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The Influence of Green Hotel Attributes and Green Hotel Image on Visitor Loyalty with Perceived Value and Customer Satisfaction as Mediation Variables

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Abstract

Competition in the hospitality industry is getting tighter, causing both domestic and foreign tourists to have many preferences for places to stay. The purpose of this study is to examine the variables that can affect the intention of visitors to return to stay at certain hotels, especially those that have implemented the eco-friendly concept. It was conducted in Malang city, Indonesia. It applied quantitative methods. Data were obtained through the distribution of offline and online questionnaires. The collected data were then analyzed using the Partial Least Square method. The variables examined in this study were green hotel attributes, green hotel image, perceived value, customer satisfaction, and visitor loyalty. The results indicated that green hotel attributes and green hotel image can affect the perceived value and customer satisfaction. Green hotel attributes have a significant direct effect on visitor loyalty. Meanwhile, green hotel image cannot directly affect visitor loyalty. However, after being mediated by perceived value and customer satisfaction, green hotel image may have a significant effect on visitor loyalty.

1. Introduction

The hospitality industry is one of the several businesses that have promising prospects. This is supported by the fact that the growth in the number of hotels is increasing from year to year. East Java, one of the main tourist destinations in Indonesia, is considered to be able to present this phenomenon. Data from Indonesia's Central Bureau of Statistics indicate that East Java experienced an increase of 10% in terms of the number of star and non-star hotels, namely 4572 in 2020. In

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2019, it was only 4132. The increase in the number of hotels is also supported by the infrastructure of tourist attractions that are already good enough to attract tourists to visit.

Malang City, the second-largest city in East Java- Indonesia, has a variety of excellent tourist attractions and good infrastructure. This has resulted in the growth of the hotel industry in the city quite fast in the last 3 years. Data from the Tourism Office of Malang City show an increase in the number of hotels from 2018 to 2019 by 38%, while from 2019 to 2020, it reached 14%. The total number of hotels in 2020 was 261. 34 of them were star hotels, while the rest 227 were non-star hotels.

In facing quite tight competition between hotels in Malang City, it is necessary to have the right marketing strategy to improve hotel performance in order to get the loyalty of visitors. One of the marketing strategies to be applied is green marketing. Y. S. Chen & Chang (2012) stated that green marketing activities involve the development, differentiation, pricing, and promotion of products and services that meet customer needs without affecting the environment. The green hotel concept is one part of a green marketing strategy and is used to attract the attention of potential visitors. A green hotel is a form of hotel management that pays attention to environmental aspects both in building selection and hotel service practices (Green Hotel Association, 2013). However, not all potential hotel visitors understand the green hotel concept and its advantages. Therefore, it is very important for hotel management to have the right strategy in introducing and inviting potential hotel visitors.

Previous studies have shown that intense competition makes hotel management focus on building loyalty (Liat *et al*., 2014). According to Assaker (2020), loyal customers can reduce marketing costs for the company, are not too sensitive to the price given, tend to give positive words of mouth (WOM), and recommend it to others. One way to build hotel visitor loyalty is to provide green hotel attributes and facilities (Azila *et al*., 2014; Hou, 2020; Le *et al*., 2018). In addition, loyalty can also be established through a positive image of the green hotel (Durna Ufuk, 2015; Ka & Lai, 2019; Susanti, 2017).

From previous studies, it is known that the attributes and image of green hotels may affect visitor loyalty. However, in several previous studies as well, there is still a research gap that must be investigated further. The gap in question is the inconsistency of research results related to variables of hotel attributes and hotel image on visitor loyalty. Several studies indicated that green hotel attributes have no significant effect on visitor loyalty (Agarwal & Kasliwal, 2017; Manganari *et al*., 2016; Yusof *et al*., 2017). Furthermore, several studies also indicated that the green hotel image has no significant effect on visitor loyalty (Ali *et al*., 2013; Assaker, 2020).

