as 35 respondents (17.1%). So, it can be

concluded that respondents aged 20-30 are more dominant than respondents of other ages.

**Table 3. Education**

| No           | Education                | Number of Respondents | %          |
|--------------|--------------------------|-----------------------|------------|
| 1            | High School / Equivalent | 36                    | 17,6       |
| 2            | Diploma                  | 27                    | 13,2       |
| 3            | Bachelor (S1)            | 87                    | 42,4       |
| 4            | Master (S2) / Profession | 45                    | 22         |
| 5            | Others                   | 10                    | 4,9        |
| <b>Total</b> |                          | <b>205</b>            | <b>100</b> |

Source: Primary data processed in 2023

From the results of this study, information on the respondents' education can be seen in Table 3. Table 3 shows that the respondents in this study totalled 205 respondents, consisting of high school / equivalent education, as many as 36 (17.6%). Diploma education has as many as 27 respondents (13.2%). Bachelor education (S1) has as many as

87 respondents (42.4%). Master (S2) / Professional education as many as 45 respondents (22%). Other education, as many as ten respondents (4.9%). So, respondents with a Bachelor's education (S1) are more dominant among other respondents' education.

**Table 4. Monthly Income**

| No.          | Monthly Income              | Number of Respondents | %           |
|--------------|-----------------------------|-----------------------|-------------|
| 1.           | $\leq$ Rp 1.000.000         | 29                    | 14,1%       |
| 2.           | Rp 1.000.001 - Rp 2.000.000 | 21                    | 10,2%       |
| 3.           | Rp 2.000.001 - Rp 3.000.000 | 46                    | 22,4%       |
| 4.           | Rp 3.000.001 - Rp 4.000.000 | 31                    | 15,1%       |
| 5.           | $\geq$ Rp 4.000.001         | 78                    | 38%         |
| <b>Total</b> |                             | <b>205</b>            | <b>100%</b> |

Source: Primary data processed in 2023

From the results of this study, information on the monthly income of respondents can be seen in Table 4. Table 4 sTablethat the study's respondents totalled 205 respondents, totalleding monthly income <Rp1.000.000, as many as 29 respondent,s (14.1%). Income of Rp 1,000,001 - Rp 2,000,000 as many as 21 respondents (10.2%). Income of Rp 2.000.001 - Rp 3.000.000 as many as 46 respondents (22.4%). Income of Rp 3.000.001 - Rp 4.000.000 as many as 31 respondents (15.1%). Income  $\geq$  Rp 4.000.001 as many as 78 respondents (38%). So, it can be concluded that respondents with income  $\geq$  Rp 4.000.001 are more dominant among other respondents' monthly income.

Based on the hypothesis testing proposed, the path analysis technique was used in this study. Ridwan and Engkos (2007) stated that the path analysis model is used to analyze the relationship pattern between variables to know the direct effect of a set of independent variables (exogenous) on the dependent variable (endogenous). In this study, two types of variables will be measured as follows:

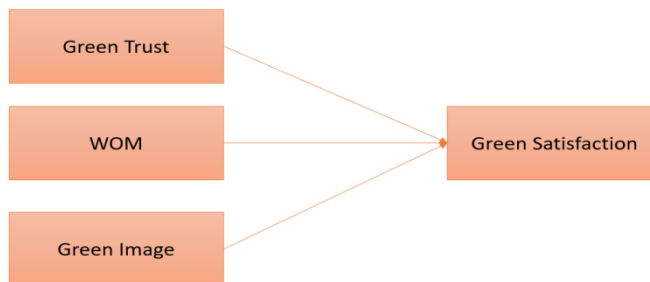
1. Independent variables (exogenous variables), namely: green trust, WOM, green image, green satisfaction
2. Dependent variable, namely loyalty.

Draw a complete path diagram and determine the sub-structure.



