

Customers Awareness on Green-Based Practicess Empirical Study on Service Industries In Indonesia

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ABSTRACT

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Current research is aimed at exploring the consequences of green based implementation in service industries in Indonesia. This study postulated eight hypotheses. A-survey questionnaire-based was used to collect data from Indonesia services industries, this study use the information multi-sources, data such as opinions, ideas, attitude, experiences, individual and group characters are becoming research subjects. Empirical model with five exogenous variables and one endogenous required 490 samples with 27 parameters. Determining sampling measurement, Proportional samples was taken on service industries in Indonesia. Purposive sampling with non-probability sampling or judgmental was deployed to gain the data. SEM With Amos 24 statistical software was used to analyze data. Statistical outputs demonstrated that seven hypotheses proposed were accepted but the impact of green image on green purchase intention was rejected.

Keywords: Service industries, Green Purchase Intention, Green Loyalty, Green Trust, Green Image, Green Subjective Norms, Green Satisfaction

1. INTRODUCTION

Various factors that triggering customers to a high level of alert being switched to be green consumers and as well as turned to be what so-called green concept behaviour (Hsieh, 2012). Take a respond in to customer demands as well as the consequences of this attitude, have forced more industries took responsibilities and concerned on environment (Chan, 2013b) To encounter customer's demand, many industries respond quickly in order to meet and fulfill customer needs and demands. Previous research regading on the intense of green behaviour and trust such as Trust-based environmental regulation (Lange and Gouldson, 2010); The determinants of customer trust in buyer-seller relationships (Kareem Abdul et al., 2012); Willingness to pay for the Green Food (Yu et al., 2014); Trust and participation (Barbosa et al., 2014); The Effect of Trust and Information Sharing (Abdullah and Musa, 2014).

It was even more demanding as more research conducted such as customers willingness to pay for green (Dagher and Harajli, 2015); change or shift the Trust (Davis, 2015); Factors

Affecting Green Purchase Behavior (Joshi and Rahman, 2015); Green marketing and its exploitation (Nadanyiova et al., 2015); Customer retention, Impact of quality, satisfaction, trust, and price reasonableness (Han and Hyun, 2015); Consumer decision-making while choosing green products (Maniatis, 2016); Perceived Quality and Repurchase Intention Towards Green Products (Ariffin et al., 2016); Trust and privacy concerns (Bansal et al., 2016); Green consumerism motivational drivers (Chekima et al., 2016); Linking green skepticism to green purchase behavior (Goh and Balaji, 2016); Staying green in troubled times (Gallant, 2016); Green helpfulness or green perceived value on the green loyalty (Chen, 2016); A trust-oriented social influence (Liu et al., 2016); Trust and mixed signals (Timming and Perrett, 2016); green entrepreneur manage the local environment (Brandt and Svendsen, 2016); Social trust (Cao et al., 2016).

The concept of trust is becoming more world-wide, trust is as the prerequisite in repetitive buying. Previous studies are worth to mention such as Consumers' trust and their behavioral responses (Ariawardana et al., 2017);

Mediating effects of green innovations on inter-firm cooperation (Burki and Dahlstrom, 2017); Eco-label credibility and retailer effects on green product purchasing Intentions(Cai et al., 2017); Green Marketing (Dangelico and Vocalelli, 2017); Linking capabilities to green operations strategies (Liu et al., 2017); Role of trust and emotions (Ouyang et al., 2017); Generating trust using Facebook (Radhika Sharma et al., 2017); An enhanced trust prediction strategy for online social networks (Raj and Babu, 2017); Trust in local food networks (Roy et al., 2017); Green product design (Zhu and He, 2017).

