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The Mediating Effect of Hotel Green Practices Between Guest Green Behaviour, Satisfaction and Loyalty in Nigerian Hotels

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Abstract

This research examines the impact of sustainable practices within the hotel sector on customer behaviour and loyalty, as well as the mediating effect of guest satisfaction. The necessity for sustainable hospitality is further demonstrated by the considerable environmental impact associated with the tourism sector. The study employed a quantitative method, utilising online survey data from 200 hotel guests in Lagos State, Nigeria. It employed convenience sampling and confirmatory factor analysis to validate the variable fit and test the hypothesis using regression analysis. The study reveals that green practices positively impact guests' attitudes, perceptions, and behaviours towards green hotels. Guests with higher environmental awareness are more likely to choose green hotels, which can subsequently lead to increased guest satisfaction and loyalty. Green practices partially mediate the relationship between guest behaviour and loyalty, emphasising the importance of effective communication and eco-friendly initiatives in the hospitality industry. It emphasises the need for hotels and marketers to communicate green activities to guests, establish a competitive edge, and incorporate sustainability into all operations for improved guest experience. It offers innovative insights on integrating sustainability into hotel operations, enhancing environmental sustainability, offering market advantage, promoting positive guest experiences, and fostering long-term loyalty.

Keywords: Green practices, green behaviour, guest loyalty, satisfaction, hotel

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Introduction

The growing environmental impact of the hotel industry worldwide has sparked a significant shift in implementing and improving environmentally friendly business practices. Teng et al. (2018) noted that this shift extends beyond simple application to encompass green approaches in business architecture and fundamental company culture. As part of the larger tourism industry, which is known for its rapid growth, hotels are particularly positioned at the intersection of environmental costs and economic gains (Trang et al., 2019). According to Acha-Anyi (2020), the negative effects of tourism pollution, waste generation, and resource depletion necessitate a shift towards sustainable business strategies for improved livelihood, which are currently gaining traction around the world. The sector significantly contributes to greenhouse gas emissions, primarily through transportation, making environmental sustainability a crucial concern in the industry. Gößling & Peeters (2015) draw attention to the sector's susceptibility to climate change and stress that the resilience and long-term success of the sector depend on the efficient management of environmental sustainability. This knowledge is shared by industry players, consumers, and policymakers alike; the hotel sector alone accounts for almost 20% of tourism emissions, highlighting a substantial environmental impact (Lee et al., 2011). The hotel industry has been at the forefront of implementing Corporate Social Responsibility (CSR) practices focused on environmental stewardship in response to this pressing issue. According to Han et al. (2018), these procedures have been ingrained in hotel operations for some time and have recently evolved to prioritise environmental factors as a primary operational consideration. This change has accelerated the growth of "green hotel" businesses, characterised by their commitment to sustainability through waste reduction, the recycling of durable items, and energy and water conservation (Han & Kim, 2010). Leading hotel companies, including Sheraton, InterContinental Hotels Group (IHG), and Hilton, have won awards for their environmental initiatives. Hilton has, for example, launched water conservation programmes and energy-efficient lighting (Foster et al., 2019). IHG's Green Engage Programme promotes energy-efficient, sustainable sourcing and waste-management techniques. Sheraton has also incorporated environmentally friendly dining options and energy-efficient technologies into its operations (Catan, 2019). According to Luo & Bhattacharya (2006), participating in eco-friendly activities provides a competitive advantage in the market. This calculated use of green methods aims to foster guest loyalty that respects sustainability and appeals to environmentally conscious customers. The adoption and success of green projects have primarily depended on their ability to reduce operating costs while enhancing customer-perceived value (Robinot & Giannelloni, 2010). Furthermore, studies have demonstrated that visitors' willingness to pay a premium for a green experience and their loyalty can be significantly impacted by their knowledge of a hotel's CSR activities (Kang et al., 2012; Teng et al., 2012). These dynamics illustrate the relationship between complex customer perceptions and the practical implementation of sustainable measures in the hospitality sector. Academic research on the overall effects of these behaviours is still lacking, despite a considerable number of studies on consumer perceptions and the influence of green practices on loyalty and revisit intentions. To close these gaps, this study examines how sustainable, or eco-friendly, hotel policies and practices affect guest happiness, loyalty, and future actions. Through this study, the researcher contributes to the

body of knowledge on how sustainable practices and customer reactions interact in the hotel sector and provides valuable insights into how these programmes work to promote an economically and environmentally sustainable hospitality sector.