For this reason, the researchers intend to form a new conceptual model, involving mediating variables, namely perceived value and customer satisfaction, in order to close the gap in previous studies. This study also provides two implications, namely theoretical and practical implications. The theoretical implications of this study provide information on the variables that affect the loyalty of green hotel visitors, such as hotel attributes, hotel image, perceived value, and customer satisfaction. Meanwhile, the practical implications for hotel management are that the results of this study can be used as a reference in maximizing policies & planning and making decisions that can contribute to increasing company profits. For investors, the concept of a green hotel can be one of the considerations when establishing a new hotel.

2. Materials and Methods

Participants and Data Collection

Samples in this study were guests who had stayed at a green hotel more than once. They were selected using non-probability sampling with a purposive sampling technique, totaling 170 respondents. Data were collected using a questionnaire. In addition, this study was conducted from April to May 2021. The analytical method employed in this study was Structural Equation Modeling (SEM) based on Partial Least Square (PLS) using the SmartPLS 3.3.3 software. All indicators used to measure the variables in this study were adopted from several previous studies. The indicators for the variable of the green hotel attributes were adopted from Le *et al*. (2018) and Verma & Chandra (2016), consisting of 4 indicators. In addition, the variable of green hotel image was assessed using 2 indicators that refer to studies conducted by Lee *et al*. (2010) and Wang *et al*. (2018). Furthermore, the variable of perceived value was measured using 4 indicators adopted from a study conducted by Sweeney & Soutar (2001). The variable of customer satisfaction was measured using 5 indicators adopted from studies conducted by Lahap *et al*. (2016) and Irawan (2008). On top of that, the variable of loyalty was assessed using 2 indicators adopted from studies conducted by Ka & Lai (2019), Martínez (2015), and Mechinda *et al*. (2009).

LITERATURE REVIEW

Visitor Loyalty

According to Oliver (1997) (in H. Han *et al*., 2011), visitor loyalty is "a deeply held commitment to consistently repurchase a preferred product/service in the future, which leads to repeated purchases of the same brand or the same product, regardless of situational influences and marketing efforts that could potentially cause switching behavior". Meanwhile, conceptually, a study conducted by Khan (2013) showed that there are three popular concepts to explain loyalty, namely, loyalty is seen as an attitude that leads to a relationship with a brand, loyalty is expressed in the form of behavior (past buying patterns), and loyalty is in a form of purchase that is moderated by individual characteristics, circumstances, and buying situations.

Green Hotel Attributes

Hotel attributes are elements that identify responses to visitor needs. According to Lewis (1983), the services and facilities offered by a hotel are referred to as hotel attributes. These attributes help customers to choose a product over other products. Baniya & Thapa (2017) argued that the role of hotel attributes is to influence customers when choosing accommodation options. Concerning green hotels, previous studies have shown several attributes related to the application of the green hotel concept. From several previous studies, the researchers found four most important green hotel attributes affecting visitor preferences, namely the implementation of eco-friendly products, energy conservation, water conservation, and waste reduction management.

Green Hotel Image

According to Durna *et al*. (2015), the image can be described as beliefs, behaviors, or impressions of individuals or groups on certain subjects. The subjects can be companies, products, brands, destinations, and individuals. Furthermore, whether the impression is true, false, real, or imaginary, it is not the important thing. According to Wang *et al*. (2018), green image in a company is the perception of a company, in which each perception is related to commitment and concern for the

environment, resulting in strong memory associations in customers. Martínez (2015) provided a new variable, namely "green overall image" which is defined as a set of perceptions from the minds of customers of a company related to commitment to environmental issues. Meanwhile, relating to the management of green companies, Bathmanathan & Hironaka (2016) stated that the image of a green company is a combination of the company's concern for its business image as a company that cares about the environment.

Perceived Value

According to Zeithaml (in Teng *et al*., 2017), perceived value is the evaluation of products or services by individuals based on what is received and given. This evaluation is a comparison of the "take" and "give" components of a product or service (for example, a trade-off between quality and price), in which it becomes a one-dimensional concept. Teng *et al*. (2017) adopted a multidimensional perspective of the concept which not only evaluates the quality and rate comparison of eco-friendly hotels (functional value) as mentioned by Zeithaml et al. (2020) but also evaluates whether eco-friendly hotels can create associations with one or more specific social groups (social values) and evoke positive feelings or affective states (emotional values).

