

# The effect of environmentally-friendly practices on hotel customers: The case of Trabzon, Turkey

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**Abstract:** The goal of this study is to find out how green product quality, green hotel image, green customer satisfaction, and green customer loyalty are interconnected. Customers staying in green hotels in Trabzon make up the population of the study. The survey approach was utilized to collect the data used in the study. The convenience sampling method was utilized in the study, and 304 people were contacted. Prior to arriving at the hospitality facility, approximately two-thirds of the participants did not know whether the facility was an environmentally-friendly hotel. Green product quality, green customer satisfaction, and green customer loyalty are all positively related, according to the findings. Furthermore, there is a relationship among green corporate image, green customer satisfaction, and green customer loyalty. Finally, enhancing green consumer satisfaction increases green customer loyalty.

**Keywords:** Green hoteling; Green practices in hotels; Green customer loyalty; Green customer satisfaction; Trabzon.

## El efecto de las prácticas de responsabilidad ambiental de los hoteles en los clientes: El caso de Trabzon, Turquía

**Resumen:** El objetivo de esta investigación es conocer la relación entre las variables de calidad ambiental del producto, imagen del hotel verde, satisfacción ambiental del cliente y lealtad ambiental del cliente en los negocios hoteleros. El universo de la investigación consiste en huéspedes que se alojan en empresas hoteleras ambientalmente sensibles que operan en Trabzon. Los datos utilizados en la investigación se obtuvieron mediante el método de encuesta. En el estudio, se llegó a 304 participantes mediante el método de muestreo por conveniencia. Se determinó que aproximadamente dos tercios de los participantes no tenían información sobre si la instalación es un hotel ecológico o no antes de llegar a la instalación de alojamiento. Según los resultados de la investigación, la calidad ambiental del producto y la satisfacción ambiental del cliente y la lealtad ambiental del cliente están relacionadas positivamente. Además, existe una relación positiva entre la imagen corporativa ambiental y la satisfacción del cliente ambiental y la lealtad ambiental del cliente. Finalmente, la satisfacción del cliente ambientalista es eficaz para aumentar la lealtad del cliente ambientalista.

**Palabras Clave:** Hotel ecológico; Prácticas respetuosas con el medio ambiente en hoteles; Fidelización de clientes ecológicos; Satisfacción medioambiental del cliente; Trabzon.

## 1. Introduction

The severity of economic, socio-cultural, and environmental destruction in the world will adversely impact future generations' access to resources, according to the 1987 Report on Our Common Future, which distinguished the concept of sustainable development and added that precautions need to be taken as well as critical environmental effects of industries had to be clearly demonstrated (WCED, 1987). Limitations on chlorocarbon emissions were enforced at the 1987 Montreal Conference to avert these harmful impacts, and the 1997 Kyoto Protocol resolved to reduce carbon dioxide emissions. It should be highlighted that legislation aimed at preventing this and other types of environmental damage have a direct impact on industries, businesses, and consumers (Chen et al.,

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2006: 331). Businesses that perceive it as a potential, for example, can create products that suit consumer demand while still being environmentally conscious of problems such as global warming and pollution (Chen, 2010: 307).

The surge in environmental issues, on the other hand, introduces organizations to some environmental pressures. Corporate stakeholders exert pressure on businesses to reduce harmful environmental and social impacts. Businesses have begun to incorporate environmental management systems in their management processes as a result of international agreements and environmental legislation becoming compulsory. With the United Nations Green Globe 21 regulation, businesses have been given a range of obligations, including the formulation of a corporate sustainability policy, energy consumption, water resources, solid waste, corporate social responsibility, resource preservation, and chemical use (Bohdanowich et al., 2004).