Literature review

Green practices and guest eco-friendly behaviour

The opinions of visitors regarding green hotels are influenced by their perspectives on environmental preservation and the benefits of adopting green practices. Positive attitudes are associated with a higher likelihood of returning to green hotels and increased levels of satisfaction (Han et al., 2010). The quality of green projects can enhance perceptions and promote loyalty (Li et al., 2023). According to Vazifehdoust et al. (2013), labelling, advertising, product quality, and environmental concerns greatly influence consumer perceptions of green products. When repeat guests are aware of the benefits and perceived effectiveness of eco-friendly hotels, they are more likely to choose them (Wang, 2020). Environmental concern is the awareness of environmental issues, support for corrective measures, and willingness to participate in such actions (Dunlap & Jones, 2002). Media depictions of more ecologically friendly solutions have significantly influenced consumer attitudes and actions (Lee et al., 2011). The degree to which a hotel's environmental activities fit with a customer's environmental values can have a substantial impact on customer loyalty and satisfaction (Wang et al., 2023). Paul et al. (2016) indicate that individuals residing in poor nations exhibit lower concerns regarding environmental issues than those residing in developed countries. However, increased environmental awareness benefits green consumer behaviours, such as acquiring energy-efficient equipment, booking green hotel rooms, or visiting green-conscious restaurants (Li et al., 2019). Thus, the study examined whether visiting hotels that engage in green practices affects guest eco-friendly behaviour; hence, the hypothesis was formulated:

H_1: There is a significant positive association between hotel green practices and guest eco-friendly behaviour.

Hotel green practices, guest satisfaction and loyalty

Customer satisfaction is recognised as a critical element in maintaining a competitive advantage within the business sector (Leninkumar, 2017). This metric is crucial for assessing the performance and financial success of organisations. Customer satisfaction involves a cognitive evaluation where customers assess their actual experiences against their initial expectations (Xu & Gursoy, 2015). Evaluating the impact of environmentally friendly practices on visitor satisfaction necessitates acknowledging that modern guests expect sustainable initiatives from hotel management (Moise et al., 2021). Bruns-Smith et al. (2015) observed that the relationship between green practices and visitor satisfaction may be less evident when focussing on critical attributes; nonetheless, the absence of green practices does not necessarily result in dissatisfaction. Green features should be incorporated into fundamental attributes and delivered uncompromisingly to improve customer satisfaction. Numerous studies indicate a positive correlation between sustainable practices and customer satisfaction in the hospitality industry (Yusof et al., 2017; Merli et al., 2019; Olya et al., 2021; Prud'homme & Raymond, 2013; Xu & Gursoy, 2015). Yusof et al. (2017) and Xu & Gursoy (2015) demonstrate a positive correlation between eco-friendly practices and increased guest satisfaction, suggesting that incorporating green practices can enhance the overall guest experience when combined with fundamental service attributes. Loyalty has emerged as a significant concept in hospitality literature, as it forecasts future behavioural intentions and reflects visitors' trust in the organisation (Sipe & Testa, 2018). Customer loyalty is characterised by the extent of the relationship between an individual's attitudes and their repeated purchasing behaviour (Rather, 2018), indicating consumers' dedication to specific products and brands. Oliver (1999: 392) characterises customer loyalty as a profound commitment to repeatedly purchase or support a favoured product or service in the future. Customer loyalty is critical for business success (Toufaily et al., 2013), as it fosters the establishment of mutually beneficial, long-term connections with customers (Kandampully et al., 2015) and serves as a protective measure against competitors, given that loyal customers exhibit a lower propensity to switch. Implementing environmentally sustainable practices in the hospitality sector can significantly enhance a hotel's brand reputation and competitive advantage, resulting in lasting impacts on guest loyalty (Han et al., 2011). Olya et al. (2021) found that specific environmental practices, including the use of energy-efficient light bulbs, recycling programs, and soap dispensers, had a significantly positive effect on guests' intentions to return. Conversely, other initiatives, including general recycling, had a negative influence on revisit intentions. Kim et al. (2017) established the additional predictive capability of emerging qualities and green practices in influencing visitor revisit intentions. This study examines whether a hotel's increased commitment to sustainable practices results in greater guest loyalty towards eco-friendly hotels. Consequently, the subsequent hypothesis is proposed.

H_2: Hotel green practices significantly enhance visitor satisfaction with green hotels.
H_3: Hotel green practices positively influence guest loyalty towards green hotels.