From trust, it is clearly seen that customer behaviour and green consumption. Some previous studies reviewed namely dealing with a non green behaviour (Abdelli et al., 2018); Can environmental agreements represent an opportunity for green jobs? (Battaglia et al., 2018); Dependence, trust, and influence of external actors (Becker, 2018); External knowledge sources, green innovation and performance (Ben Arfi et al., 2018); Social acceptance of green energy determinants (Bhowmik et al., 2018); Green Consumption and Relative Preferences (Ceccantoni et al., 2018); Less trusting and connected? Social trust and social integration (Day and Settersten, 2018); A Green Information (Hardin-Ramanan et al., 2018); Automation trust and attention allocation in multitasking workspace (Karpinsky et al., 2018); Trust to Go Green (Ricci et al., 2018); Green image and consumers' word-of-mouth intention in the green hotel industry (Wang et al., 2018a); Green information, green certification and consumer perceptions (Wang et al., 2018c); Turning green into gold (Zhang et al., 2018); It is green, but is it fair? Investigating consumers' fairness perception of green service offerings (Wang et al., 2018b); Exploring critical factors of green business (Cui et al., 2019) and The role of trust in public attitudes (Wald et al., 2019).

Aligning with these demanding policy, companies must establish new applicable and adoptable strategies that enable them to ensure compliance with these environmentally Alternatives, namely as green marketing (Dangelico and Vocalelli, 2017, Nadanyiova et al., 2015). Green marketing has become world wide applicable and natural concepts in facing the environmental demands (Chan, 2013a). By developing and growing green marketing strategies, companies can leverage and enable exchanges to meet customers' needs on the environment (Polonsky, 1994). highlighting the shifting in environmental behavior is in enormous demand as it can cause massive changes within industries (Bonilla-Priego et al., 2011).

Previous research's finding claimed that many companies are interested and attracted in green policy and implementation green practices when lead to cost reduction (Akis, 2001), which indicates that top management deploy go green practices to gain value of money rather than protect the environment. However, it is not merely just business actors are subjected to taking responsibility regarding on environmental impact of the industry. In fact, the fruitful of green initiatives implementation in industry strongly requires

community commitment and support (Tsai and Tsai, 2008). It highlighted that customer decisions to purchase organic/green product or not have directed them to run environmental practices (Liu et al., 2012).

The positive relationship existed among environmental concept, green image and consumer behavior had improved the high standard of business service performance due to its intangible service natures. Extensive studies have aligned with the overall image of industries exerts a huge correlation between customer behavior and purchasing decisions (Ryu and Kim, 2012). Having considered of various benefits of a company's favorable image, there were little research has interested to examine green practices and overall green image impact on on customer behavior in the context of service industry management.

So far, there were only few previous study investigated and explored the consequences of the service industry image and its role in developing green loyalty. At the same time, the great interest of marketing academics and practitioners in relationship marketing have been proving evidences that customer trust and satisfaction could not be separated which considered as the antecedent of sustaining long term customers relationship (Lee et al., 2009). Linking this idea with a green approach to green loyalty, so current research questions is as follows: What should the industry do to improve and sustain customer loyalty? Despite many existed studies have investigated and analyzed what triggering the level of customer trust, satisfaction index, green image and maintain customer loyalty, these issues have not been addressed from a green marketing concept.

Present study proposes two exogenous variables, customers' green trust and customers' green satisfaction, mediating the correlation path between green image and green loyalty and add green subjective norms. This research is suggested to contribute to previous researches which explored the impact of green image, green satisfaction, green subjective norms and green trusts on green loyalty in the service industry environment. In addition, green substantive norms and green repeat purchasing variables were added in the study by extending existed studies focused on customer loyalty in a green policy and explored the relationship between these dimensions, the study investigate green marketing strategy to leverage green customer loyalty.

Literature Study and Hypothesis Development Green Marketing

The origin concept of green marketing found in the decade of the eighties (Chen, 2010). Customers usually associate this strategy with other concept such as recycling or environmental friendliness (Polonsky, 1994). However, green marketing holistically represents a more inclusive concept consisting of whole activities which well designed to generate, leverage and facilitate exchanges and all shiftings to bring satisfactions and benefits regarding on the needs or wants of consumers, so that satisfaction as well as

benefits with these needs and desires is met, with a very low negative impact on the environment (Polonsky, 1994).