The concept of “green consumer” stemmed from the social and environmental movements that grew in tandem with the public’s growing understanding of “environmental awareness” in the early 1990s (Bohdanowicz, 2004:2; Lee et al, 2010: 901). As a result of this development, there has been a greater awareness of environmental responsibility in the hotel industry along with the discussion of its managerial implications. Customers became more aware of environmental issues like as global warming, ozone depletion, and habitat destruction, and their purchasing habits changed as a result (Lee et al., 2010). In a study that has been performed in Greece, for example, 92 percent of customers reported they have a positive attitude toward organizations that are environmentally-friendly (Papadopoulos et al., 2009:3). On the other hand, according to a study conducted in partnership with the International Hotel and Environment Initiative and Accor, 90% of hotel guests opt to stay in a hotel that is environmentally-friendly (Mensah, 2004).

Adapting to environmental demands, obtaining a competitive advantage, boosting corporate image, pursuing new market opportunities, and maximizing product value are just a few of the reasons why businesses are turning to green hospitality practices (Chen, 2010). Nonetheless, hotel businesses attempt to educate their consumers about environmentally-friendly activities and to encourage the spread of these practices. This is because consumers agree to pay higher prices for items and services created as part of green hotel management, and businesses benefit as a result (Ham and Han, 2013:732).

The “Green Star” application, which is also implemented in Turkey, is one of the environmentally valuable measures put in place by hotels in accordance with the client demands and profit-making aims. Green star certificates are awarded to environmentally-friendly hotel companies in Turkey as part of the “Environmentally-friendly Accommodation Facilities Project.” *This application was published in the Official Gazette on 11.09.2008 in the annex of the Communiqué no. 2008/3 on “Granting Environmentally-friendly Accommodation Facility Certificate to Accommodation Facilities with Tourism Operation License” and entered into force* (Resmi Gazete, 2008). The green star application comes with a number of penalties for lodging businesses, including consequences for reducing energy, water, and waste consumption, promoting the use of renewable energy resources, environmentally-friendly facility planning, ecological architecture, environmental awareness, and training (Kültür ve Turizm Bakanlığı, 2020).

Trabzon is an important tourism destination located in the Eastern Black Sea Region of Turkey. The province has touristic attractions in faith tourism, eco-tourism and highland tourism, especially in Sümela Monastery and Uzungöl (DOKA,20145). In the last 10 years, Trabzon has been among the tourism destinations frequented by Middle Eastern tourists in Turkey. According to the tourism statistics of 2021, 406,113 tourists, 147,486 foreign tourists and 258,617 domestic tourists, visited Trabzon with accommodation. These tourists have spent 837,828 overnights in accommodation facilities with tourism operation certificate (Kültür ve Turizm Bakanlığı, 2022). By year 2021, 2 environmentally friendly hotels continue their activities in Trabzon. One of these hotels has a green star certificate and the other has a green key certificate.

The perceptions of customers who demonstrate green behavior of customers about hotel environmental practices have become more prominent as consumer interest in environmentally-friendly procedures in hotel operations has grown (Lee et al., 2010). The implications of green hotel image on green customer satisfaction and loyalty as well as how environmental activities affect green consumer satisfaction and loyalty will be examined in this study. The goal of this study is to uncover the link among green product quality, green hotel image, green customer satisfaction, and green customer loyalty in environmentally-friendly hotel businesses in Trabzon.

## 2. Conceptual and Theoretical Framework

### 2.1. Quality of Green Product

Gained popularity in the 1990s, the notions of corporate social responsibility and environmental management appear to be strongly addressed in the literature towards the turn of the twenty-first century. In recent research, it has been acclaimed that environmental management practices make a weighty contribution to an organization's competitiveness (Mihalic, 2000; Madsen and Ulhøi, 2003; Mazurek, 2014; Bennett and Huybers, 2003). Furthermore, it is believed that there is a meaningful relationship between company's environmental strategy and firm performance (Chang and Fong, 2010; Kassimis and Soteriou, 2003).

