

## Original Article

# Engage Green Customer Loyalty on Green Hotel Services: Mediating Role of Satisfaction Case in Yogyakarta

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### Abstract:

Green customers are not typical consumers in general, but they have specific characteristics and motivations related to their decisions to use environmentally friendly products. Green customers are also known as a loyal and fanatical market group. One example is the decision regarding the use of eco-friendly accommodation or green hotels. Some eco-friendly products, including green hotels, are often claimed to be uncomfortable but have premium rates. However, the fact is that green hotels are still highly appreciated by their users. This research is an examination of the green customer loyalty model in a green hotel accommodation in Yogyakarta. The proposed propositions are whether green customers are truly loyal and whether customer satisfaction plays a role in increasing the loyalty of green customers. This model was tested on 153 guests randomly. The testing was conducted using construct validity and reliability tests with SEM-PLS analysis. The results showed that green customers will become loyal customers through the mediation of green hotel services that can meet their expectations, such as eco-friendly attributes, the atmosphere, the unique design of the hotel, energy efficiency, the hotel's initiative to encourage customer involvement in green actions, employee attitude and awareness, healthy food, and special rewards for bio menu.

**Keywords:** Green Customer, Green Services and Green Hotel.

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## Introduction

Green customers are part of the consumer market with specific characteristics. They have special motivations in their attitudes and actions, with habits that are concerned with environmental preservation ([Dangelico et al., 2021](#); [Lee & Haley, 2022](#)). Green customers have a high awareness that every decision, attitude, and action they make has an effect on the environment, whether it's good or bad ([Balaji et al., 2019](#); [Zeng et al., 2024](#)). There are fanatical consumer groups, moderate ones, and even those who are only aware but don't practice it much, or even those who are just following along to gain sympathy ([Tonder et al., 2023](#)). This can be interpreted to mean that it is not easy for a consumer to be considered a green customer ([Alamsyah et al., 2020](#)). This type of consumer tends to be more cautious and very mature in their decision-making process regarding whether to use a product, be it goods or services ([Widhiarini et al., 2023](#)). The high awareness of green customers makes this consumer group truly incomparable to the average consumer. Beside awareness factors

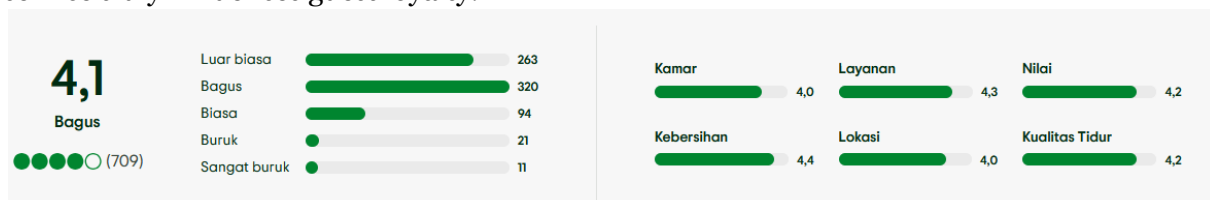
due to motivation, they are generally a well-educated consumer group with a mid-up income level (Liao et al., 2020).

Regarding his preference for staying in hotels, as quoted from TripAdvisor (www.TripAdvisor.com, 2025) shows that by using the keywords "green hotel" and looking at reviews of the top 3 world-class hotels, it was found that out of thousands of reviews, the majority gave a "very good" rating with a score of 4.5 or higher. This means that green hotels are highly appreciated by most users. This opinion is also shared by a number of researchers who believe that green hotels are popular with various groups, from Millennials and Gen Z to seniors (Aldaihani et al., 2024). However, there are many studies claiming that eco-friendly hotels are generally not as comfortable as conventional hotels and have premium prices. (Rivera & Roeschmann, 2019). These various inconveniences include the use of recycled products, some of which are less hygienic, and due to efficiency factors, some services typically found in conventional hotels are eliminated, such as showers instead of bathtubs, just a pool instead of a jacuzzi, recommendations not to change sheets and towels frequently, no complimentary bottled drinks but the use of refillable dispensers, and others (Manthé et al., 2025; Shehawy et al., 2024; Wang et al., 2023; Zeng et al., 2024).