The previous literature existed and which mainly focuses on the theoretical approach. The investigation on various green marketing concept (Cronin et al., 2011) and the relevance of green marketing implementation (Chan, 2013a). Other academics findings have also assessed the motivation for deploying green concept (Bonilla-Priego et al., 2011). For example, one reason for developing a green marketing initiatives is to attain company goals (Shearer, 1990). Other motives and concepts include moral obligations to be more ethical (McIntosh, 1990), pressure derived from competitors or governments (Delmas and Toffel, 2008), costs reduction which associated with waste reduction (Tzschentke et al., 2004), a chance to develop profitable corporate image and reputation (Lee et al., 2010) (Lee et al., 2010) or an opportunity to first entry to market as well as to increase product value (Chen, 2010).

Many previous studies have investigated the effect of green marketing concept on consumers (Slevitch et al., 2013). Exploring the crucial role of attitudes toward green behavior in consumer-friendly decision-making processes. The findings claimed that the entirely images have a positive function of attitudes toward green behavior, and brought certain behavioral intentions impacts such as re- the loyalty visiting intentions and the loyalty and readiness to pay premium prices. Other research, (Hur et al., 2013) tried to explore how consumer value relates to loyalty and price awareness through customer satisfaction, followed by a green perspective. Similarly, (Kang and Hur, 2012) are investigating green brand equity antecedents.

The existing studies regarding on the issue of green marketing which focuses on electronic products and manufacturers such as cosmetics, toiletries and hybrid cars (Ng et al., 2014). However, only few research explores how the holistic green concept and its consequences (green trust and satisfaction, green repeat purchasing and green subjunctive norms) can affect green loyalty. As stated in the previous study, green marketing in the hospitality industry is considered as less sensitive (Chan, 2013b). As a result, this study bridges this gap by investigating how to develop green loyalty by using the concept of overall green image, green trust and green satisfaction. Current research is discussed green perceived, green affect, green trust, green repeat purchasing and also green subjunctive norms, green marketing variables always have an impact on consumer behavior response.

Green loyalty and its antecedents.

Many authors have tried to explore the loyalty antecedents in service context (Martínez and Rodríguez del Bosque, 2013), but further research is strongly suggested to investigate what are the customer loyalty determinant factors based on a green marketing perspective. Extensive research on green loyalty had not extended conducted in the service domain sector as well as what triggering the green image holistically and its

role in increasing green loyalty. Green loyalty, by its nature has been considered as a strategic objective to attain company goals and it is very important in many sectors, as customers perceived that they own a greater risk in choosing services.

Moreover, once customer is considered loyal if they are recognized and represented a high frequency visits, purchased more than others customers, willingly to wait if the products and services are not available as well as suggested the products and services to others. In addition, green customers might not be considered as competitor brands if the fulfillment of their needs and wants is only for economic reasons (Yoo and Bai, 2013).

Green Image and its Impact on green satisfaction, green trust, green repeat purchasing and green subjunctive norms

Many researchers and practitioners have shown great interest in the concept of corporate image due to its impact on customer behavior decisions (Ryu and Kim, 2012). The overall image is defined and highlighted by Keller (1993) as a set of understandings and perceptions regarding on a brand which obviously embedded in the brand association in customer's memory. Arguing that customers could gain advantages and benefits from the overall image of a company due to functional benefits provided, experiential perceived as well as symbolic benefits. Based on the scientist perception, functional benefits and experiences perceived were matched in to product attributes, whereas symbolic benefits are strongly related to the psychological needs of customers and linked with customer personal expression and corresponding to attributes.