Green products are becoming more and more essential owing to the fact that environmental management methodologies have become more prevalent. In this context, the elements of green product actualize quality energy saving, pollution prevention, waste recycling and green product designs along with implementing environmentally sensitive practices included in corporate environmental management (Chen et al., 2006). Green, products are regarded as environmentally-friendly and ecological products that are fed with the concepts of nature and sustainability (Sdrolia and Zarotiadis, 2019). Customers, today, are willing to pay more for green products and services that prevent environmental damage, and this is recognized as a green lifestyle (Chen et al., 2015). Likewise, governments and environmental organizations all over the world have advocated for the introduction of environmentally-friendly products, particularly in the last 30 years (Chen, 2001).

Environmentally-friendly approaches have been recommended in the framework of waste management, water and energy conservation, and biological diversity protection in order to mitigate the harmful effects of tourism on the environment in hospitality businesses as well (Ayaz, 2013). The Green Star application is a certification system administered by the Ministry of Culture and Tourism that is used to raise environmental awareness and promote and reward touristic facilities that make positive contributions to the environment (Kültür ve Turizm Bakanlığı, 2020). Turkey the Ministry of Culture and Tourism has determined 103 criteria regarding environmental management practices within the scope of the green star project. These criteria are a) environmental management policies and action plans (8 criteria), b) general management criteria (22 criteria), c) environmentally friendly practices in the bedroom (14 criteria), d) environment-friendly arrangement of the facility (4 criteria), e) energy consumption (12 criteria), f) water consumption (11 criteria), g) hazardous chemicals (7 criteria), h) wastes (10 criteria), i) other services (15 criteria) (Resmi Gazete, 2017). Besides, The Environmental Education Foundation of Turkey (TÜRÇEV), determined 150 criteria in 13 different sections with green hotel management within the scope of the green key project. These criteria are a) environmental management (9 criteria), b) personnel participation (6 criteria), c) guest information (7 criteria), d) washing and cleaning (12 criteria), e) energy (29 criteria), f) water (17 criteria), g) food and beverage (11 criteria), h) wastes (19 criteria), i) internal environment (6 criteria), i) corporate social responsibility (11 criteria), j) green areas (6 criteria) ), k) relates to administration and management (12 criteria) (TÜRÇEV, 2022).

Environmentally-friendly practices are made use of to implement environmental initiatives in hotel businesses by ensuring the standards of green products, ensuring sustainability, efficiently employing resources, and achieving competitive advantage, all in line with the purpose of businesses to contribute to society. Nevertheless, it should be underlined that green product quality will play a major part in promoting green consumer satisfaction and loyalty, as well as providing hotel businesses with a corporate competitive advantage (Chen et al., 2006; Chang and Fong, 2010; Pianroj, 2012; Supriadi et al., 2017; Asgharian et al., 2012). In this context, the following hypotheses regarding the green product quality variable will be tested in the research:

*H1: The success of green product quality leads to an increase in green customer satisfaction.*

*H3: The success of green product quality leads to an increase in green customer loyalty.*

### 2.2. Green Customer Satisfaction and Green Customer Loyalty

Customer satisfaction, or customer contentment, is unquestionably one of the most crucial objectives for businesses. Customer satisfaction is a key factor in forming customer loyalty and demonstrating the marketing function in the hospitality industry. Consequently, customer satisfaction adds to the corporate image, producing a desire to repurchase the goods and services supplied to customers, and ensuring market performance (Bobbett, 2010).

Green customer satisfaction, from the other hand, corresponds to a customer's degree of contentment with their consumption in order to meet environmental demands, sustainability expectations, and green needs (Martinez, 2015: 902). In other words, green customer satisfaction makes it possible for businesses meet customers' environmental needs and wants, and this condition is valued and appreciated by customers (Chang and Fong, 2010: 2837).