**Figure 1. Path Analysis Model of the Effect of Green Trust, WOM & Green Image on Loyalty with Green Satisfaction as an Intervening Variable.**

a) Path Coefficient Model I formulated with a structural equation, as in Figure 2.  
 The path analysis model on the path coefficient model 1 can be described and



**Figure 2. Path Coefficient Relationship Model I Effect of Green Trust, WOM & Green Image Variables on Green Satisfaction**

The results of data processing for the path influence of variable X (Green Trust, WOM & coefficient model 1 obtained the Anova table, Green Image) on the intervening variable (Green Coefficients table and Summary table of the Satisfaction) as follows:

**Table 5. Path Analysis Results Regression Equation Path Coefficient Model 1**

| Model Summary |                   |          |                   |                            |
|---------------|-------------------|----------|-------------------|----------------------------|
| Model         | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1             | .450 <sup>a</sup> | .202     | .190              | 1.943                      |

a. Predictors: (Constant), Green Image, WOM, Green Trust

| ANOVA <sup>a</sup> |            |                |     |             |        |                   |
|--------------------|------------|----------------|-----|-------------|--------|-------------------|
| Model              |            | Sum of Squares | Df  | Mean Square | F      | Sig.              |
| 1                  | Regression | 192.209        | 3   | 64.070      | 16.975 | .000 <sup>b</sup> |
|                    | Residual   | 758.669        | 201 | 3.774       |        |                   |
|                    | Total      | 950.878        | 204 |             |        |                   |

a. Dependent Variable: Green Satisfaction  
 b. Predictors: (Constant), Green Image, WOM, Green Trust

| Coefficients <sup>a</sup> |             |                             |            |                           |       |      |
|---------------------------|-------------|-----------------------------|------------|---------------------------|-------|------|
| Model                     |             | Unstandardized Coefficients |            | Standardized Coefficients | T     | Sig. |
|                           |             | B                           | Std. Error | Beta                      |       |      |
| 1                         | (Constant)  | 5.821                       | 2.235      |                           | 2.604 | .010 |
|                           | Green Trust | .083                        | .090       | .064                      | .923  | .357 |
|                           | WOM         | .327                        | .086       | .260                      | 3.809 | .000 |
|                           | Green Image | .306                        | .084       | .254                      | 3.627 | .000 |

a. Dependent Variable: Green Satisfaction  
 Source: Data processed, 2023

Table 5 can be conveyed as follows. The probability value (0.05) is compared with the Sig probability value of the calculation results used as the basis for decision-making to determine the significance of path analysis. It can be seen that the Sig (significance) column in the model 1 path coefficients table obtained the value of the green trust variable of 0.357, where this value is greater than the probability value (0.05) so that from the

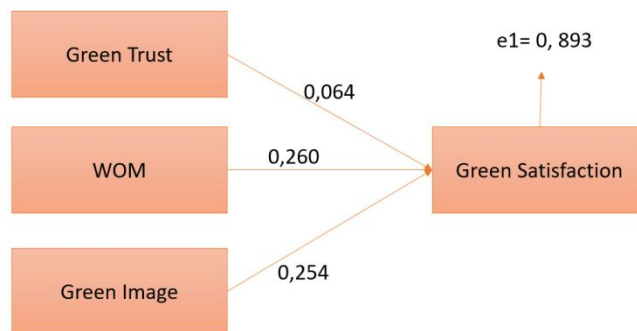
test results above, it can be concluded that Ho is accepted. Ha is rejected, which means that the path analysis coefficient is insignificant. Green trust in this test has no significant effect on green satisfaction.

Meanwhile, the WOM variable has a sig value of 0.000, where this value is smaller than the probability value (0.05), so it can be concluded that Ho is rejected. Ha is accepted, which means that

the path analysis coefficient is significant. Where the WOM variable in this test has a positive and significant effect directly on the intervening variable, namely green satisfaction. Furthermore, the green image variable has a sig value of 0.000, where this value is smaller than the probability value (0.05), so it can be concluded that  $H_0$  is rejected.  $H_a$  is accepted, which means that the path analysis coefficient is significant, where the green image variable in this test has a positive and significant effect directly on the intervening variable, namely green satisfaction.