The mediating role of guest satisfaction between green practices and guest loyalty

Research indicates that customer satisfaction plays a crucial role in mediating the relationship between perceived service quality and customer loyalty, thereby influencing behavioural intentions (Chen et al., 2022; Gong & Yi, 2018). This mediation effect is well-documented within the travel industry and often relates service quality to loyalty. The hospitality sector similarly recognises the mediatory function of customer satisfaction in the effect of several service aspects (Al-Rousan & Abuamoud, 2013). In particular, this study examines whether consumer loyalty and environmental practices in green hotels are mediated by customer satisfaction. Results from the hotel sector show that customer satisfaction moderates the impact of environmental

activities on loyalty (Xu & Gursoy, 2015). Han & Kim (2010) also point out that green practices encourage visitors to return, implying that hoteliers must successfully promote their environmental programmes. Therefore, the eco-friendly attitudes of consumers could indicate that a company's ecological responsibility could increase the desire of visitors to stay at green hotels and to spread the news about them. Considering the well-recognised value of environmentally friendly activities and the mediation function of consumer happiness, the following hypotheses were developed:

H_4: Guest satisfaction has a significant mediating effect on the relationship between hotels' green practices and guest loyalty to the hotels.

The mediating effect of green practices between consumer eco-friendly behaviour and loyalty.
The connection between customer behaviour and loyalty has been limitedly studied in marketing literature, emphasising the growing significance of green practices as a mediating factor (Merli et al., 2019; González-Viralta et al., 2023; Moise et al., 2021). Concerns regarding sustainability significantly influence consumer behaviour, encompassing attitudes, intentions, and actions related to products or services. Consumer expectations have changed due to increased awareness of environmental issues (Chen, 2015). Green practices in the hotel industry, including energy conservation, waste minimisation, and the use of eco-friendly products, align with consumer values and may enhance customer loyalty (Han et al., 2011). Implementing such practices may positively impact customers' impressions of a brand by instilling trust and congruence with their beliefs, which are critical for establishing loyalty. This loyalty is demonstrated through recurrent purchases and a stronger inclination to recommend the company to others, both of which are crucial to the long-term survival of service-oriented enterprises (Han et al., 2011). The mediating influence of green practices shows that consumer behaviour towards environmentally aware behaviours directly impacts loyalty. When customers recognise and respect a company's commitment to sustainability, it increases overall happiness and loyalty (Han et al., 2019). Thus, incorporating green practices acts as a vital connection in the interaction between customer behaviour and loyalty, emphasising the relevance of sustainability in marketing plans. Hence, this hypothesis is developed:

H_5: Hotel green practices mediate the relationship between guest behaviour and loyalty towards green hotels.

Theoretical framework

Theory of Planned Behaviour (TPB) and Social Exchange Theory (SET)
The integration of SET and the TPB offers a robust framework for examining guest behaviours and loyalty towards sustainable hotel practices (SHP). According to SET, social behaviour emerges from exchanging resources in which people weigh the advantages and costs of certain encounters (Cook et al., 2013). Baker et al. (2013) found that SET motivates visitors to participate in sustainable activities, such as selecting eco-friendly hotels when they believe the benefits exceed the costs. It could be argued that hotels that demonstrate environmental responsibility may considerably increase visitors' happiness, loyalty, and readiness to return because they see a reciprocal advantage in supporting a green hotel that corresponds with their beliefs. The TPB, alongside the SET, provides insight into how attitudes, subjective norms, and perceived behavioural control affect visitors' intentions to choose green hotels. According to TPB, conduct is determined by an individual's attitude towards the activity, perceived societal pressures (subjective norms), and perceived ease of performance (Ajzen, 1991). TPB explains how visitors' favourable attitudes towards environmental sustainability and perceived societal expectations inspire them to participate in eco-friendly actions (Budovska et al., 2019). Verma & Chandra (2018) assert that perceived behavioural control plays a crucial role, as visitors are more likely to select green hotels when they feel empowered to make sustainable choices that align with their capabilities and expectations. SET and TPB provide insights into how green practices create loyalty by meeting visitors' demands for reciprocity and environmental stewardship. Empirical research has demonstrated that green hotel policies influence customer intentions, actions, satisfaction, and loyalty. This paradigm emphasises hotels' role in leveraging green practices to satisfy changing customer expectations, increase brand loyalty and foster sustainable tourism.