Each green hotel may have a different concept in serving guests, but at least green hotels believe that their consumers already have a high level of awareness and loyalty, which is a typical characteristic of green customers (Aljarah et al., 2025; Wang et al., 2023). Environmentally friendly services in hotels are generally only offered by hotels that officially claim to be green hotels or eco-hotels and have special certifications. This concept is usually already known to potential guests who will be staying thru available booking media, travel agents, or various user-generated content applications before they finally decide to stay (Widhiarini et al., 2023).

This research was conducted to understand how green customers maintain loyalty to green hotels based on the service satisfaction provided, and to test whether typical green customers are a loyal consumer group. Knowing customer loyalty is crucial for supporting the positioning of a green hotel, allowing for more specific targeting of segments, namely consumers who are concerned about environmental sustainability, in addition to general consumers (Mehraj et al., 2023; Naidoo & Verma, 2020). Some studies related to green customer loyalty state that accurately identifying the target market will save on promotional costs. Loyal customers will continue to use similar products in the future, even at a higher price (Kumar et al., 2025; Lee & Haley, 2022; Mehraj et al., 2023; Mehta & Chahal, 2024).

Yogyakarta is one of the cities with many hotels, boasting 64 star-rated hotels and over 1000 non-star-rated hotel units, including homestays. Additionally, 12 hotels have declared themselves as eco-friendly hotels, supported by certifications issued by relevant official authorities such as the Indonesian Ministry of Tourism or the Green Building Council Indonesia (GBCI), the official government partner in determining green hotel status in Indonesia. This research was conducted at a green hotel that is also a boutique hotel located in Yogyakarta, namely 'Greenhost.' This hotel is one of the popular environmentally friendly hotels. Based on reviews on TripAdvisor, the rating for this hotel is good with a score of 4.1 (Figure 1). A survey was conducted among hotel guests to test whether satisfaction with hotel service truly influences guest loyalty.



**Figure 1.** Customer Review on TripAdvisor about Greenhost Hotel a Green Hotel in Yogyakarta (www.TripAdvisor.com, 2025)

## Methods

This research is related to perception and behavior, so data collection was also done by direct observation thru consumer surveys. The survey was conducted among hotel guests

using a random sampling technique for approximately 3 months (May – July, 2025). The instrument used was a questionnaire with closed-ended questions, and each statement was measured using a Likert scale ranging from 5 (Strongly Agree) to 1 (Strongly Disagree). The total sample size is 153 respondents, which is considered sufficient to meet the sampling quota. Criteria for < 100 is 'poor', between 100 – 200 is 'fair', and > 300 is 'good'. Considering the desired effect size and the scope of the study, which is only one hotel, the 'fair' criteria is considered sufficiently valid (Hair & Alamer, 2022; Hair et al., 2017).

The analysis was conducted statistically thru both validity and reliability testing stages to determine whether the indicators are valid and reflect unidimensionality. The influence between variables is presented in a theoretical model (Figure 2) which will be tested to determine if the model is acceptable by meeting the Goodness of Fit or not, using the multivariate analysis approach of Structural Equation Modeling (SEM) assisted by AMOS software. The presence of mediating variables will be tested using the Sobel test.

The important thing in testing a model is to find a number of theories or constructs, either from previous research findings or based on field phenomena. In the initial stage, a number of previous studies were examined to establish indicators for each variable (Table 1). There are three proposed variables: the decision to purchase a green hotel (GP), customer satisfaction with green hotel services (GCS), and green customer loyalty (GCL), as explained in Table 1 below.