The magnitude of the path coefficient of the green trust variable on green satisfaction is in

accordance with the value in the coefficients table, namely the standardized coefficients beta path coefficient model 1, which is 0.064. For the WOM variable on green satisfaction, the path coefficient value is 0.260 and the green image variable on green satisfaction has a path coefficient value of 0.254. It is seen that the magnitude of the influence is by the R square value, which is 0.202 or 20.2%. Meanwhile, the value of  $e_1$  can be found using the formula  $e_1 = \sqrt{1-0,202} = 0.893$ . From the above results, the empirical relationship of the model 1 path coefficient between the independent variables and the intervening variables can be described as follows:



**Figure 3. Empirical Relationship path coefficient model 1 Effect of Variables X1, X2 and X3 on Y**

b) Model II Path Coefficient

The path analysis model on the path model coefficient II can be described and formulated with a structural equation as in Figure 4.



**Figure 4. Relationship of Path Model Coefficient II Effect of Variables X1, X2, X3 and Y on Z**

The results of data processing for the coefficient of path model II obtained the Anova table, Coefficients table and Summary table of the

effect of variable X (green trust, WOM, green image) and the intervening variable (green satisfaction) on variable Z (Loyalty) as follows:



**Table 6. Path Analysis Results Regression Equation Coefficient Path Model II Model Summary**

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1     | .626 <sup>a</sup> | .391     | .379              | 1.567                      |

a. Predictors: (Constant), Green Satisfaction, Green Trust, WOM, Green Image

**ANOVA<sup>a</sup>**

| Model |            | Sum of Squares | Df  | Mean Square | F      | Sig.              |
|-------|------------|----------------|-----|-------------|--------|-------------------|
| 1     | Regression | 316.014        | 4   | 79.003      | 32.162 | .000 <sup>b</sup> |
|       | Residual   | 491.284        | 200 | 2.456       |        |                   |
|       | Total      | 807.298        | 204 |             |        |                   |

a. Dependent Variable: Loyalitas

b. Predictors: (Constant), Green Satisfaction, Green Trust, WOM, Green Image

**Coefficients<sup>a</sup>**

| Model |                    | Unstandardized Coefficients |            | Standardized Coefficients | T     | Sig. |
|-------|--------------------|-----------------------------|------------|---------------------------|-------|------|
|       |                    | B                           | Std. Error | Beta                      |       |      |
| 1     | (Constant)         | 2.022                       | 1.833      |                           | 1.103 | .271 |
|       | Green Trust        | .016                        | .073       | .013                      | .219  | .827 |
|       | WOM                | .306                        | .072       | .264                      | 4.261 | .000 |
|       | Green Image        | .359                        | .070       | .324                      | 5.112 | .000 |
|       | Green Satisfaction | .216                        | .057       | .234                      | 3.792 | .000 |