It is beneficial to clarify the concept of green customer loyalty after establishing the concept of green customer satisfaction. In general, there should be four components to the concept of customer loyalty. The intent to repurchase the good or service, price tolerance, willingness to suggest the brand or company, and the strength of the will to purchase are all factors to take into account (Zena and Hadisumarto, 2012). Customer loyalty, according to Oliver (1999:35), is viewed as an important desire, motivation, and commitment to repurchase. Customer loyalty, on the other hand, is characterised by Dick and Basu (1994: 99) as the strength of the association between an individual's relative attitude and repeated purchase behavior. The commitment of a customer to repurchase or continue using a green brand or product is considered as green customer loyalty (Martinez, 2015:901). With their environmentally-friendly efforts, green hotel businesses can also produce originality for customers, and it should be noted that this circumstance is appropriate for loyalty evaluation (Kement and Çavu o lu, 2019: 180). The emphasis of profitable hotel management should be on maintaining existing customers through the implementation of strong customer satisfaction and loyalty initiatives (Dominici and Gusso, 2010:3). The fundamental reason for this is that acquiring new clients costs more than retaining existing ones (Yusof et al., 2017: 4).

Green customer satisfaction and loyalty increase as a result of environmentally-friendly methods and green management activities in hospitality industry. Increased green consumer pleasure, on the other hand, leads to increased green customer loyalty (Asgharian, 2012; Chen, 2013; Martinez,2015; Suki, 2015). In this context, the following hypothesis has been developed for the variables of green customer satisfaction and green customer loyalty in the research:

*H2: Increasing the level of green customer satisfaction leads to an increase in the level of green customer loyalty.*

### **2.3. Green Corporate Image**

The set of brand-related associations that acquire a position in the minds of consumers is referred to as corporate image (Keller, 1993:2). Customers gain from corporate image in three ways: experiential, functional, and symbolic. Functional and experiential rewards are product-related characteristics, whereas symbolic benefits constitute non-product or service-related features that pertain to customers' underlying psychological requirements, such as self-expression (Park et al., 1986). Green corporate image, on the other hand, is classified as a brand's perceptions of environmental obligations and concern in the eyes of consumers (Chen, 2010: 309).

Environmentally-friendly procedures in the hotel industry have a major impact on the hotel's overall image (Martinez, 2015: 898). Likewise, because customers value environmental issues and environmental awareness in hotels, environmentally-friendly service production seems to have become a requirement in terms of image, reputation, and competitive advantage for hotel businesses (Ham and Han, 2013: 733). Furthermore, the growing awareness of environmental issues, as well as the adoption of tight international legislation in this domain, highlights the need of a green brand image for hotel businesses (Chen, 2010: 309).

The construction of an environmentally-friendly business perception in the eyes of the organization, guests, staff, and society is considered as green corporate image development in hotel businesses. Numerous studies show that a green business image has a substantial impact on green consumer satisfaction and loyalty (Chang and Fong,2010; Martinez, 2015; Chen, 2010; Pianroj, 2011). The hypotheses to be tested in the research regarding the specified variables are as follows:

*H4: Green corporate image leads to an increase in green customer satisfaction.*

*H5: Green corporate image leads to increased green customer loyalty.*

### **2.4. Research Method**

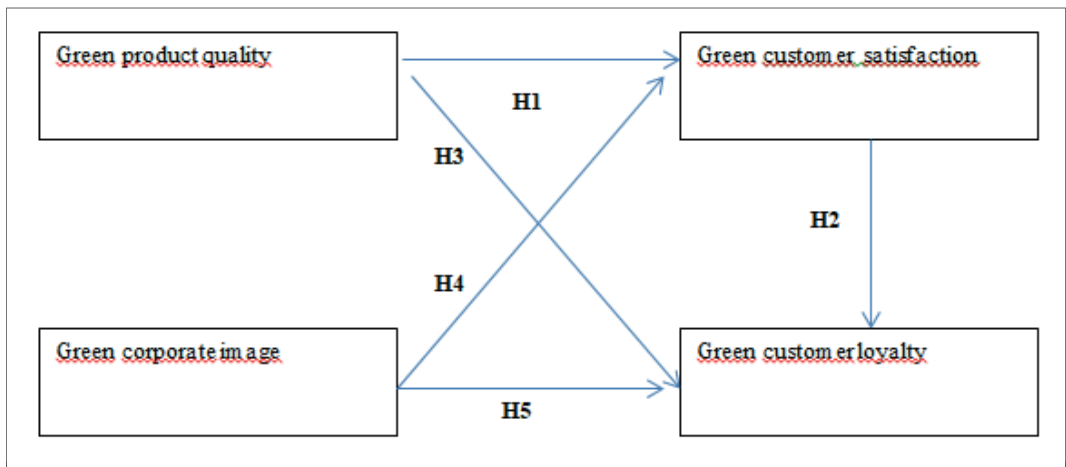
The population of the research consists of customers staying in environmentally-friendly hotel businesses in Trabzon. As of February 2, 2020, Trabzon contains a single hotel with the Ministry of Culture and