Chen (2010) highlighted that a new brand variable of green image which is describe as corporate perceptions which is strongly related with customer's mind and linked with their commitment, environmental issues as well as green subjunctive norms. Previous research provided strong supports the overall effect of the image on customer behavior (Ryu and Kim, 2012). Regarding on a good image, Lin et al. (2007) claimed that visitors are mostly like to determine their destination once they perceived the destination with a good image. In the service industry domain, it was also claimed that there aware a significant relationship between overall image and green loyalty intentions, re-visiting intentions and readiness and loyalty to pay higher prices. To empirical link the concept established in green marketing concept with green image and green customer loyalty, current research then proposed the following hypothesis:

H1: The higher the degree of Green Image, The higher the Green Customer Loyalty Green satisfaction

To leverage the level of customer satisfaction is holistically noticed as the most crucial factor which led to the success of industries performance (Bowen and Chen, 2001).

Concerning on hyper competition which offering various types of products and service, each industries tries to inferior their competitors, and each business should be able to understand what customers needs and wants (Choi and Chu, 2001).

Andreassen and Lindestad (2018) defined customer loyalty as a pleasure and satisfaction perceived by customer which is measured by their satisfaction on needs and wants above expectation. This study claimed and proposed green customer satisfaction as affective concept which is related with green customer consumption.

Furthermore, comprehensive green image had a significant impact on customer satisfaction (Chen, 2010). This finding is also aligned with others study which claimed stated that corporate image is fully considered as the most reliable concept to meet and satisfy customers needs and wants. In addition, (Ryu et al., 2008) also argued that a favorable image is a powerful anchor to leverage customer's satisfaction level. This is to proposed the following hypothesis:

H2: The higher the degree of Green Image, the higher the green customer satisfaction

Green Trust

This study conceptualized and postulated the trust as an emotional construct which strongly emphasized as the willingness to bear on self-confidence (Moorman et al., 1992). To postulate and conceptualize this concept, social psychology theoretical based is deployed with cognitive and affective aspect. (Martínez and Rodríguez del Bosque, 2013) stated that the emotional trust aspect is able to increase customers' confidence regarding on corporate affective signal which used as quality assessment references.

Moreover, (Zabil, 2012) defined green trust concept as customer's to attain confidence regarding on environmental aspect. Customer's confidence level was found positively triggered company image that could decrease the perceived risk while leveraging buying possibilities (Siddique and Hossain, 2018).

Green image was truly believed as the antecedent of customer behaviour intention which is also supported by previous finding, green image is significantly affected (RAJ and RAJAN, 2017). It is also claimed that the higher the level of customer's trust was gained through green image convenience, this is due to generated feelings as the impact of corporate's concern on environmental commitment and cares. Having discussed the previous findings, current research proposed the following hypothesis:

H3: The higher the degree of Green Image, the higher the green customer trust

The effect of green trust and satisfaction on green loyalty

Extensive research strongly suggested that trust concept is a compulsory aspects for developing, maintaining and sustaining long-lasting relationships with customers (Aazhvaar, 2018). Moreover, many authors claimed that belief or trust is the root platform for long-term relationship (Siddique and Hossain, 2018).

To foster and sustain a strong-long relationship between customer and company, green trust and satisfaction have postulated as the most crucial determinant that should be established and built (So et al., 2013). Therefore, this research proposes the next research hypothesis:

H4: The higher degree of Green customer satisfaction, the higher the green customer loyalty.

H5: The higher the degree of Green customer satisfaction, the higher the green Repeat Purchasing.

H6: The higher the degree of Green Repeat Purchasing, the higher the Green Loyal.

Developing, maintaining and sustaining customer loyalty have been accepted world-wide as the prerequisite to develop customer delightful as well as customer satisfaction (Oliver, 1966). The measurement such as Repetitive purchase, introduce and recommend products and services to other are known as the high level of customer loyalty (Martínez and Rodríguez del Bosque, 2014). Aligned with others research finding, customer satisfaction was affected by customer retention as well as re-purchase intentions (Siddique and Hossain, 2018).