a. Dependent Variable: Loyalitas

Source: Data processed, 2023

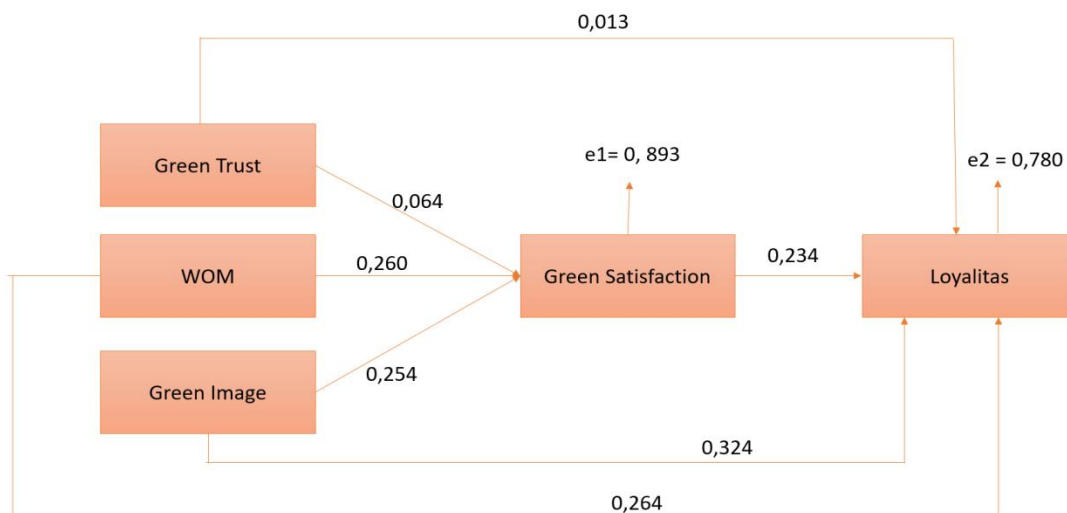
Table 6 can be conveyed as follows. To determine the significance of path analysis, compare the probability value (5% / 0.05) with the Sig probability value of the calculation results used as the basis for decision-making.

It can be seen that the Sig (significance) column in the coefficients table of the Path II model coefficient obtained the value of the green trust variable of 0.827, where the value is greater than the probability value (0.05) so that from the test results above it can be concluded that Ho is accepted. Ha is rejected, which means that the path analysis coefficient is insignificant. Where green trust in this test has no significant effect directly on loyalty. Furthermore, the WOM variable has a sig value of 0.000, where the value is smaller than the probability value (0.05), so it can be concluded that Ho is rejected. Ha is accepted, which means that the path analysis coefficient is significant. The WOM variable in this test has a positive and significant effect on the loyalty variable. The green image variable has a sig value of 0.000, which is smaller than the probability value (0.05), so it can be concluded that Ho is rejected. Ha is accepted, which means that the path analysis coefficient is

significant. The intervening green satisfaction variable has a sig value of 0.000, which is considered necessary because it is smaller than the probability value of 0.05, so it can be concluded that Ho is rejected. Ha is accepted, which means that the green satisfaction variable in this test directly influences the loyalty variable.

The magnitude of the path coefficient of the green trust variable on loyalty is by the value in the coefficients table, namely the standardized coefficients beta coefficient of the Path II model, which is 0.013. For the WOM variable on loyalty, the path coefficient value is 0.264. The green image variable on loyalty has a path coefficient value of 0.324. Meanwhile, the green satisfaction variable on loyalty has a path coefficient of 0.234. According to the R square value, the magnitude of the influence of variables X1, X2, X3 and Y on variable Z is 0.391 or 39.1%. Meanwhile, the value of e1 can be found using the formula  $e1 = \sqrt{1 - 0.391} = 0.780$ . From the above results, the empirical relationship of the Path II model coefficient between the independent variables and the intervening variables on loyalty can be described as follows:





**Figure 5. Empirical Relationship of Path Model Coefficient II The Effect of Variables X1, X2, X3 and Y on Z**

Based on the results of the overall calculation of green trust, WOM, green image, green satisfaction on loyalty can be explained as follows:

- 1) Testing the First Hypothesis  
The first hypothesis states that, based on the results of testing the path coefficient of model 1, green trust has no significant effect directly on green satisfaction. This is indicated by the variable significance value of 0.357, which is more important than the probability value (0.05).
- 2) Second Hypothesis Testing  
The second hypothesis states that WOM has a positive effect on green satisfaction. Based on the results of testing the path coefficient of model 1, it is found that WOM significantly affects green satisfaction. This is indicated by the variable significance value 0.000, which is smaller than the probability value (0.05).
- 3) Third Hypothesis Testing  
The third hypothesis states that the green image has a positive effect on green satisfaction. Based on the results of testing the path coefficient of model 1, it is found that the green image has a significant effect directly on green satisfaction. This is indicated by the variable significance value 0.000, which is smaller than the probability value (0.05).
- 4) Testing the Fourth Hypothesis  
The fourth hypothesis is a hypothesis that states that, based on the results of testing the path coefficient of model II, it is obtained that green trust has a direct insignificant effect on Loyalty. This is indicated by the variable

significance value of 0.827, more significant than the probability value (0.05). The standardized green trust coefficient is indicated by a beta value of 0.219. This means the magnitude of the direct influence between green trust and Loyalty is 0.219.