Tourism's "Environmentally-friendly Hotel" accreditation, which is given to environmentally-friendly hotels (Kültür ve Turizm Bakanlığı, 2020). Also, there is 1 hotel business with the "Green Key" certificate given to environmentally sensitive hotels by the Foundation for Environmental Education of Turkey (TÜRÇEV) in this city (TÜRÇEV,2020). The data used in the study were obtained from guests who stayed at these two hotels. For the study's sample, the convenience sampling approach, which is one of the non-probability sampling methods, was utilized (Şencan, 2007: 130). Due to time and financial restrictions, the convenience sampling approach was deemed to be appropriate in the process of identifying the sample from the universe. The surveys were collected between September 2019 and January 2020. Environmentally-friendly hotel guests completed 310 surveys, with six incomplete questionnaires being discarded from the assessment.

The data for the study was generated using a survey technique. The constructed questionnaire is divided into two sections. Questions concerning demographic data were utilized in the first section, while questions about environmental product quality, green hotel image, green customer satisfaction, and green customer loyalty have been used in chapter two. Chang and Fong's study "Green product quality, green corporate image, green customer happiness, and green customer loyalty" was modified to create the survey scale (2010). The demographic information of the participants, as well as other information about them, are included in the first section of the questionnaire. There are a total of seven questions in this context. There are 15 closed-ended statements in the second section of the questionnaire that examine consumers' perceptions of hotels' environmentally-friendly actions. Five of the 15 questions in the second section are about product quality, three are about green hotel image, four are about green customer satisfaction, and three are about green customer loyalty.

The demographic and other descriptive statistics of the participants were first incorporated in the research analysis. In the next step of the analysis, the reliability of the questionnaire items was investigated first, followed by the reliability of each factor and all factors (Cronbach's Alpha coefficients). Additionally, the existence of a relationship between the variables was explored, and the Pearson Correlation analysis was used to assess the level of the relationship, if there was one. Simple regression analysis was used to determine the effect levels in accordance with the hypotheses tested across all related variables. The research model adapted from the study named "Green product quality, green corporate image, green customer satisfaction, and green customer loyalty" prepared by Chang and Fong (2010) and to be applied to customers staying in environmentally-friendly hotels in Trabzon is shown in Figure 1:

**Figure 1: Conceptual Model of the Research**



## 2.5. Findings of the Research

The results and interpretation of demographic findings are discussed first in the research findings section. The correlation analysis, which reveals the level of relationship, and the regression analysis, which identifies the effect level, are then included. Table 1 illustrates statistics on the participants' demographics and other information.

**Table 1: Descriptive Statistics on Demographic and Other Information of Participants**

Demographic features		number	(%)
Gender	Female	137	45,1
	Male	167	54,9
Educational Status	Primary education	12	3,9
	High school	71	23,4
	Associate Degree	30	9,9
	Bachelor's degree	141	46,4
	Graduate	50	16,4
Age	18-29	87	28,6
	30-39	106	34,8
	40-49	75	24,7
	50-59	30	9,9
	60 and more	6	2,0
Income rate	2000 TL and below	28	9,2
	2000-3999 TL	146	48,0
	4000-5999 TL	71	23,4
	6000-9999 TL	34	11,2
	10000 TL and more	25	8,2
Preferred Tourism Type	Winter Tourism	58	19,1
	Eco-tourism	39	12,8
	Culture Tourism	76	25,0
	Coastal Tourism	128	42,1
	Other	3	1,0
Did you know that the hospitality facility is an environmentally-friendly hotel?	Yes	101	33,2
	No	203	66,8
What is your Basic Priority in Choosing a hospitality Facility?	Comfort	81	26,6
	Price	70	23,0
	Environmental awareness	68	22,4
	Service Quality	84	27,6
	Other	1	0,4