Customer Satisfaction

Customer satisfaction is identified as an outcome that is a characteristic of the last condition resulting from the consumption experience (Usta, 2011). The level of satisfaction covers product satisfaction, payment decision experience, consumption experience, institution, performance attributes, or experience before purchasing. According to the expectation-disconfirmation theory proposed by Oliver (in Kim, 2014), customer satisfaction is believed to be the result of the process conducted by customers in comparing expectations and perceptions of performance. Furthermore, Oliver divides the satisfaction construct into two, namely overall satisfaction and attribute satisfaction. Overall satisfaction is based on the overall experience or summary evaluation of the company's products or services, not only individual attributes. Meanwhile, attribute satisfaction is customer subjective satisfaction resulting from observations in attribute performance.

CONCEPTUAL FRAMEWORK

This study investigates five main constructs, consisting of two exogenous variables (green hotel attributes and image) and one endogenous variable (visitor loyalty). In addition, this study also adds two mediating variables, namely customer satisfaction and perceived value. According to a study conducted by the Boston Consulting Group (2016), the quality of green products can increase competition and better advantages when compared to conventional products. Furthermore, Chen & Chang (2012) stated that the perceived value of green products is obtained from the product's performance in an environmental context. Based on the statement aforementioned, it can be concluded that if visitors feel the quality or benefits of green hotel attributes, they will tend to rate it as good products or services. In other words, the level of visitor satisfaction increases along with the positive experience received. Lisa & Mattila (2014) argued that the level of satisfaction can also be increased through the involvement of green hotels in the initiation of green programs for the public interest rather than for private interests (increasing hotel profits). Therefore, based on those statements, the hypotheses are as follows.

H1: Green hotel attributes have a significant effect on perceived value.

H2: Green hotel attributes have a significant effect on customer satisfaction.

Corporate image can be considered as information that allows customers to measure the value they receive (Aaker, 1991). For this reason, the hotel image may combine some of the

characteristics of the hotel and provide clues about the value provided by the hotel. Hotel visitors who get a good initial experience will want a good service value from the hotel in the future (Ka & Lai, 2019). Furthermore, a positive image of the company is an effective tool to increase the level of customer satisfaction (Assaker & Hallak, 2013; Prayag *et al*., 2017). The higher the value of the positive image of a green hotel is, the higher the level of satisfaction will be, such as meeting environmental expectations, sustainability expectations, and green needs (Çavusoglu et al., 2021). Therefore, based on those statements, the hypotheses are as follows.

H3: Green hotel image has a significant effect on perceived value.

H4: Green hotel image has a significant effect on customer satisfaction.

Green attributes identified in the context of green hotels have a significant impact on the cognitive and affective evaluation of hotel visitors (Lee *et al*., 2010). This evaluation is a form of cognitive-affective-conative loyalty phase that may create positive behavioral intentions. It can be considered that customers who perceive green hotel performance as appropriate will find it easier to build strong cognitive loyalty to the hotel. In addition, Çavusoglu *et al*. (2021) stated that creating a strong image in the market is the main goal of business because a strong image created in the minds of customers can have a significant impact on customer satisfaction and loyalty. For this reason, business people apply strategies related to a green image in their overall corporate image to adjust to customer awareness of the environment (Kement, 2019). Therefore, based on those statements, the hypotheses are as follows.

H5: Green hotel attributes have a significant effect on visitor loyalty.

H6: Green hotel image has a significant effect on visitor loyalty.

The perceived value of green hotels, according to a study conducted by Teng *et al*. (2017), is one part of the subjective evaluation in aspects of functional, social, and emotional assessment of green hotels and also serves as a significant predictor of loyalty to green hotels. According to Li *et al*. (2016), the higher the customer satisfaction in service products is, the higher the purchased loyalty will be. Loyalty is not only the relationship between visitors and company employees but also the relationship between visitors and all components of the company. If the company provides products and services that exceed customer expectations, wants, and needs, then customers will make repeated purchases and maintain loyalty. Therefore, based on those statements, the hypotheses are as follows.