- 5) Fifth Hypothesis Testing  
The fifth hypothesis states that WOM has a positive effect on Loyalty. Based on the results of testing the path coefficient of model II, it is found that WOM has a significant effect directly on Loyalty. This is indicated by the variable significance value of 0.000, which is smaller than the probability value (0.05). The standardized WOM coefficient is indicated by a beta value of 4.261. This means the magnitude of the direct influence between WOM and Loyalty is 4.261.
- 6) Sixth Hypothesis  
The sixth hypothesis states that green images have a positive effect on Loyalty. Based on the results of testing the path coefficient of model II, it is found that green image has a significant direct impact on Loyalty. This is indicated by the variable significance value of 0.000, which is smaller than the probability value (0.05). The standardized green image coefficient is indicated by a beta value of 5.112. This means that the magnitude of the direct influence of the green image on Loyalty is 5.112.
- 7) Seventh Hypothesis  
The seventh hypothesis states that green satisfaction has a positive effect on Loyalty.

Based on the results of testing the path coefficient of model II, green satisfaction has a significant direct effect on Loyalty. This is indicated by the variable significance value of 0.000, which is smaller than the probability value (0.05).

8) Eighth Hypothesis

The eighth hypothesis states that. Based on the results of testing the model I path coefficient and model II path coefficient, it is found that green satisfaction mediates green trust in Loyalty.

9) Ninth hypothesis

The ninth hypothesis states that, based on the results of testing the path coefficient of model I and the path coefficient of model II, Green satisfaction can mediate the WOM relationship with Loyalty.

10) Tenth hypothesis

The tenth hypothesis states that. Based on the results of testing the path coefficients of model I and model II, it is obtained that Green satisfaction can mediate the relationship between green image and Loyalty.

This study proposes five variables (i.e. Green Trust, WOM, green Image, green satisfaction and Loyalty) and explores the relationships among these variables. The results of the data analysis show that the first hypothesis mentioned in the framework is not supported. The first hypothesis based on the test results is that green trust has no significant effect on green satisfaction. The results of this study contradict those conducted by (Martínez, 2015; Martínez, et al., 2014; Kim, et al., 2009; Chiou & Pan, 2009; Prastiyani, et al., 2016). Previous research supports that customer trust serves as a predictor of satisfaction (Chiou & Pan, 2009; Martínez, et al., 2014). These studies base their proposals on the idea that there are different strategies to increase trust among customers (e.g., WOM) and that each of these tactics will positively impact satisfaction.

The results of the data analysis show that hypothesis two mentioned in the framework is supported. The second hypothesis states that WOM has a positive effect on green satisfaction. The results of this study are relevant to the theory that consumer satisfaction can be influenced by word of mouth (WOM) (Prastiyani, et al., 2016). This is in line with previous studies' findings suggesting that WOM significantly affects consumer satisfaction (Prastiyani, et al., 2016; Sumadi, 2015; Itasari, et al., 2020; Listya. & Ferry, 2022). When customers are satisfied with buying or using services or goods in a place, they will share their experiences and recommend them to others.

Customers will indirectly talk to others, which is a free promotion for the company. WOM is an essential component in promotion, so it is one of the critical variables influencing customer satisfaction.