Figure 1: Mediating effect of guest satisfaction

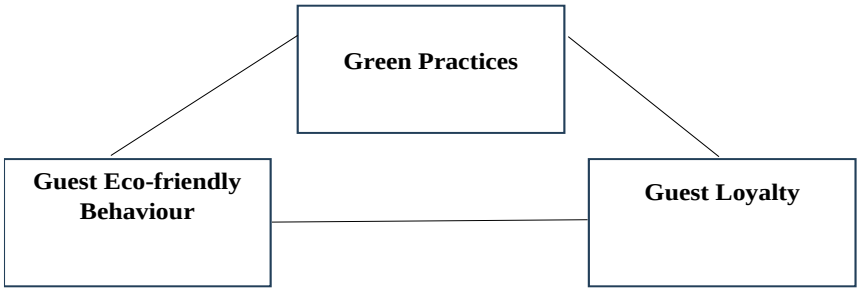

Figure 2: Mediating effect of green practices

Research methodology

The study investigates the correlation between environmental concerns and consumer incentives for adopting SHP, together with the influence of visitor engagement on satisfaction and brand loyalty. The study employed descriptive and inferential statistical methods to examine these connections, utilising quantitative survey data. The research developed a questionnaire based on McCoach et al. (2013) that assesses various factors, including satisfaction, loyalty, normative influences, and environmental concerns. The study focuses on demographics and specifically targets hotel customers in Lagos, Nigeria. The research included 200 participants and yielded a 95% confidence interval with an 8% margin of error. The sample was selected utilising the Krejcie & Morgan (1970) method, representing approximately 50% of the anticipated 100,000 hotel visitors on Lagos Island, the study's location. To ensure a representative sample of the target demographic, 200 questionnaires were distributed as part of the data collection procedure, providing a sufficiently large sample size. This study employed a non-probability convenience sampling technique to select participants who voluntarily agreed to participate. This method ensures that responders are available and motivated, increasing the likelihood of providing correct information. Convenience sampling is especially well-suited for online surveys because it reduces biases associated with accessibility and time constraints, allowing respondents to respond at their convenience (Etikan et al., 2016). Because this strategy is flexible, participants can answer honestly and when most prepared. This increases the accuracy of the responses. In line with contemporary tactics that expand outreach and promote involvement from diverse populations, to render the process less intrusive and more accommodating, emails and social media were employed to expedite recruitment (Darko et al., 2022). Although convenience sampling's non-random subject selection limits its generalizability, it offers certain useful advantages in the preliminary or exploratory phases of research, which warrant its application in resource-constrained environments. This sampling technique can effectively gather crucial basic data for additional, in-depth investigation.

Online surveys were the primary means of data collecting; they are accurate and reasonably priced (Babin & Zikmund, 2015). Online surveys reduce the likelihood of random errors, enhance the organisation of questions, and ensure completion while minimising interviewer bias (Evans & Mathur, 2018). The privacy and flexibility of answering when it's convenient for respondents help to lower hurried answers and promote more deliberate participation. Part A of the survey collected demographic and personal information, whereas Part B focused on information specific to the study. A factor analysis and pilot study were among the first studies that validated the research instrument by confirming the normal distribution of the objective variables. The questionnaire was distributed to a subset of the population to evaluate its reliability, and content validity was guaranteed using established scales and expert assessments. The device was optimised for efficient data collection by making modifications to improve understanding and clarity. The study's data were analysed using both descriptive and inferential statistical methods, facilitated by the Statistical Package for the Social Sciences (SPSS). Descriptive statistics offer a fundamental insight into the characteristics and perspectives of the respondents. The results were presented through tabular displays and graphical representations, including tables and charts, to highlight patterns and distributions within the data. Inferential statistics were utilised to test the study's hypothesis. Regression analysis, chi-square tests, and t-tests are statistical methods used to assess the relationships and variances between variables. The selection of each test was determined by its appropriateness for addressing specific research questions and hypothesis criteria. The influence of independent variables on a dependent variable was analysed through regression analysis; relationships among categorical variables were evaluated using the chi-square test, and means between two sets of variables were compared using the t-test. The methods established a robust foundation for inferring the implications of the data and validating the study's hypotheses**.**

Results

Socio-demographic characteristics

According to the summary in Table 1, the majority of respondents (41.4%) are between the ages of 25 and 34; 35 and 44 years follow (28.3%); and 45 and 54 years (10.5%). This implies that most hotel visitors are young, aged 18 to 54, indicating stable employment and a predominance of young adults. This signifies that middle-aged and younger populations favour environmentally friendly initiatives. 56.5% of the visitors are female, and 43.5% are male; women exhibit greater environmental consciousness (Wang et al., 2023). 45.5% and 30.9% of the guests hold bachelor's and master's degrees, respectively. This supports research showing that more educated hotel visitors are more aware of and supportive of sustainable initiatives (Zhang et al., 2023).