**Table 1.** Description of variables and indicators based on previous studies

<b>Decision to Purchase Green Hotel (GP)</b>	<b>Customer Satisfaction on Green Hotel Services (GCS)</b>	<b>Loyalty of Green Customer (GCL)</b>
1. Perceive green services (Aldaihani et al., 2024)	1. Environmentally friendly attribute (Stockheim et al., 2024)	1. Willingness to pay even to premium prices (Rivera & Roeschmann, 2019)
2. Self-affirmation that the chosen attitude contributes to environmental preservation (Dangelico et al., 2021; Kamalanon et al., 2022)	2. The hotel atmosphere, including the ambiance, air circulation, and everything that supports a healthy environment (Balaji et al., 2019; Kumar et al., 2025)	2. Willingness to revisit (Huyen et al., 2025)
3. Awareness of environmental concerns (Sharma, 2021; Wang et al., 2023)	3. Unique eco-friendly hotel design (Filimonau et al., 2022; Zeng et al., 2024)	3. Willingness to recommend family, friends, or relatives (Balaji et al., 2019)
	4. Energy efficiency concept (water, electricity, refill products)(Jayawarsa & Saputra, 2025)	4. Testimonials through social media or other user-generated content platforms like TripAdvisor (Kamalanon et al., 2022)
	5. Hotel initiative to encourage guest involvement in green actions (towel reuse, campaigns, other green initiatives)(Filimonau et al., 2023; Husain et al., 2025)	5. Always be interested in seeking information related to green hotels while travelling (Fang & Zaman, 2025)
	6. Employee attitude in all hotel services (Gyensare et al., 2023)	
	7. Employee have good knowleged and encourage the guest to always aware to protect the environment (Husain et al., 2025; Kumar et al., 2025; Liao et al., 2020)	
	8. Healthy Food (Aljarah et al., 2025; Naatu et al., 2026)	
	9. Special reward for guest who request the bio menu (Rivera & Roeschmann, 2019; Wang et al.,	

Decision to Purchase Green Hotel (GP)	Customer Satisfaction on Green Hotel Services (GCS)	Loyalty of Green Customer (GCL)
	2024)	

## Results

### *Respondent Profile*

Based on the survey results, the respondent data obtained consists of male (55%), female (45%), with the majority being foreign tourists (58%) and the rest domestic (42%). The users of this hotel are mostly international tourists. Most respondents have a fairly good educational background, having graduated from university (85%), with occupations including executive, entrepreneur, professionals such as doctors, lawyers, educators, consultants, and also retirees. Based on age, the majority are between 21 and 50 years old, an age group that is generally quite established economically and in terms of income. This respondent profile shows that green customers do indeed have distinct characteristics marked by a good level of education, belonging to a stable social class, and being between 35 and 50 years old, an age mature enough to understand the concept of environmental conservation awareness.

**Table 2.** Respondent Profile

Socio-Demographic	Number of Respondent	%
Gender		
- Male	84	55%
- Female	69	45%
Country of Origin		
- Foreign	89	58%
- Domestic	64	42%
Education		
- University Degree	130	85%
- High School Graduate / student	23	15%
Occupation		
- Executive	26	17%
- Entrepreneur	27	18%

<b>Socio-Demographic</b>	<b>Number of Respondent</b>	<b>%</b>
- Professional	24	16%
- Employee	24	16%
- House Wife	16	10%
- Retirement	20	13%
- Others	16	10%
Age		
- < 20 years old	6	4%
- 21 - 35 years old	58	38%
- 35 - 50 years old	61	40%
- > 51 years old	28	18%
<b>TOTAL Respondent</b>	<b>153</b>	

### *Green Customer is Loyal Consumer*

Research conducted by [Lee and Haley \(2022\)](#) claims that green customers are loyal consumers. Consumers classified as green customers have specific motivations and cognitive bases in their decision-making, including when choosing a hotel. Based on the results of this consumer decision survey (GP), these decisions are influenced by perceptions of green services (35.95%), self-affirmation (20.26%), and awareness of environmental concerns (43.79%) (see Table 3). Environmental concern apparently became the strongest motivation for green customers to choose green hotels.