The results of the data analysis show that the third hypothesis mentioned in the framework is supported. The third hypothesis states that green image significantly and positively affects green satisfaction. Improving customer satisfaction is widely recognized as an essential element that leads to the success of hospitality companies (Bowen & Chen, 2001). Previous studies show that overall image and customer satisfaction are positively related (Martínez, 2015; Chang & Tu, 2005; Mai & Ness, 1999; Martenson, 2007). Overall, customer satisfaction is defined according to (Kandampully & Suhartanto, 2000) as "the general feeling of pleasure or satisfaction experienced by consumers arising from the ability of a product or service to satisfy customer expectations, wants and needs". Following this characterization, this study proposes "green satisfaction" as an affective variable defined as "the level of pleasure over consumption-related fulfilment to satisfy customers' environmental desires, sustainable expectations and green needs".

The results of the data analysis show that the fourth hypothesis mentioned in the framework is not supported. The fourth hypothesis obtained is that green trust has an insignificant effect directly on Loyalty. This study is not in line with previous research; in a pro-environmental environment, evidence shows that consumers who trust environmental labels are more likely to buy green products (Lam, et al., 2016; Taufique, et al., 2017; Nuttavuthisit & Thøgersen, 2017) and remain loyal to those goods (Martínez, 2015; Chen, 2010; Lam, et al., 2016; Chen, et al., 2019). Green trust reduces uncertainty (Atkinson & Rosenthal, 2014), given that a product's environmental attributes are not as palpable as attributes such as packaging, shape, or taste (Nuttavuthisit & Thøgersen, 2017).

The results of the data analysis show that the fifth hypothesis mentioned in the framework is supported. The fifth hypothesis states that WOM has a positive effect on loyalty loyalty. This research is in line with the findings of previous research where Word of Mouth affects customer loyalty (Hatta & Setiarini, 2018; Oliviana, et al., 2017; Oktiani & Khadafi, 2018; Lock, 2016). WOM comes from attitudinal Loyalty, which refers to the likelihood that customers will continue to support service providers, share business recommendations, engage in positive conversations, and voluntarily recommend service

providers to other potential customers [62; 63; 64]. WOM recommendations remove doubts, generate greater confidence and enthusiasm and prevent hotel guests from disconnecting themselves in the future by visiting the hotel.

The results of the data analysis show that the sixth hypothesis mentioned in the framework is supported. The sixth hypothesis is the hypothesis that green image has a positive effect on Loyalty. Some authors argue that image is essential in meeting consumer needs and wants (Martínez, 2015; Kandampully & Hu, 2007). Based on previous studies, the better the green image, the more loyal consumers are. Companies embody the concept of green marketing to achieve the benefits of differentiating their products. This situation is essential in creating customer satisfaction and Loyalty (Chen, et al., 2006; Peattie, 1992). In addition, companies that have made a lot of efforts to improve their image will not only avoid environmental protests or punishment problems but will also increase customer satisfaction and Loyalty related to environmental desires, sustainable expectations, and green needs. Previous research has determined that image significantly influences customer loyalty (Abdullah, et al., 2000; Chang & Tu, 2005; Martenson, 2007). A study conducted with visiting customers (Wang, et al., 2018) found that green image positively influences green Loyalty. On the other hand (Chang & Fong, 2010), in their research on customers who have experience purchasing green or environmental products, they determined that they positively influence green Loyalty.

The results of the data analysis show that the seventh hypothesis mentioned in the framework is supported. The seventh hypothesis is that green satisfaction has a positive effect on loyalty. (Oliver, 1999) has stated that satisfaction is a prerequisite for loyalty and identified up to six relationships between these concepts, but what best describes it is this one relationship, which indicates that satisfaction does not turn into loyalty, but rather satisfaction is a seed that needs daily nourishment for loyalty to sprout. In the same way, (Oliver, 1999; Sarmiento-Guede & Ferrao Filipe, 2019) argues that clients begin to develop a level of loyalty when they feel satisfied with the organization's performance. Thus, (Martínez, 2015) asserts that there is a relationship between satisfaction and loyalty in the hospitality sector. Moreover, he added that customers will develop a level of loyalty towards the hotel when they are satisfied with the service or image of the hotel. In his work, he confirmed that green organizations that meet their customers' needs better than

significant competitors will find it easier to develop loyalty levels (Assaker, 2020). Also confirmed the relationship between satisfaction and loyalty (Assaker, et al., 2020). In particular, they stated that satisfaction affects customer retention and purchase intention.