Table 1 shows that undergraduate program graduates account for 46% of the participants in the education level group. When the participants' income levels were assessed, it was discovered that 48% had a monthly income of 2000-3999 TL and just 10% had a monthly income of 10,000 TL or higher. Coastal tourism is the most popular type of tourism among participants, with 42.1 percent. It's noteworthy to mention that the inclination for eco-tourism, also known as environmentally-friendly tourism, remains at 12.8 percent in environmentally-friendly hotel businesses. Another completely at odds circumstance is that 66.8% of customers are unaware that the specified facility is an environmentally-friendly hotel before visiting it. The key priority elements that influence the participants' decision of accommodation facility involve service quality and comfort, and environmental sensitivity is proven to be the least essential problem.



**Table 2: Reliability Analysis Results (Cronbach's Alpha)**

Green Product Quality Factor	Green Hotel Image Factor	Green Customer Satisfaction Factor	Green Customer Loyalty Factor	Overall Reliability of Factors
0,861	0,445	0,743	0,675	0,861

The study's reliability was identified using Cronbach's Alpha model. As shown in Table 4, the reliability coefficient retrieved from the "green product quality" factor of 0.861 is between 0.80 and 1.00, denoting that it is highly reliable, whereas the reliability coefficient obtained from the "green hotel image" factor of 0.445 is between 0.40 and 0.60, inferring that it is low reliable. Further, the "green customer satisfaction" factor's reliability coefficient of 0.743 is quite reliable, since it is between 0.60 and 0.80, while the "green customer loyalty" factor's reliability coefficient of 0.675 seems to be quite reliable, because it is between 0.60 and 0.80. On the other hand, the reliability result generated from all factors (0.861) has high reliability since it is between 0.80 and 1.00 (Kayış, 2017: 405).

The first factor in the research includes the average of the expressions concerning the green product quality is 4.0355, which is quite closer to "I agree." The provided factor's standard deviation is 0.81750. The average value of the green customer satisfaction factor, which is another variable, is at the level of 3.4178. The green customer satisfaction variable owns a standard deviation of 0.87327. The green hotel image variable holds an average of 3.4507, whereas the green customer loyalty variable has an average of 3.2895. 0.76150 and 0.89055, respectively, are the standard deviations of the same variables.

**Table 3: Correlation Analysis Results**

Independent variables	Dependent variables	
	Green Customer Satisfaction	Green Customer Loyalty
Green Product Quality	0,472**	0,437**
Green Customer Satisfaction	1	0,649**
Green Corporate Image	0,192**	0,248**

Table 3 shows descriptive and correlation analyses of four separate aspects in the study. "Green product quality," "green hotel image," "green customer satisfaction," and "green customer loyalty" are characteristics of these criteria. A correlation coefficient of 1.00 indicates a perfect positive relationship, whilst 0.70-1.00 implies a strong correlation, 0.70-0.30 reflects a medium correlation, and 0.30-0.00 denotes a low correlation. The percentage of the relationship between the variables is calculated by taking the square of the correlation coefficient ( $r^2$ ) (Büyüköztürk, 2005:32). The correlation coefficients ( $r$  value) between the analysis are presented in Table 4. The pattern in which the variables in the study model fluctuate together will be described and evaluated. The results display that there is a positive and significant 22% ( $r^2$ =square of the correlation coefficient) moderate relationship between the "green product quality" variable and the "green customer satisfaction" variable. Accordingly, the green product quality variable is responsible for 22% of variations in green customer satisfaction.