Meanwhile, regarding loyalty (GCL), the observation results show that green customers are indeed likely to be loyal (see Table 3), as indicated by loyalty related to Willingness to revisit (31.4%), Willingness to Pay (WTP) even at premium prices (22.9%), Willingness to recommend (20.3%), giving Testimonials on social media (15.7%), and Interest in always seeking information related to green hotels (9.8%).

For both of these variables, when looking at the standardised regression test results, all indicators show values above 0.5, which means this data is statistically valid. The normal values of the indicators based on maximum likelihood with multivariate critical ratio (C.R.) for each indicator are within the range of  $\pm 2.58$ , with a significance level of 1%, indicating that all indicators are reliable or have a normal distribution. These figures can be interpreted as indicating a significant relationship between the decision to purchase a green hotel (GP) and loyalty (GCL).

**Table 3.** Validity Test Result on Green Customer Decision & Loyalty

<b>Variabel &amp; Indicators</b>	<b>N = 153</b>		<b>Standardize Regression Test Result</b>	<b>Sig. of Model Parameter (C.R)</b>
<b>Indicators Loyalty of Green Customer</b>	<b>Number</b>	<b>%</b>	<b>Sig. Value &gt;0.5</b>	<b><math>\pm 2.58</math> with sig. 1%</b>
1. Willingness to pay even to premium prices	35	22,9%	0.811	0.896
2. Willingness to revisit	48	31,4%	0.831	-0.374
3. Willingness to recommend family, friends, or relatives	31	20,3%	0.807	-0.528
4. Testimonials through social media or other user-generated content platforms like TripAdvisor	24	15,7%	0.843	-0.077
5. Always be interested in seeking information related to green hotels while travelling	15	9,8%	0.848	-0.283

**Indicators Purchased  
Decision of Green Customer  
(GP)**

1. Perceive of green services	55	35,95%	0.802	-0.420
2. Self-affirmation that the chosen attitude contributes to environmental preservation	67	20,26%	0.737	-0.189
3. Awareness of enviromental concerns	31	43,79%	0.797	-2.698

Note: Critical Ration (C.R) Value of Multivarite -0.08

*Satisfaction on Green Services Mempengaruhi Loyalitas Konsumen*

Regarding the test results on the relationship between green customer satisfaction (GCS), which consists of several indicators as explained in Table 1, the survey results show that the highest consumer appreciation across 9 indicators is for the hotel's initiative to encourage guest involvement in green actions (17%), followed by the energy efficiency concept (15%), the hotel atmosphere including ambiance, air circulation, and everything that supports a healthy environment (12.4%), Unique Eco-friendly hotel design (11.8%), eco-friendly attributes (11.1%), employees have good knowledge and encourage guests to always be aware of protecting the environment (9.8%), healthy food in food menu services (9.2%), Employee attitude in services (7.8%), and special reward for guests who request bio menu (5.9%) (see Table 2). Based on these answers, it shows that guests highly appreciate the campaign as an invitation for them to be aware of environmental sustainability and the risks of the impact caused by their activities at the hotel. Statements like this have also been made by Shehawy et al. (2024) and Wang et al. (2023) In his research on green hotel guests, he stated that the hotel's initiatives represent how committed the hotel is to its status as an environmentally friendly hotel.

Based on testing for each green service satisfaction indicator (Table 4), the standardised regression test results show that all indicators have values above 0.5, meaning this data is statistically valid. The reliability value of the indicators based on maximum likelihood with a multivariate critical ratio (C.R.) for each indicator is in the range of  $\pm 2.58$  with a significance level of 1%, indicating that all indicators are normally distributed. Thus, it can be concluded that there is a significant relationship between green customer satisfaction (GCS) and their loyalty (GCL), meaning that if consumers are satisfied and the service meets their expectations, they are likely to become loyal customers.