Table 1: Socio-demographic characteristics

	Frequency	Percent (%)
Gender		
Male	83	43.5
Female	108	56.5
Age		
<18years	3	1.6
18-24 years	17	8.9
25-34 years	79	41.4
35-44 years	54	28.3
45-54 years	20	10.5
55-64 years	11	5.8
65years and Above	7	3.7
Educational Level		
Secondary School Leaving Certificate	9	4.7
National Diploma	5	2.6
Higher National Diploma	11	5.8
Bachelor Degree	87	45.5
Master Degree	59	30.9
PhD	15	7.9
Professional Degree/Vocational Training	5	2.6

Table 2: The measurement model evaluation

	Mean	STD	Skewness	Factor loading	Cronbach	CR	AVE
Sustainable Practices					**0.837**	**0.881**	**0.554**
The hotel utilises environmentally friendly amenities and facilities.	2.85	.923	-.556	.719			
The hotels use occupancy sensors or key cards to control room power.	3.07	.871	-.857	.744			
The hotel encourages towel and bed linen reuse programmes.	2.87	.989	-.460	.746			
The hotel promotes awareness of sustainable practices and programmes.	2.83	.823	-.482	.761			
The business specialises in the provision and retail of organic food and products.	3.07	.805	-.624	.767			
The hotels ensure the usage of low water volume in toilets and bathrooms.	2.95	.813	-.498	.731			
Guest Green Behaviour					**0.802**	**0.873**	**0.634**
I have a positive perspective about hotels that engage in eco-friendly practices.	3.21	.674	-.808	.823			
Staying at a green hotel while travelling enhances my environmental consciousness and experience.	3.12	.738	-.583	.703			
I have significant concerns regarding the current state of the global environment and its potential consequences for the future.	3.25	.665	-.875	.875			
I am willing and aim to stay in an eco-friendly hotel for my upcoming trip.	3.24	.699	-.743	.775			
Guest Satisfaction					**0.795**	**0.869**	**0.625**
The decision to stay at this hotel was prudent.	3.14	.595	-.810	.826			
The decision to purchase this stay was justified.	3.05	.686	-.561	.780			
The services and eco-friendly practices of the hotel meet my expectations	3.09	.762	-.882	.792			
The facility met my expectations for this stay.	3.16	.696	-.704	.763			
Guest Loyalty					**0.784**	**0.874**	**0.700**
I have a favourable opinion of this brand.	3.12	.701	-.718	.792			
I would revisit the hotel in the future	3.15	.680	-.596	.837			
I suggest that relatives and close acquaintances consider visiting the hotel.	3.24	.676	-.747	.879			

The measurement model assesses the precision of indicators in quantifying the pertinent constructs and requires evaluation for reliability and validity (Hair et al., 2021). Table 2 displays the outer loadings of the indicators associated with each construct. Four indicators—Green practices, Guest eco-friendly behaviours, satisfaction, and guest loyalty towards the hotel—demonstrate outer loadings that surpass the 0.7 threshold, a standard commonly used to evaluate indicator reliability (Ali et al., 2018). The results demonstrate the reliability of the scale, as indicated by Cronbach's alpha coefficients surpassing the necessary threshold of 0.7 (Nunnally & Bernstein, 1994) across all components. The assessment of the scale's convergent validity utilised two main coefficients: composite reliability (CR) and average variance extracted (AVE). The CR coefficient must exceed 0.7 to indicate construct reliability. Furthermore, for the convergent validity of the latent variables to be considered adequate, their Average Variance Extracted (AVE) must exceed 0.5 (Hair et al., 2011). Table 2 presents the results of the evaluation of convergent validity for the measurement model. The two coefficients indicate that the model demonstrates adequate convergent validity. A distinctive criterion has been employed to evaluate discriminant validity: The AVE is deemed acceptable when the square root of the AVE for each construct exceeds the correlations among the constructs (Fornell & Larcker, 1981). Table 3 illustrates that the square root of each Average Variance Extracted (AVE) value, presented on the diagonal, exceeds the corresponding inter-construct correlations in the construct correlation matrix. This demonstrates adequate discriminant validity for all reflective constructs. Regarding descriptive results, the mean values range from below 1.5 (indicating high disagreement) to above 3.4 (indicating strong agreement). The analysis reveals that the selected hotels generally adopt sustainable practices. Occupancy sensors or key cards for room power control had a mean rating of 3.07, indicating improved visitor satisfaction with this practice. Utilising environmentally friendly facilities in guestrooms had a rating of 2.85, showing support for energy-efficient equipment usage. Towel and bed linen reuse programmes received an average score of 2.87, indicating broad agreement despite some variation in replies due to personal preferences. Guest satisfaction was evaluated across several dimensions, with all dimensions having means higher than 3.0, indicating a high level of agreement. Guests agreed that choosing a green hotel was a wise decision, that they had made the right choice by booking at a green hotel, that the hotel's services met their expectations, and that the hotel's facilities and practices met their needs, providing value for money. Guest loyalty was also assessed, with guests agreeing to speak positively about the green hotel brand (3.12), recommend the hotel to friends and family (3.24), and return or buy the hotel in the future (3.15). This implies significant guest loyalty, most likely influenced by the hotel's sustainable initiatives.