The robust literature in the service industries field empirically supported and accepted that customer loyalty significantly influenced by customer satisfaction (Ryu and Kim, 2012) (Ryu et al., 2012). However, there was a little interest of previous research explored and assessed the trust and subjunctive norms. There were still many findings which confirmed the direct and significant relationship between customer satisfactions and trust (Kim et al., 2009). Customer trust as a predictor of customer satisfaction (Martínez and Rodríguez del Bosque, 2014).

Corporate communications positively affected customer satisfaction. Therefore, this study proposes the following hypothesis:

H7: The higher the Green customer trusts, the higher the Green Subjunctive Norms

H8: The higher the Green Subjunctive Norms, the higher the green loyalty

RESEARCH METHODS

The survey was conducted in this study to validate the research hypothesis. The author used a structured questionnaire to collect data. Potential respondents are required to answer questions to ensure that they have actually become a service industry customer for the past year. A purposive sample is used (non-probabilistic sampling study) for procurement of research sample. In order to ensure better repre-

sentation of data, the authors used multistage sampling based on some criterions applied.

Measures

The study used a ten-point Likert scale from 1 to 10 (rating strongly disagree to strongly agree) to measure construction items. Green image is measured with 4 indicators, green

customer trust satisfaction 5 indicators, green subjunctive norms 4 items, green purchasing intention 4 items and green customer loyalty is measured with 5 indicators. (see table 1)

Table 1: Operational, Variable Measurements and Definition

No	Variable	Measurements	Definition
1	Green Image	<ul style="list-style-type: none"> • Green inclusive concept • Green design • Environmentally friendly • Meet customer needs 	Green image represented more inclusive concept which is contained all designed activities to produce and facilitate conducted exchanged to satisfy customers wants and needs with minimum impact on environment.
2	Green Customer Trust	<ul style="list-style-type: none"> • Dependable Performance • Generally trust worthy • Meet Customers expctation • Environmentally Committed • Harmless product function 	The level of customers trust on green product they purchased, also, tight relationship between customer and green products. This could be shown that customer owned natural disposition to trust and evaluate the apropriatness of green products.
3	Green Customer Satisfaction	<ul style="list-style-type: none"> • Experiencing satisfied purchased • Generally trust worthy • Meet customers satisfaction • Committed on environmental protection • Harmsless product function 	Green customer satisfaction is defined as the high rate of customers purchase decision experience, performance attribute, institution and also the satisfaction on pre-purchase experience.
4	Green Subjunctive Norms	<ul style="list-style-type: none"> • Environmentally Ingredients label • Green product references • Consuming environmentally fiendly • A-first produt preferences 	It defined as the impact of green product function in social environment and mostly believed and consumed due to natures for better life and green norms that enhance customers green life style.
5	Green Purchasing Intention	<ul style="list-style-type: none"> • Loyalty to buy • Reommeded to others • Loyalty to products • Loyalty to wait 	The willingness of customer to recommend and consume green products, inform the good impacts of green product, the high concern on green life style and the decision to consume green product for whole life,
6	Green Customer Loyalty	<ul style="list-style-type: none"> • Green Manner • Positive feeling • Environmental concerned • Willing to sacrifice • Green life style 	The degree of customers loyalty manner, feeling, concerned on consuming green products

Source: Various Articles Reviewed (2021)

Data Collecting Method

The questionnaire was used as an instrument of data collection, consisting of question items developed to measure variables. The measurement scale applied to each variable is the interval scale. The interval scale is a data measuring tool to generate the scale of parametric statistical analysis. Agree-disagree scale is a technique used in this study, meaning, by developing questions to require answers agree and disagree on the scale of values. The value scale used starts from 1 to strongly disagree to 10 to strongly agree.