H7: Perceived value has a significant effect on visitor loyalty.

H8: Customer satisfaction has a significant effect on visitor loyalty.

In a study conducted by Han *et al*. (2018), environmentally friendly hotel practices cover two aspects. The first is water conservation management and the second is waste reduction management. These two things have a significant effect on hedonic and utilitarian values. It is known that these two values have a positive relationship to participation intentions and loyalty to the two green hotel practices. The benefits of green hotel practices and attributes can increase customer satisfaction. Meanwhile, a high level of customer satisfaction will affect loyalty. For this reason, it can be considered that green hotel practices and attributes are antecedents of customer satisfaction and a mediator of visitor loyalty (Yusof *et al*., 2017). Therefore, based on those statements, the hypotheses are as follows.

H9: Green hotel attributes have a significant effect on visitor loyalty mediated by perceived value.

H10: Green hotel attributes have a significant effect on visitor loyalty mediated by customer satisfaction.

A positive image may help customers create positive perceptions about the organization and override the negative ones (Ashraf *et al*., 2018). The positive image of the organization can directly affect customer satisfaction and retain customers with the brand. Studies conducted by Ashraf *et al*. (2018) and Ka & Lai (2019) indicate that perceived value can mediate the relationship between

green hotel image and visitor loyalty. Furthermore, studies conducted by Martínez (2015) and Wang *et al*. (2018) show empirical evidence that green satisfaction and green trust can mediate the relationship between green image and green loyalty. This is consistent with a study conducted by Lee *et al*. (2010) that the green overall image as a strategic concept is highly suitable not only for overall evaluation but also for the establishment of positive perceptions of service performance. Therefore, based on those statements, the hypotheses are as follows.

H11: Green hotel image has a significant effect on visitor loyalty mediated by perceived value.

H12: Green hotel image has a significant effect on visitor loyalty mediated by customer satisfaction.

For more details, it can be seen in Figure 1 below.

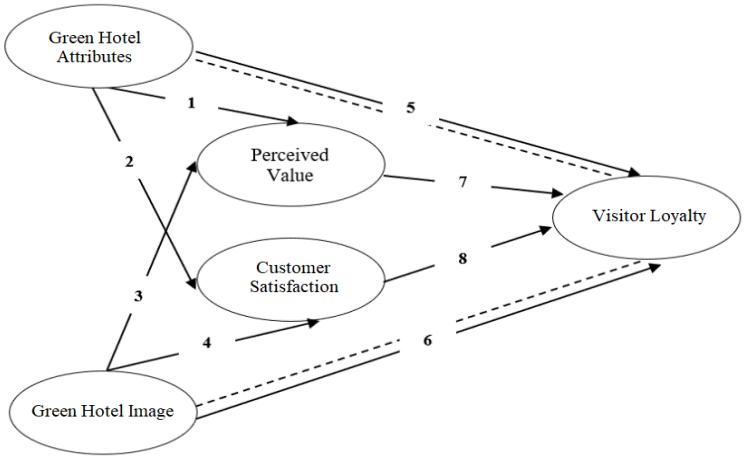


Figure 1. Research Framework and Hypotheses

3. Results and Discussions

Based on the results of data processing, it is found out that 170 respondents participated in this study, consisting of 69 men (40.6%) and 101 women (59.4%). Based on age, the total of respondents aged under 20 years was 32 people (18.8%), that of respondents aged between 20 – 40 years was 77 people (45.3%), that of respondents aged between 41 – 60 years was 55 people (32.4%), and that of respondents aged over 60 years was 6 people (3.5%). Based on education level, the total of respondents having the latest education level of senior high schools was 36 people (21.2%), that of respondents having the latest education level of the diploma was 10 people (5.9%), that of respondents having the latest education level of a bachelor's degree was 91 people (53.5%), that of respondents having the latest education level of a master's degree was 22 people (12.9%), and that of respondents not answering was 11 people (6.5%). Based on occupation, the total of respondents with the working status as students was 42 people (24.7%), that of respondents with the working status as civil servants was 32 people (18.8%), that of respondents with the working status as private employees was 32 people (18.8%), that of respondents with the working status as entrepreneurs was 39 people (22.9%), and that of respondents with other working statuses was 25 people (14.7%). Based on the selected green hotel, 17 people (10%) chose hotel S, 16 people (9.4%) chose hotel T, 49 people (28.8%) chose hotel IS, 37 people (21.8%) chose hotel TS, and 51 people (30%) chose hotel U.