The results of the data analysis show that the eighth hypothesis mentioned in the framework is not supported. The eighth hypothesis states that green satisfaction cannot mediate green trust in loyalty. This study does not align with previous research; in a pro-environmental environment, evidence shows that consumers who trust environmental labels tend to buy green products (Lam, et al., 2016; Nuttavuthisit & Thøgersen, 2017; Taufique, et al., 2017) and remain loyal to these goods (Martínez, 2015; Chen, 2010; Lam, et al., 2016; Chen, et al., 2019). Green trust reduces uncertainty (Atkinson & Rosenthal, 2014), given that a product's environmental attributes are not as palpable as attributes such as packaging, shape, or taste (Nuttavuthisit & Thøgersen, 2017).

The results of the data analysis show that the ninth hypothesis mentioned in the framework is supported. The ninth hypothesis obtained is that Green satisfaction can mediate the relationship between WOM and loyalty. Competition encourages a company so that the satisfaction felt by consumers can be used as a tool for promotion. When consumers have a positive experience with the service products offered by the institution, then the customer feels satisfaction; this can trigger the consumer to become a promotional tool for the company. However, there are still problems related to WOM because customers get a terrible impression associated with the quality of digital services; this can trigger someone to tell the people around them about their experiences, which causes other people to be reluctant to reuse the products and services they have used. Based on research (Nela, 2019), the results of customer loyalty can be positively influenced by WOM—another case with research (Rafsanjani, 2022) that did not find WOM's influence on loyalty.

The results of the data analysis show that the tenth hypothesis mentioned in the framework is supported. The tenth hypothesis states that green satisfaction can mediate the relationship between green image and loyalty. The goal of all businesses is to create customer satisfaction. Satisfaction created from the experience of using or consuming a product or service will motivate guests to stay or recommend it to others. The findings of this study provide empirical evidence that green satisfaction is an intervening variable and functions to mediate green image with loyalty. The findings of this

study also support research from (Martínez, 2015; Pramudyo, 2012; Pianroj, 2012), and successfully refuted research from (Maskur & Tjahjaningsih, 2014).

## CONCLUSION

This study uses a quantitative approach with data collection through questionnaires given to hotel guests in various locations in West Sumatra. Researchers used judgmental sampling, which is a sampling technique with specific considerations. The sample was determined by the criteria, namely having heard the term green hotel, being over 17 years old, and having stayed at a four or 5-star hotel in West Sumatra in the period June 20, 2020 - June 20, 2023. The results of the questionnaire were that two hundred-five respondents have been collected. The path analysis technique was used in this study to test the hypothesis proposed. The first hypothesis states that, based on the results of testing the path coefficient of model 1, green trust has no significant effect directly on green satisfaction. The second hypothesis states that WOM has a positive impact on green satisfaction. The third hypothesis states that the green image positively affects green satisfaction. The fourth hypothesis states that, based on testing the coefficient of path model II, green trust has no significant effect on green satisfaction. Model II path coefficient test results obtained that green trust has a direct insignificant effect on Loyalty. The fifth hypothesis states that WOM has a positive impact on Loyalty. The sixth hypothesis states that green images have a positive effect on Loyalty. The seventh hypothesis states that green satisfaction has a positive effect on loyalty. The eighth hypothesis states that based on the results of testing, the path coefficients of model I and model II path coefficients obtained green satisfaction mediates green trust in Loyalty. The ninth hypothesis is a hypothesis, which states that based on the results of testing the path coefficient of the model I and model II, it is obtained that green satisfaction can mediate green trust in Loyalty. Model II obtained that Green satisfaction can mediate the WOM relationship with Loyalty. Hypothesis tenth is a hypothesis that based on the results of testing the path coefficient of the model I and model II path coefficients, it is found that green satisfaction can mediate the relationship between green image and Loyalty.

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