Moreover, there is a moderate 42 percent positive and significant relationship connecting green customer satisfaction and green customer loyalty. In other words, the green customer satisfaction variable is responsible for 42% of the alterations in the green customer loyalty variable. However, there is a moderately positive 19% significant relationship between the green product quality variable and the green customer loyalty variable. On the other hand, there is a 3% positive and low correlation between corporate image and green customer satisfaction variables. Finally, once the relationship between green corporate image and green customer loyalty characteristics is reviewed, a 6% positive and low correlation between the variables can be found.

**Table 4: Regression Analysis Results**

Propositions	Green Customer Satisfaction			
	R <sup>2</sup>	Beta	F	p
Green Product Quality	0.223	0.472	86,761	0.000
	Green Customer loyalty			
Green Customer Satisfaction	R <sup>2</sup>	Beta	F	p
	0.422	0.649	220,046	0.000
	Green Customer loyalty			
Green Product Quality	R <sup>2</sup>	Beta	F	p
	0.191	0.437	71,423	0.000
	Green Customer Satisfaction			
Green Hotel Image	R <sup>2</sup>	Beta	F	p
	0.037	0.192	11,505	0.001
	Green Customer loyalty			
Green Hotel Image	R <sup>2</sup>	Beta	F	p
	0.062	0.248	19,832	0.000

The first hypothesis of the study is to determine the extent to which green product quality promotes the green customer satisfaction. The F statistic, which signifies the model's significance, and the p (sig.) value, which indicates the significant level of this value, are investigated in the regression analysis. Since the specified value is  $p=0.000$ , green product quality, which is the independent variable, has a significant effect on green customer satisfaction. When the estimated values (Beta value) of the coefficients in the model are examined, it is seen that this value is 0.472. This means that 1 unit increase in green product quality will increase total green customer satisfaction by 0.472 units. Accordingly, "*H1: The success of environmental product quality leads to an increase in green customer satisfaction.*" hypothesis is accepted.

Likewise, the second proposition involves measuring the effect of green customer satisfaction on green customer loyalty. Since the specified p value is 0.000, green customer satisfaction, which is the independent variable, significantly affects green customer loyalty, which is the dependent variable. It is noticed that the beta value in the model is 0.649. This means that 1 unit increase in green customer satisfaction will increase total green customer loyalty by 0.649 units. Therefore, this result indicates that "*H2: Increasing the level of green customer satisfaction leads to an increase in the level of green customer loyalty.*" is accepted.

Another research hypothesis focuses on the impact of green product quality on green customer loyalty. As the resulting value is  $p=0.000$ , green product quality, which is the independent variable, significantly impacts the green customer loyalty, which is the dependent variable. It is noted that the estimated values (Beta value) of the coefficients are 0.437. A 1 unit increase in green product quality will increase total green customer loyalty by 0.437 units. Thus, the third "*H3: The success of green product quality leads to an increase in green customer loyalty.*" hypothesis is accepted.

The degree of effect of green hotel image on green customer satisfaction is the fourth proposition of this study. Since the resulting value is  $p=0.001$ , green hotel image, which is the independent variable, significantly affects green customer satisfaction, which is the dependent variable. When the estimated values (Beta value) of the coefficients are evaluated, it is seen that this value is 0.192. This means that a 1 unit increase in green product quality will increase overall green customer satisfaction by 0.192 units. Accordingly, "*H4: Green corporate image leads to an increase in green customer satisfaction.*" is accepted.

Finally, the effect of the green hotel image variable on the green customer loyalty variable will be considered. Because the significance value is  $p=0.000$ , the green hotel image independent variable significantly affects the green customer loyalty dependent variable. The beta value of 0.248 means that 1 unit increase in green hotel image will increase total green customer loyalty by 0.248 units. Therefore, "*H5: Green corporate image leads to increased green customer loyalty.*" is accepted. The test results of the hypotheses explained in Table 6 are summarized.