Table 1
Composite Reliability and Cronbach Alpha

Research variables	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
Green Hotel Attributes (GHA)	0.832	0.888	0.665
Green Hotel Image (GHI)	0.747	0.888	0.798
Perceived Value (PV)	0.692	0.812	0.520
Customer Satisfaction (CS)	0.760	0.839	0.511
Visitor Loyalty (VL)	0.653	0.852	0.742

Source: Data Processing Using the PLS, 2021

Table 1 indicates that the scale, magnitude, and statistical concordance are in the acceptable category. The values of the average variance extracted (AVE) of all latent variables were 0.656 for green hotel attributes, 0.798 for green hotel image, 0.520 for perceived value, 0.511 for customer satisfaction, and 0.742 for visitor loyalty.

The value of Cronbach's alpha for the reliability criteria was quite high, in which green hotel attributes had the highest Cronbach alpha value. Sequentially, the value of the Cronbach alpha coefficient for five variables used in this study ranged from 0.653 to 0.832. The values of composite reliability sequentially were 0.653 for visitor loyalty, 0.692 for perceived value, 0.747 for green hotel image, 0.760 for customer satisfaction, and 0.832 for visitor loyalty. Meanwhile, the value of composite reliability ranged from 0.812 to 0.888. Therefore, it can be concluded that all constructs are reliable, according to both composite reliability and Cronbach's alpha.

Table 2
The Value of R-Square

Variables	**R-Square**
Perceived Value (Z1)	0.452
Customer Satisfaction (Z2)	0.559
Visitor Loyalty (Y)	0.647

Source: Data Processing Using the PLS, 2021

The value of R-squared for the perceived value variable in this research model was 0.452, that of the customer satisfaction variable was 0.559, that of the visitor loyalty variable was 0.647.

Furthermore, the Goodness of Fit (GoF) in this study was calculated using the equation $Q^2 = 1 - [(1 - R_1^2) (1 - R_2^2) (1 - R_3^2)$, resulting in $Q^2 = 1 - [(1 - 0.452) (1 - 0.559) (1 - 0.647) = 0.915$. A score of 0.915 in the Q-Squared calculation indicated that this research model can be considered to possess good goodness of fit.

Table 3
Direct Influence

Direct Variable Relations	Path Coefficient	Standard Deviation	T-Statistics (|O/STDEV|)	Result

		(STDEV)		
GHA -> PV	0.280	0.076	3.667	Significant
GHA -> CS	0.348	0.061	5.672	Significant
GHI -> PV	0.482	0.066	7.314	Significant
GHI -> CS	0.504	0.059	8.528	Significant
GHA -> VL	0.124	0.059	2.109	Significant
GHI -> VL	0.120	0.078	1.548	Not significant
PV -> VL	0.225	0.100	2.238	Significant
CS -> VL	0.438	0.083	5.294	Significant