Table 3: Fornell-Larcker discriminant validity criteria

	1	2	3	4
1. Sustainable Practices	***0.744***			
2. Guest Green Behaviour	0.650	***0.796***		
3. Guest Satisfaction	0.587	0.648	***0.790***	
4. Guest Loyalty	0.589	0.579	0.741	***0.836***

Hypothesis testing result

The results of the hypothesis test are displayed in Table 3. The correlation coefficient, represented as R, quantifies the strength and direction of a relationship. The R2 value quantifies the extent to which independent variables, especially sustainable practices, account for the variation in the dependent variable, which includes guest eco-friendly behaviour, satisfaction, and loyalty. This research investigated the connections among sustainable practices and guest eco-friendly behaviour, satisfaction, and loyalty, evaluating three hypotheses (H1, H2, H3). The findings indicate substantial positive correlations between green practices and the dependent variables, namely guest eco-friendly behaviour, satisfaction, and loyalty. The correlation coefficients (r = 0.650**, 0.587**, and 0.589**) are significant at the $p < 0.01$ level, demonstrating strong positive associations between green practices and the corresponding dependent variables. The t-tests and F-values for all hypotheses demonstrated significance, thereby reinforcing the acceptance of the hypotheses. The R^2 values, representing the proportion of variance in the dependent variables accounted for by green practices, range from 0.343 to 0.422. This means that green practices account for approximately 34.3% to 42.2% of the variance in these dependent variables. These findings highlight the substantial influence of green practices on guests' eco-friendly behaviour, satisfaction and loyalty toward green hotels. Similarly, Mohd Suki & Mohd Suki (2015) noted that environmental concern significantly affects consumer behaviour towards eco-friendly products, including green hotels. Barakagira & Paapa (2023), who focused on the introduction of green practices in Ugandan five-star hotels, discovered that guests are more satisfied and likely to remain loyal to enterprises that prioritise environmental sustainability.

Table 4: Test of hypotheses

Hypothesis	Correlation (R)	T-test	F-value	R^2	Significant Value	Decision
H_1 Green Practices***Guest eco-friendly Behaviour	0.650**	11.752	138.117	0.422	0.00	Accepted
H_2 Green Practices***Guest Satisfaction	0.587**	9.966	99.327	0.344	0.00	Accepted
H_3 Green Practices ***Guest Loyalty	0.589**	10.011	100.215	0.343	0.00	Accepted

The study utilised the bootstrapping method established by Preacher & Hayes (2008) to assess the influence of satisfaction and green practices on loyalty to green hotels. A comparison was performed between the path coefficients of Model 1, which excludes a mediator, and Model 4, which includes a mediator. The results shown in Table 4 demonstrate a significant improvement in the direct effect of green practices on guest loyalty, with satisfaction serving as a mediating factor. The correlation between green practices and guest loyalty increased from 0.2803 to 0.6659, indicating a substantial rise of 0.3856. The mediation of green practices indicated an improvement in the direct effect of green behaviour on guest loyalty. The relationship increased from 0.2672 to 0.5555, while retaining statistical significance. Satisfaction serves as a partial mediator in the correlation between sustainable practices and guest loyalty. Conversely, sustainable practices act as a facilitator in the relationship between guest environmental behaviour and loyalty. Nitzl & Roldán (2016) contend that the model demonstrates complementary partial mediation, characterised by both direct and indirect effects that are positively correlated. The total, direct, and indirect effects were evaluated utilising a bootstrap procedure comprising 5000 resamples and a 95% confidence interval. The Variance Accounted For (VAF) was utilised to evaluate the robustness of the mediation (Helm et al., 2010). The VAF values range from 0% to 100%. Values exceeding 80% signify complete mediation, values ranging from 20% to 80% indicate partial mediation, and values below 20% reflect the absence of a mediation effect. The VAF measures the extent of indirect impact on the total effect. Table 5 illustrates the importance of both direct and indirect impacts of sustainable practices on customer loyalty, as well as the relationship between customer eco-friendly behaviour and loyalty. The validation of Hypotheses H_4 and H_5 underscores the significance of satisfaction and sustainable practices as mediators in these relationships. The VAF results indicate that satisfaction (VAF = 0.4209) and green practices (VAF = 0.4810) serve as partial mediators of guest loyalty.