**Table 5: Hypothesis Test Results**

Hypotheses	Degree of Relationship	Coefficient Estimate Values (Beta Value)	Hypothesis Acceptance
H1	Green Product Quality- Green Customer Satisfaction	0,472	Accepted
H2	Green Customer Satisfaction - Green Customer Loyalty	0,649	Accepted
H3	Green Product Quality - Green Customer Loyalty	0,437	Accepted
H4	Green Hotel Image - Green Customer Satisfaction	0,192	Accepted
H5	Green Hotel Image - Green Customer Loyalty	0,248	Accepted

### 3. Conclusion and Discussion

The objective of this study is to find out how guests staying in environmentally-friendly hotels perceive green practices. The impact of the factors of green product quality, green customer satisfaction, green hotel image, and green customer loyalty on each other has also been explored.

It is appropriate to discuss some more of the main points that draw attention, predicated on the findings of the study. Sixty-six percent of guests staying in environmentally-friendly hotels report they had no idea whether the hotel was green before they arrived. It is proposed that hotel customers be made more aware of environmentally-friendly hotel practices before or during their stay. Another finding has to do with the type of tourism that the participants preferred. The fact that 42% of the participants favor coastal tourism and 12.8 percent prefer eco-tourism serves an indication of their environmental awareness. It should be noted that the number of people who prefer eco-tourism is still limited.

Environmentally-friendly techniques have been more prevalent in recent years reveals, yet there is a need for businesses to engage strategically in this area. Hoteliers seek to provide businesses a long-term competitive advantage by promoting environmentally-friendly practices. In this context, achieving green consumers' expectations may result in green customer loyalty, and expanding green product quality by hotel businesses may result in a green corporate image. The degree of association between the concepts of green product quality, green corporate image, green customer satisfaction, and green customer loyalty was also investigated in this study. Green product quality, according to the findings, plays a positive influence in enhancing green consumer satisfaction and loyalty. In this scope, in line with the research results of Chang and Fong (2010: 2841), the quality of green products was found to have a positive influence on boosting green customer satisfaction and green customer loyalty. According to the research conducted by Supriadi et al. (2017) on green hotel guests in Indonesia, it was obtained that the quality and variety of environmentally-friendly products positively affect the satisfaction of green hotel guests. In another study, it has been observed that environmental management activities have positive effects on customer satisfaction, customer loyalty and market performances, which examines the effects of environmental management activities in hotel businesses on customer satisfaction, customer loyalty and finally marketing performance (Kassimis and Soteriou, 2003: 398).

According to another research result, green corporate image of hotel businesses displays a positive effect on increasing green customer satisfaction and green customer loyalty. These results show parallelism with some studies in the literature (Martinez (2015), Pianroj (2012), Chen (2010). Nevertheless, although the effect level was positive in the study, it was determined that the effect values (0.192 and 0.248) remained at low levels. This circumstance reveals the necessity that hotel businesses need to support long-term unique applications that will influence guests in terms of creating a green hotel image. In this context, Han et al. (2011: 353) recommended that conferences should be organized to raise awareness of guests about environmentally-friendly practices, hand brochures should be prepared, environmental campaigns should be supported, training activities on recycling and environmentally-friendly practices should be implemented.

Within the scope of the research findings, it can be claimed that green customer satisfaction seems to have a strong impact on green customer loyalty and delivers a beneficial effect. In their studies, Martinez (2015), Pianroj (2012), Yusof et al., (2012), Chang and Fong (2010), and Ham and Han (2013) all obtained similar results.

As a consequence, green product quality, green corporate image, green customer satisfaction, and green customer loyalty are characteristics that, to varying degrees, influence each other constructively. For reasons such as business ethics, accountability, socioeconomic awareness, and financial profit, green hotel managers are turning to environmentally-friendly hotel management. However, it is apparent that concentrating on this strategy just for the financial gain associated with environmental opportunism will not benefit businesses in the medium or long term. Specific to this research, it is recommended that hotel businesses should embrace green hotel management practices, adhere to ethical principles, respond to guests' environmentally friendly demands, and exhibit an organizational attitude that visiting people can trust when it comes to environmental sensitivity.

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