Source: Data Processing Using the PLS, 2021

Based on data processing carried out using SmartPLS for hypothesis testing, the influence of green hotel attributes on the perceived value indicated a significant result with a path coefficient of 0.280 and a statistical t-value of 3.667. Based on this finding, **hypothesis 1 is accepted**, meaning that green hotel attributes have a significant effect on perceived value. In addition, the influence of green hotel attributes on customer satisfaction indicated a significant result with a path coefficient of 0.348 and a statistical t-value of 5.672. Based on this finding, **hypothesis 2 is accepted**, meaning that green hotel attributes have a significant effect on customer satisfaction. Besides, the influence of green hotel image on the perceived value indicated a significant result with a path coefficient of 0.482 and a statistical t-value of 7.314. Based on this finding, **hypothesis 3 is accepted**, meaning that green hotel image has a significant effect on perceived value. Furthermore, the influence of green hotel image on customer satisfaction indicated a significant result with a path coefficient of 0.504 and a statistical t-value of 8.528. Based on this finding, **hypothesis 4 is accepted**, meaning that green hotel image has a significant effect on customer satisfaction. Moreover, the influence of green hotel attributes on visitor loyalty indicated a significant result with a path coefficient of 0.124 and a statistical t-value of 2.109. Based on this finding, **hypothesis 5 is accepted**, meaning that green hotel attributes have a significant effect on visitor loyalty. Additionally, the influence of green hotel image on visitor loyalty indicated an insignificant result with a path coefficient of 0.120 and a statistical t-value of 1.548 (smaller than t-table, namely 1.96). Based on this finding, **hypothesis 6 is rejected**, meaning that green hotel image has no significant effect on visitor loyalty. In addition, the influence of perceived value on visitor loyalty indicated a significant result with a path coefficient of 0.225 and a statistical t-value of 2.238. Based on this finding, **hypothesis 7 is accepted**, meaning that perceived value has a significant effect on visitor loyalty. On top of that, the influence of customer satisfaction on visitor loyalty indicated a significant result with a path coefficient of 0.438 and a statistical t-value of 5.294. Based on this finding, **hypothesis 8 is accepted**, meaning that customer satisfaction has a significant effect on visitor loyalty.

Table 4
Indirect Influence

Variables	Standard Deviation (STDEV)	Indirect Path Coefficient	T-Statistics (|O/STDEV|)	Result

GHA -> PV-> VL	0.033	0.063	1.910	Not significant
GHA -> CS -> VL	0.039	0.152	3.870	Significant
GHI -> PV-> VL	0.051	0.108	2.140	Significant
GHI -> CS -> VL	0.049	0.221	4.498	Significant

Source: Data Processing Using the PLS, 2021

The role of perceived value in mediating the influence of green hotel attributes on visitor loyalty indicated an insignificant result with a path coefficient value of 0.063 and a statistical t-value of 1.910. It means that perceived value cannot play a role in mediating the influence of green hotel attributes on visitor loyalty. Therefore, **hypothesis 9 is rejected**. Furthermore, the role of customer satisfaction in mediating the influence of green hotel attributes on visitor loyalty indicated a significant result with a path coefficient value of 0.152 and a statistical t-value of 3.870. It means that customer satisfaction can play a role in mediating the partial influence of green hotel attributes on visitor loyalty. Therefore, **hypothesis 10 is accepted**. Apart from that, the role of perceived value in mediating the influence of green hotel image on visitor loyalty indicated a significant result with a path coefficient value of 0.108 and a statistical t-value of 2.140. It means that perceived value can play a role in fully mediating the relationship between green hotel image and visitor loyalty. Therefore, **hypothesis 11 is accepted**. On top of that, the role of customer satisfaction in mediating the influence of green hotel image on visitor loyalty indicated a significant result with a path coefficient value of 0.221 and a statistical t-value of 4.498. It means that customer satisfaction can play a role in mediating the partial influence of green hotel image on visitor loyalty. Therefore, **hypothesis 12 is accepted**.

The Effect of Green Hotel Attributes on Perceived Value

The results of this study indicate that green hotel attributes have a significant influence on perceived value. This means that the better the green hotel attributes provided by hotel management are, the higher the positive hotel visitor ratings will be. Furthermore, the results of the descriptive analysis show that energy management is the most dominant indicator influencing the variable of green hotel attributes. In the concept of sustainable development, it is undeniable that energy management is a major factor in determining the success of the concept. Here, energy management means utilizing both renewable and unrenewable energy appropriately so that it can reduce building operational costs. The results of this study confirm previous studies conducted by Le *et al*. (2018), Nikhashemi *et al*. (2016), Verma & Chandra (2016), and E. S. T. Wang & Yu (2016) which found that hotel attributes can affect customer value perceptions.