Data collection was conducted for 6 months. Questionnaires were distributed as many as 500 sets of questionnaires with auxiliary enumerators. The distribution of questionnaires was done. Questionnaire in Indonesia is translated into 2 (two) languages namely English and Bahasa Indonesia. Questionnaire collection center in Indonesian research area is located in DKI Jakarta area.

Statistical analysis

Statistical analysis is used to answer research questions by analyzing and assessing empirical models. Empirical testing on the hypothesis used SEM path analysis (Structural Equation Modeling). Path analysis is widely used to explain the interrelation of several variables related to the research subject, when compared with multiple regression models. This model is in line with the behavioral structure of the model and performance that shows the relationship of causality. Using the software analysis moment structure makes it easier to determine the impact of exogenous variables on endogen in the model

when compared to Two Stage Least Model-Square in econometrics

RESULTS and DISCUSSION

Measurement model results

To evaluate the convergent validity and discriminant validity, a CFA was conducted. Statistical outputs showed a good model fit (Hair *et al.*, 2010): $X^2 = 502,487$; $df = 316$; $p < 0.00$; $NFI = 0.901$; $TLI = 0.956$; $GFI = 0.915$; $CFI = 0.960$. Convergent validity (CV) was conducted by examining the standardized lambda coefficient of each item, the average variance extracted (AVE) and the coefficient of Cronbach's alpha (see fig. 1. Full Structural Model). The single reliability highlighted that a value are higher than 0.5 (Hair *et al.*, 2010). Furthermore, the Cronbach's coefficient and AVE were also higher compared to the reference value, at 0.70 and 0.50, consecutively. These findings summarized that the dimensions used to measure the constructs were valid (See table 2).