**Tabel 4.** Validity Test Result of Green Customer Service Satisfaction

<b>Variabel Green Customer Satisfaction on Green Service</b>	<b>N = 153</b>		<b>Standardize Regression Test Result</b>	<b>Sign. of Model Parameter (C.R)</b>
<b>Indicators :</b>	<b>Number</b>	<b>%</b>	<b>Valid &gt;0.5</b>	<b><math>\pm 2.58</math> with sig. 1%</b>
1. Environmentally friendly attribute	17	11,1%	0.850	-1.700
2. The hotel atmosphere, including the ambiance, air circulation, and everything that supports a healthy environment	19	12,4%	0.810	0.901
3. Unique Eco friendly hotel design	18	11,8%	0.779	-0.177
4. Energy efficiency concept (water, electricity, refill products)	23	15,0%	0.837	0.632
5. Hotel initiative to encourage guest involvement in green actions (towel reuse, campaigns, other green initiatives)	26	17,0%	0.847	-2.550
6. Employee attitude in all hotel	12	7,8%	0.837	0.560

services				
7. Employee have good knowleged and encourage the guest to always aware to protect the environment	15	9,8%	0.779	0.214
8. Healthy food	14	9,2%	0.810	-1.321
9.Special reward for guest who request the bio Menu	9	5,9%	0.850	-0.823

Note: Critical Ration (C.R) Value of Multivarite -0.08

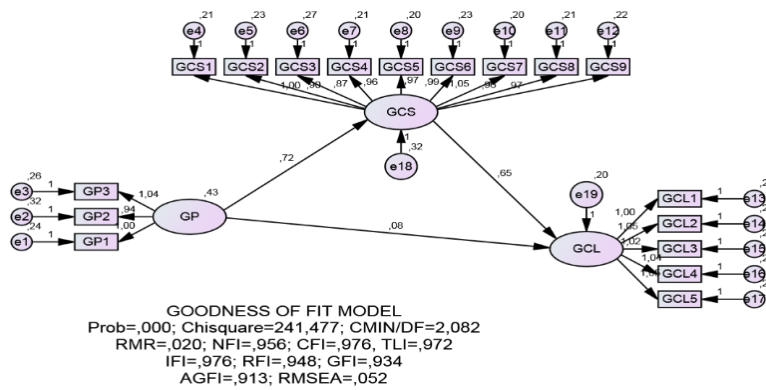
*Satisfacation on Green Services Memediasi Loyalitas of Green Customer*

To determine whether service satisfaction can act as a mediating variable, making green customers more loyal, model testing is necessary. This testing is conducted using the SEM approach by finding the Goodness of Fit (GoF) value of the model. The following is the model that will be tested.



**Figure 1.** Theoretical Model Green Customer Loyalty

Based on the theoretical model in Figure 1 above, a structural equation can be developed as shown in Figure 2. The GoF values of the model can be explained in Table 5, and the results indicate that the relationships between variables in the model are mostly FIT, meaning the tested model is quite good and acceptable, allowing for subsequent testing between variables (Table 6).



**Figure 2.** Structural Equation Model of Green Customer Loyalty

**Table 5.** Test Result of Goodness of Fit (GoF)

Goodness of fit index	Cut off Value	Result	Evaluation Model
Chi Square (df = 67)	Small ( < 605,666)	3038,474	Fit
Probability	≥ 0,05	0,000	Fit
CMIN/DF	≤ 2,00	2,082	Fit
GFI	≥ 0,90	0,934	Fit

AGFI	≥ 0,90	0,913	Fit
TLI	≥ 0,95	0,972	Fit
CFI	≥ 0,95	0,976	Fit
RMSEA	≤ 0,08	0,052	Marginal

The test of the relationship between variables shows that only one variable has a probability value greater than 0.05, namely the relationship between the decision to purchase a green hotel (GP) and green customer loyalty (GCL) with a P-value of 0.171 (Table 6). This means that the decision to purchase a green hotel has an insignificant relationship with loyalty when tested in detail within the model. Therefore, testing is needed with the mediating variable of hotel service satisfaction (green customer services/GCS) using a mediation test (Table 7).