Table 5: Mediating effect result

	Total effect	Direct effect	Indirect effect	VAF	Mediation	R^2	P-value
H_4: Green practices**Guest Satisfaction*** Guest Loyalty	0.6659***	0.3856***	0.2803***	0.4209	42.09%	0.585	0.000
H_5: Guest Eco-friendly behaviour**green practices** Guest loyalty	0.5555***	0.2883***	0.2672***	0.4810	48.10%	0.413	0.000

*** Significance level at 95% (p-value < 0.01).

Discussion and conclusion

The findings show that hotels in the study area engaged in various sustainable activities, including utilizing environmentally friendly amenities and facilities, providing organic food and products, and using occupancy sensors or key cards for room access. This is corroborated by Gupta et al. (2021), who remark that many hotels combine waste management, sustainable energy sources, and carbon emission reduction methods with corporate social responsibility programmes. Similarly, Yusof et al. (2017) emphasise the need for energy-efficient lighting, recycling programmes, and environmentally friendly behaviours in achieving sustainability. The study examines how green hotel practices influence guest behaviour. Its findings indicate that staying at eco-friendly hotels increases eco-awareness and enhances sustainable experiences. The study also indicates that

guests' positive attitudes and environmental concerns are significant factors influencing their selection and behaviour regarding green hotels. Hou & Wu (2021) demonstrate that deeply ingrained environmental values have a significant influence on individuals' attitudes and intentions regarding green hotels, underscoring the critical importance of environmental concerns. The research analysed guest satisfaction and loyalty with eco-friendly hotels. The findings indicated a notable positive correlation between customer satisfaction and the hotel's sustainable policies and services, as demonstrated by higher mean values across various dimensions. Guests indicated satisfaction with their selection of a green hotel, confirming the appropriateness of their choice. They also acknowledged that the hotel's services met their expectations and that the facilities and procedures offered good value for money. Moreover, guests demonstrated a strong sense of loyalty to the hotel, expressing their willingness to speak highly about the brand, recommend it to others, and consider returning or repurchasing in the future, which is mostly influenced by the hotel's sustainable practices. The study's findings align with those of Moise et al. (2020), demonstrating that hotel environmental policies have a significant influence on guest satisfaction, intentions to revisit, word of mouth, and their willingness to pay for high-quality services. The study's findings align with the research of Bastič & Gojčič (2012), which indicates that eco-behaviour among hotel staff, the use of ecologically friendly equipment, efficient resource utilisation, and the provision of bio-food significantly improve client satisfaction and loyalty to eco-friendly hotels. This suggests that guests could be pleased with sustainable activities and be motivated by both the functional and emotional aspects of environmental conservation in hotels.

The results indicate a significant correlation between environmentally friendly practices and visitor satisfaction and loyalty, as well as between sustainable practices and guest behavioural characteristics. Therefore, sustainable practices substantially influence various factors when selecting environmentally conscious hotels, including guest attitudes and environmental concerns. The aforementioned factors influence guest loyalty and satisfaction. The findings of this study align with previous research conducted by Lim et al. (2019) and Teng et al. (2018), which demonstrates that visitors' environmentally conscious behaviour notably affects their propensity to choose eco-friendly accommodations. As a result, guests may recognise the hotel's dedication to environmental sustainability, thereby improving guest satisfaction and loyalty. The research demonstrated that satisfaction acts as a partial mediator in the association between green practices and guest loyalty. In contrast, green practices mediate the connection between guest environmental behaviour and loyalty. Both direct and indirect effects were significant, underscoring the relevance of these mediators. The Variance Accounted For (VAF) values showed that guest satisfaction and green practices mediate guest loyalty. Gao & Mattila (2014) highlighted the importance of green practices in increasing visitor loyalty, suggesting that green efforts have a beneficial influence on consumer satisfaction and return intentions. The study found that a green image can increase guest loyalty through perceived quality and trust, which is moderated by satisfaction. Conclusively, the study revealed that hotels implemented a range of environmental measures, including waste management, sustainable energy sources, and carbon emission reduction methods. However, the use of energy-saving light bulbs was not widely established. Staying in eco-friendly hotels has been shown to raise eco-awareness and improve sustainable experiences for customers. Subjective standards, perceived duty, and firmly held environmental ideals were identified as factors influencing the choice of green hotels. Guests demonstrated high levels of satisfaction with the hotel's sustainable policies and services, as well as strong brand loyalty. The study also discovered that green practices mediated the association between guest environmental behaviour and loyalty, whereas satisfaction partially mediated the connection between green practices and loyalty. These findings emphasise the significance of sustainable measures in increasing visitor happiness and loyalty in green hotels. Future research could investigate the pathways via which green practices influence guest behaviour and loyalty.