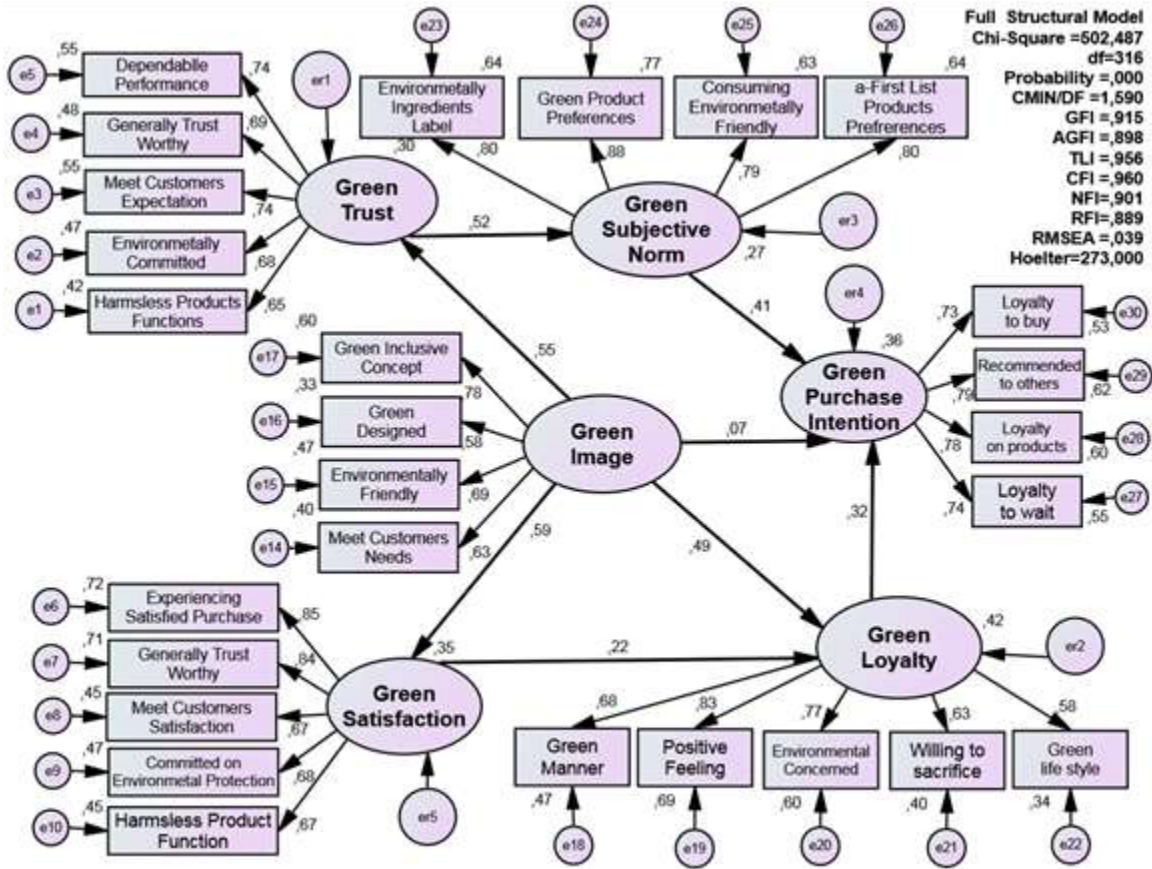


Figure 1. Full Structural Model
 (Source: SEM with Amos Statistical output (2021))

Table 2: Absolute, Incremental, Parsimony Fit Measurements

ABSOLUTE FIT MEASURES	
• CMIN/DF (The Minimum Sample Discrepancy Function Divide With Degree of Freedom)	1,590
• RMSEA (Root Mean Square Error Approximation)	0,039
• GFI (Goodness of Fit Index)	0,915
• Chi-squared (χ^2)	502,487
• P(probability)	0,000
INCREMENTAL FIT MEASURES	
• AGFI (Adjusted Goodness of Fit Index)	0,898
• TLI (Tucker Lewis Index)	0,956
• NFI	0,901
• CFI (Comparative Fit Index)	0,960
PARSIMONY FIT MEASURES	
• PNFI (Parsimonious Normal Fit Index)	0,513
• PGFI (Parsimonious Goodness-of Fit Index)	0,715
• Hoelter	273

Source: AMOS Output (2021)

As table above highlighted that the absolute, incremental and parsimony measurement are fit measured but not for AGFI which is still marginal, all the indicators that

claim a model fit is fulfilled, especially the absolute fit measures. It could be concluded that current research model is fit.

Table 3:
Measurement scales, confirmatory factor analysis results, and reliabilities

No	Variable	Constructs and measurement items	Standardized loadings	AVE	α	CR
1	Green Image	(Ten-point scale, anchored by "Strongly Disagree" and "Strongly Agree")		0.80	0.83	0.80
		•Green inclusive concept	• 0.78			
		•Green designd	• 0.58			
		•Enviromentally friendly	• 0.69			
		•Meet customer neeeds	• 0.63			
2	Green Customer Trust	(Ten-point scale, anchored by "Strongly Disagree" and "Strongly Agree")		0.83	0.86	0.79
		• Dependable Performance	• 0.74			
		• Generally trust worthy	• 0.69			
		• Meet Customers expctation	• 0.74			
		• Environmentally Committed	• 0.68			
		• Harmless product function	• 0.65			
3	Green Customer Satisfaction	(Ten-point scale, anchored by "Strongly Disagree" and "Strongly Agree")		0.84	0.73	0.79
		• Experiencing satisfied purchased	• 0.85			
		• Generally trust worthy	• 0.84			
		• Meet customers satisfaction	• 0.67			
		• Committed on environmental protection	• 0.68			
		• Harmsless product function	• 0.67			
4	Green Subjunctive Norms	(Ten-point scale, anchored by "Strongly Disagree" and "Strongly Agree")		0.79	0.82	0.83
		• Environmentally Ingredients label	• 0.80			
		• Green product references	• 0.88			
		• Consuming environmentally fiendly	• 0.79			
		• A-first produt preferences	• 0.80			
5	Green Purchasing Intention	(Ten-point scale, anchored by "Strongly Disagree" and "Strongly Agree")		0.80	0.89	0.80
		• Loyalty to buy	• 0.73			
		• Reommeded to others	• 0.79			
		• Loyalty to products	• 0.78			
		• Loyalty to wait	• 0.74			
6	Green Customer Loyalty	(Ten-point scale, anchored by "Strongly Disagree" and "Strongly Agree")		0.82	0.85	0.83
		• Green Manner	• 0.68			
		• Positive feeling	• 0.83			
		• Environmental concerned	• 0.77			
		• Willing to sacrifice	• 0.63			
		• Green life style	• 0.58			