**Table 6.** Test Result of Inter-variable Relationship

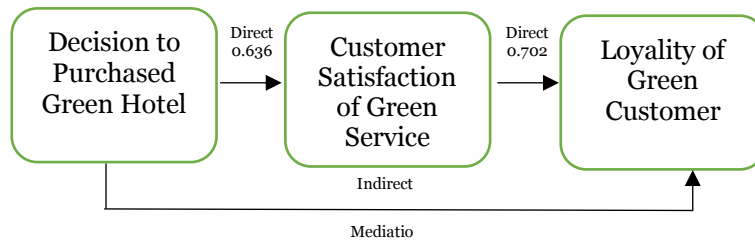
Variables & Indicators	Estimate	S.E.	C.R.	P	Label
GCS → GP	,716	,064	11,272	***	par_15
GCL → GCS	,653	,058	11,265	***	par_16
GCL → GP	,082	,060	1,368	,171	par_17
B GP1 → GP	1,000				
GP2 → GP	,944	,067	13,991	***	par_1
GP3 → GP	1,038	,069	15,087	***	par_2
GCS1 → GCS	1,000				
GCS2 → GCS	,898	,045	20,173	***	par_3
GCS3 → GCS	,872	,046	18,921	***	par_4
GCS4 → GCS	,963	,045	21,503	***	par_5
GCS5 → GCS	,972	,044	21,928	***	par_6
GCS6 → GCS	,991	,046	21,408	***	par_7
GCS7 → GCS	1,048	,046	22,877	***	par_8
GCS8 → GCS	,965	,045	21,561	***	par_9
GCS9 → GCS	,969	,045	21,569	***	par_10
GCL1 → GCL	1,000				
GCL2 → GCL	1,053	,056	18,828	***	par_11
GCL3 → GCL	1,017	,055	18,329	***	par_12
GCL4 → GCL	1,039	,053	19,543	***	par_13
GCL5 → GCL	1,048	,054	19,555	***	par_14

After inter-variable testing because there was a non-significant relationship in the proposed model, it was found that green customer satisfaction (GCL) had a probability value above the non-significant reference value of 0.171 or above 0.05. Therefore, a mediation test was used to determine whether green customer satisfaction had a mediating function. Using the Sobel Test (Table 7), the results show that the decision to purchase a green hotel (GP) has a direct relationship with green customer satisfaction (GCS) at 63.5%, and a direct relationship with green customer loyalty (GCL) at 70.2%. The decision to purchase a green hotel (GP) also has an indirect relationship with green customer loyalty (GCL) at 44.7%. Based on these results, it can be explained that only with the mediation of green customer satisfaction (GCS) at 70.2%, the decision to purchase (GP) or green customers can become loyal customers in the future. In other words, consumer decisions have an indirect relationship with loyalty, unless satisfaction is included as a mediating variable (Figure 3).

**Table 7.** Test Result of Mediating Variable using Uji Sobel

Standardized Direct Effects	Standardized Indirect Effects
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Variables	GP	GCS	GCL		GP	GCS	GCL
GCS	,636	,000	,000	GCS	,000	,000	,000
GCL	,078	,702	,000	GCL	,447	,000	,000