The Effect of Green Hotel Attributes on Customer Satisfaction

The results of this study indicate that green hotel attributes have a significant influence on customer satisfaction. This means that when customers feel a positive experience with the attributes provided by the hotel management, it will create a positive feeling for visitors. The results of the descriptive analysis on the variable of customer satisfaction indicate that price is the indicator with the highest average value. It is undeniable that price may affect customer satisfaction. Visitors will compare the price spent with the benefits received. Furthermore, the results of this study also support previous studies conducted by Kim (2014) and Usta *et al*. (2011), in which both studies took hotel management as the research object.

The Effect of Green Hotel Image on Perceived Value

The results of this study indicate that green hotel image has a significant influence on perceived value. This means that when customers already have a positive image of green hotels, both in terms of facilities and services, perceived value to such hotels will become more positive. The results of the descriptive analysis show that the indicator with the highest value is the functional image. This means that hotel visitor ratings are based on the tangible description of the hotel. Positive hotel visitor ratings on the hotel's image may become good if hotel visitors have been able to feel the benefits of the facilities or attributes provided by the hotel management.

The Effect of Green Hotel Image on Customer Satisfaction

The results of this study indicate that green hotel image has a significant positive influence on customer satisfaction. This can be interpreted as a form of strong positive feelings from hotel visitors that can be generated from the overall positive image of the hotel. In this study, the dominant image indicator is the item with the statement "*I feel this green hotel can encourage environmental awareness*" which was categorized in the functional image indicator. From the characteristics of respondents in terms of length of stay, most people stay 2 – 3 days, indicating that hotel visitors feel that the hotel has been able to provide a real image of the green hotel concept through the implementation of the hotel's personal operational standards. This result confirms the findings of previous studies conducted by Çavusoglu *et al*. (2021), Lahap *et al*. (2016), and J. Wang *et al*. (2018), in which these three studies took hotels as the research object.

The Effect of Green Hotel Attributes on Visitor Loyalty

The results of this study indicate that green hotel attributes have a significant influence on visitor loyalty. This means that the better the hotel facilities, both tangible and intangible, perceived by visitors is, the higher the revisit intention to the hotel will be. The results of the descriptive analysis show that the indicator that is quite dominant in the variable of visitor loyalty is attitudinal loyalty, or more simply, loyalty to certain products. The visitors with this type of loyalty will not switch to another product or service brand because they believe that the product or service has met their expectations. This result confirms the findings from the previous studies conducted by Azila *et al*. (2014) and Le *et al*. (2018) which also took the topic of green hotels.

The Effect of Green Hotel Image on Visitor Loyalty

The results of this study indicate that green hotel image has no significant influence on visitor loyalty. This means that when a visitor has a positive image towards a green hotel, it is not necessarily that the visitor will return to stay. This result supports a study conducted by Assaker *et al*. (2020), in which their research object is British tourists, totaling 200 people who stay at five-star hotels in Europe. The results of the descriptive analysis concerning the direct relationship between green hotel image and visitor loyalty indicate an insignificant relationship. However, the green hotel image is significant when being mediated by perceived quality and trust.

The Effect of Perceived Value on Visitor Loyalty

The results of this study indicate that perceived value has a significant influence on visitor loyalty. This means that when visitors have a high perceived value for green hotel services, it will increase visitor loyalty to the green hotel. The results of descriptive analysis on the variable of perceived value indicate that the indicator that possesses the highest value is price. This may be caused by a comparison carried out by hotel visitors on the costs incurred and the benefits obtained. Furthermore, this result confirms previous studies, namely those conducted by Chi *et al*. (2014) and Teng *et al*. (2017). The study conducted by Teng *et al*. (2017) showed that the perceived value of green hotels is one part of the subjective evaluation in the functional, social, and emotional aspects of green hotels. Furthermore, perceived value also serves as a significant predictor of visitor loyalty to green hotels.

The Effect of Customer Satisfaction on Visitor Loyalty

The results of this study indicate that customer satisfaction has a significant influence on visitor loyalty. This means that if visitors are satisfied and have a positive feeling about the hotel's attributes and services, loyalty will arise which is shown in the form of behavior to revisit or provide positive WOM (Words of Mouth). The results of the descriptive analysis on the variable of customer satisfaction show that price is the indicator with the highest value. Meanwhile, for the variable of visitor loyalty, the indicator with the highest value is attitudinal loyalty. This confirms the results of previous studies conducted by Ali & Amin (2014), Li *et al*. (2016), and J. Wang *et al*. (2018).