Source: Data Analyzed (2021)

CONCLUSION & IMPLICATION

Theoretical and managerial implications

The ultimate goals of a company is gained and sustained customers loyalty through green practices, having customer loyalty led to higher firm performance. Furthermore, green practices was designed to sustain customer loyalty and increase repeat buying. Eight hypotheses are proposed. Statistical outpt demonstrated that green trust, green customer satisfaction, green customer loyalty are truly as the concequences of green image. This, could be concluded that, when a firm applied all their activities in environmental friendly, firms will gain customers loyalty, satisfaction as well as trust in return, as H1, H2, H3 are accepted. Green customer trust showed the significant impact to gain green subjective norm as H4 accepted. When customer are satisfied, firms will gain their loyalty as H5 accepted. Green Purchase Intention which depicted firms performance sustained and enhanced through green customer image, loyaty and sujective norm as H7 and H 8 are also approved, as seen at the following table 2. Surprisingly, currrent research finding claimed that green image is insignificant on green purchase intention. Noticing from customer perception highlighted that, no matter how green the firms image perceived by customer, it only enhances trust, satisfaction and loyalty but not purchase intention.

Table 4: Regression Weight

			Estimate	S.E.	C.R.
Green Customer Trust	<--- Green Image		,659	,090	7,350
Green Customer Satisfaction	<--- Green Image		,813	,103	7,897
Green Customer Loyalty	<--- Green Image		,522	,091	5,726
Green Subjective Norm	<--- Green Trust		,629	,079	7,956
Green Customer Loyalty	<--- Customer Satisfaction		,174	,054	3,207
Green Purchase Intention	<--- Green Image		,106	,114	0,929
Green Purchase Intention	<--- Customer Loyalty		,439	,108	4,088
Green Purchase Intention	<--- Subjective Norm		,411	,059	6,979

Source: Statistical outputs (2021)

This study presents four additional theoretical contributions to academic literature in the hospitality industry. First, this research follows a holistic approach by combining two perspectives, relationship marketing and green marketing, to develop a research framework for understanding green customer loyalty. These results are in agreement with past studies using both approaches to explore consumers' reactions

toward green products or services (Hur et al., 2013). Nevertheless, this study expands previous studies on green marketing and customer loyalty by including relationship constructs as mediating variables.

Secondly, no prior research investigates the relation between green overall image and green customer loyalty in the hotel sector. This study demonstrates that green overall image positively influences not only green customer loyalty but also green trust and green satisfaction. Moreover, this study provides empirical evidence that green satisfaction and green trust mediates the relationship between green image and green loyalty, which is consistent with previous research such as the paper by (Lee et al., 2010), which points to green overall image as a strategic concept that is suitable for generating not only an overall evaluation of companies but also for arousing affective positive perceptions of service performances. Fourth, increasing consumer perceptions about green overall image, trust and satisfaction can help to raise customer loyalty for green services in the hospitality industry. These results reveal the relevance of environmental issues in today's business context and the need for hospitality companies to include them into their management strategies and policies. The findings demonstrate that green issues are a key strategic tool, given its essential role in building not only customer loyalty but also customer trust and satisfaction.

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