**Figure 4.** Mediating Value of Green Customer Satisfaction in Building Customer Loyalty

## Discussion

Based on the survey results and testing of the green customer loyalty model, several interpretations can be put forward. First, it is true that consumers who use green hotels are loyal consumers when viewed based on their assessment of the indicator "willing to revisit" as the highest rating for the loyalty variable. It can also be justified that the opinion of green customers being a loyal consumer type is based on their decision to choose green hotels being more influenced by high environmental awareness. This can also be proven statistically that this data is valid and reliable. Respondent profiles confirm green customers as educated (85% university graduates), mid-career professionals aged 21-50, with 58% international tourists, aligning with literature on their demographic maturity and eco-motivations. A number of researchers also agree that green customers tend to have a high level of fanaticism regarding their decision to use eco-labeled products ([Filimonau et al., 2022](#); [Kumar et al., 2025](#); [Manthé et al., 2025](#); [Wang et al., 2023](#); [Wang et al., 2024](#); [Zeng et al., 2024](#)).

Second, based on the model test (Figure 4), green customers in their decision-making will not automatically become loyal customers if they are dissatisfied with the service provided. This means that loyalty must still be mediated with good service in accordance with the principles of green hotel management, without reducing guest comfort during their stay at the hotel. The dimensions of service satisfaction include, among others, eco-friendly attributes, hotel atmosphere including ambiance, air circulation, everything that supports a healthy environment, unique eco-friendly hotel design, energy efficiency concept (water, electricity, product refills), hotel initiatives to encourage guest involvement in green actions (re-use towels, campaigns, other green campaigns), employee attitude in services, employees having good knowledge and encouraging guests to always be aware of protecting the environment, healthy food in food menu services, and special rewards for guests who request bio menus. Satisfaction with these services by Huyen et al. (2025) referred to as a green trust or called by Balaji et al. (2019) as green hotel attribut (GHA). Service satisfaction indicators scored highest for hotel initiatives encouraging green actions (17%), energy efficiency (15%), and ambiance (12.4%), all statistically valid (regression >0.5, C.R. within 2.58).

Third, the service factor plays an important role in increasing customer loyalty; the better the service provided, the higher the chances of turning consumers into more loyal customers. Loyalty criteria include, among others, Willingness to Pay to Even in Premium Prices, Willingness to Revisit, Willingness to Recommend, Social Media Testimonials, and Interest in Always Seeking Information Related to Green Hotels. Direct loyalty from purchase decisions was insignificant ( $P=0.171$ ), but SEM model fit well ( $GFI=0.934$ ,

CFI=0.976, RMSEA=0.052).

Green customer satisfaction fully mediates the path from purchase decisions to loyalty, with direct effects (GP→GCS: 0.636; GCS→GCL: 0.702) and indirect effect (0.447 via Sobel test), emphasizing "green trust" through attributes like eco-design and employee awareness. This supports studies (Balaji et al., 2019; Huyen et al., 2025) showing service quality converts eco-conscious choices into repeat behavior without comfort trade-offs. However, this research was conducted on a small scale within a hotel with limited respondents and variable dimensions. Research on a larger population could certainly enrich the findings of this study, revealing which service dimensions can be adopted by green hotel managers.

## Conclusion

Green customer loyalty is about how consumers with their unique characteristics in terms of education, mature decision-making, and high environmental awareness become loyal customers. Mediation in the dimension of good service can be a tool for green hotel management to increase consumer loyalty, which can also be referred to as green trust from consumers. Consumers are very aware of their decision to book a green hotel based on their preferences from various sources. It is a challenge for hotels to improve their service by engaging and educating consumers who are involved in environmental conservation, as this has become one of the important values considered by consumers.

The elements within service as green hotel services pose challenges for green hotel managers in implementing initiatives related to promotion, promoting customer responsibility, building and adapting to environmental sensitivity. Tailor-made marketing based on services will be more effective by focussing on the services preferred by consumers, which will ultimately encourage consumers' green hotel choices. Managers should prioritize guest engagement in sustainability (e.g., towel reuse campaigns) over lesser-rated perks like bio-menu rewards (5.9%), as these boost loyalty metrics like recommendations (20.3%). Limitations note the single-hotel focus, suggesting broader studies for generalizable service priorities in green hospitality.

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