The Effect of Green Hotel Attributes on Visitor Loyalty Mediated by Perceived Value

The results of this study indicate that green hotel attributes have no significant influence on visitor loyalty mediated by perceived value. It means that some hotel visitors who give positive ratings do not necessarily want to return or recommend the hotel to others. The results of the descriptive analysis of perceived value show that price becomes the indicator with the lowest average. In other words, some respondents are still unsure whether the price paid is in line with the provided service quality.

The Effect of Green Hotel Attributes on Visitor Loyalty Mediated by Customer Satisfaction

The results of this study indicate that green hotel attributes have a significant influence on visitor loyalty mediated by customer satisfaction. It means that the green hotel attributes provided by the hotel management get a positive response from visitors. In other words, the visitors are

satisfied. They assess that these attributes are appropriate and even exceed their expectations for a green hotel. Apart from that, the role of customer satisfaction on the influence on the relationship between green hotel attributes and visitor loyalty is partial mediation. The meaning of this mediating role is that customer satisfaction is able to bridge the influence of related variables. However, even without customer satisfaction, the variable of green hotel attributes has a significant effect on visitor loyalty, according to the results of hypothesis 5 in this study. Furthermore, this result supports a previous study conducted by Yusof *et al*. (2017).

The Effect of Green Hotel Image on Visitor Loyalty Mediated by Perceived Value

The results of this study indicate that the green hotel image has a significant effect on visitor loyalty mediated by perceived value. This means that when customers get a positive image concerning an object, in this case, a green hotel, they will not hesitate to transact and feel for themselves whether it is in line with their expectations or not. Perceived value as a mediating variable on the relationship between green hotel image and visitor loyalty can be referred to as full mediation. This means that the green hotel image is not able to significantly affect visitor loyalty without mediation from the perceived value. This result is also consistent with a previous study conducted by Ashraf *et al*. (2018), in which the study was carried out in several public service facilities, such as schools, hotels, banks, and hospitals, involving 440 valid respondents in total.

The Effect of Green Hotel Image on Visitor Loyalty Mediated by Customer Satisfaction

The results of this study indicate that the green hotel image has a positive effect on visitor loyalty mediated by customer satisfaction. This means that visitor loyalty can be caused by the visitor's feeling of satisfaction with the overall hotel image. In addition, the role of the mediating variable of customer satisfaction on the green hotel image and visitor loyalty is categorized as full mediation. In other words, without the mediating variable of customer satisfaction, the relationship between the two variables, namely green hotel image and visitor loyalty, has no significant effect. This result supports the finding from a previous study conducted by Martínez (2015), examining four variables, namely green image, green trust, green satisfaction, and green loyalty.

4. Conclusion

Based on the influence of examined variables, it can be concluded that the green hotel attributes are able to directly affect green hotel visitor loyalty. This means that visitors consider the attributes and facilities offered by such hotels. Meanwhile, the green hotel image has not been able to directly affect green hotel visitor loyalty. This can occur because not all positive images of the hotel can directly make visitors loyal. Perceived value and customer satisfaction are able to fully mediate the effect of green hotel image on visitor loyalty. This means when customers get a positive image of an object, in this case, a green hotel, they will not hesitate to transact and feel for themselves whether it is in line with their expectations or not. If the value perceived by visitors is positive, it will have an impact on their loyalty level which may increase. Meanwhile, customer satisfaction is the visitor's affective response to the attributes of the green hotel. Hotel visitors feel that their expectations of the green hotel image have paid off and even exceed them, resulting in a feeling of satisfaction.

Recommendations for Future Research

a. Further research can be carried out in other regions, besides Malang City, such as Bali, Bandung, Jogjakarta, or other regions that have hotels with green concepts.
b. Further research on green hotels can add variables that have not been used in this study, such as service quality, motivation, or others.
c. The results obtained in this research still need to be enriched by further studies with the addition of the number of respondents as research samples because the larger number of research samples is expected to provide better research results.

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