Theoretical and practical implications

This study makes a significant theoretical contribution by integrating the Theory of Planned Behaviour (TPB) and Social Exchange Theory (SET) to analyse the impact of green practices on visitor loyalty and satisfaction within the hospitality industry, thus enhancing existing frameworks. This model is particularly noteworthy for its ability to bridge the divide between environmental initiatives and consumer behavioural responses, providing a nuanced understanding of how green practices and satisfaction mediate visitors' eco-conscious behaviour and loyalty. This research explains guests' loyalty intentions towards environmentally friendly hotels by aligning TPB's constructs—attitudes, subjective norms, and perceived behavioural control with SET's reciprocity principle by positioning green practices as a mediating factor. This method demonstrates that visitors' dedication to eco-friendly hotels is intensified when they believe these practices are consistent with their values and societal expectations (Cook et al., 2013). It refines the loyalty-building mechanism in sustainable hospitality by demonstrating how satisfaction with green practices functions as a critical mediator, thereby contributing to the theoretical framework. The framework posits that the contentment of visitors with green initiatives and their eco-friendly attitudes substantially impact their loyalty intentions. This interaction suggests that SET emphasises mutual benefit, implying that visitors are more likely to endorse green hotels if they perceive value in these practices (Han & Kim, 2010). Additionally, the integration of TPB's behavioural intention model elucidates the extent to which guests' intentions are influenced by social pressure, the perceived convenience of supporting green hotels, and their motivations (Ajzen, 1991). This dual-theory approach contributes to the theoretical advancement of environmental psychology and hospitality by enhancing our understanding of eco-friendly consumer behaviours. The integration of TPB and SET in this study's analysis of green practices, satisfaction, and loyalty offers a new theoretical perspective for sustainable hospitality research, transcending the limitations of current consumer behaviour frameworks. It provides actionable insights into the development of green initiatives that align with clients' values and foster long-term loyalty, a critical component of the hotel industry's sustainable growth.

The study on green practices in the hotel industry identifies various practical implications that can be used in hotel operations to improve sustainability and customer satisfaction. First, the study emphasises the significance of properly conveying green activities to guests. Hotels that demonstrate the environmental benefits of their policies can significantly influence visitor perspectives and behaviours, creating loyalty and encouraging return visits. This finding is consistent with research indicating that visitors with higher environmental awareness are more likely to choose green hotels, suggesting that targeted marketing strategies could significantly enhance consumer engagement and retention. Furthermore, the study emphasises the importance of green practices in establishing a competitive edge. Hotels that incorporate sustainability into their business strategy can meet regulatory standards and differentiate themselves in the market. This distinction can potentially attract environmentally concerned consumers, increasing customer base and brand loyalty. Furthermore, incorporating green practices can result in operational cost savings, such as lower energy and water consumption, boosting hotels' overall profitability. Finally, the study recommends that hotels adopt a comprehensive approach to sustainability, incorporating environmentally friendly practices into all aspects of their operations. This holistic strategy can improve the guest experience while boosting the hotel's image as a responsible and forward-thinking institution. Hotels prioritising sustainability are more likely to obtain positive word-of-mouth referrals, strengthening their market position.

The study on green hotels has limitations, including the evaluation of variables within the context of green practices and the failure to consider response segmentation based on visitation purposes. It also lacks consideration of psychographic preferences and demographic characteristics that may influence loyalty, which future research should consider. The study also lacks consideration of emotional and cognitive factors that could influence consumers' opinions on green hotels. Future research should incorporate other behavioural theories, such as protection motivation theory, consumption value theory, and the SOR approach, and consider additional variables like green image, consumption values, and identity.

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